

Pillows and Mattresses - US - 2023

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This report looks at the following areas:

- Sleep preferences regarding position and occupancy
- Pillow and mattress ownership and intent to purchase
- Common sleep concerns and frustrations
- Purchase location and channel
- Factors considered when purchasing a mattress
- Approach to shopping for mattresses and pillows

While the pandemic brought attention to the household category in a positive way, challenges have arisen as well. The mattress and pillow industry has historically struggled amid high penetration and long lifespan of products, which will only further be exacerbated due to record high inflation. Encouraging upgrades remains an obstacle. However, small pockets of opportunity exist for category players to create distinction in delivering benefits that go beyond comfort, including beauty, personalization and sustainability.



"Consumers are coming to recognize sleep's contribution to overall health and the direct relationship between quality sleep and other areas of holistic health."

- **Ashley de Hechavarria,**
Health and Wellness Analyst

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