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Mattress Report

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Introduction

At first glance, mattresses look almost the same as they did decades ago – a big rectangular cushion, wrapped in quilted fabric, sitting on a bed frame. In terms of appearance, the mattress is one of the least revolutionary objects in the modern home.

But under the familiar surface, they have changed a lot. Where mattresses were once stuffed with cotton, wool, and thick metal springs all wired together, the modern mattress is a piece of engineering that almost hides its complexity. Memory foam—once a space-age material developed for NASA—now contours to the body without revealing even a hint of its presence from the outside. Gel infusions and cooling fibers work to pull heat away from sleepers, though the fabric surface still looks plain and traditional. Pocketed coils sit individually wrapped, each spring responding on its own to movement, all while looking like the same old “spring mattress” your grandparents had.

Manufacturers have carved invisible channels to improve airflow, layered foams to support hips and shoulders differently, and embedded materials that change temperature on contact. They’ve replaced flammable interiors and toxic chemicals with safer, cleaner alternatives. They’ve built zones that flex, cradle, or push back—all hidden beneath a simple quilted top that wouldn’t look out of place in a catalog from 1975.

A mattress, in other words, is one of the few objects that has kept its outward appearance steady while the world beneath its surface has been completely rebuilt. It is a quiet kind of evolution: the look remains the same because that shape works, but the experience of sleeping on one has been transformed by layers of innovation you never see.

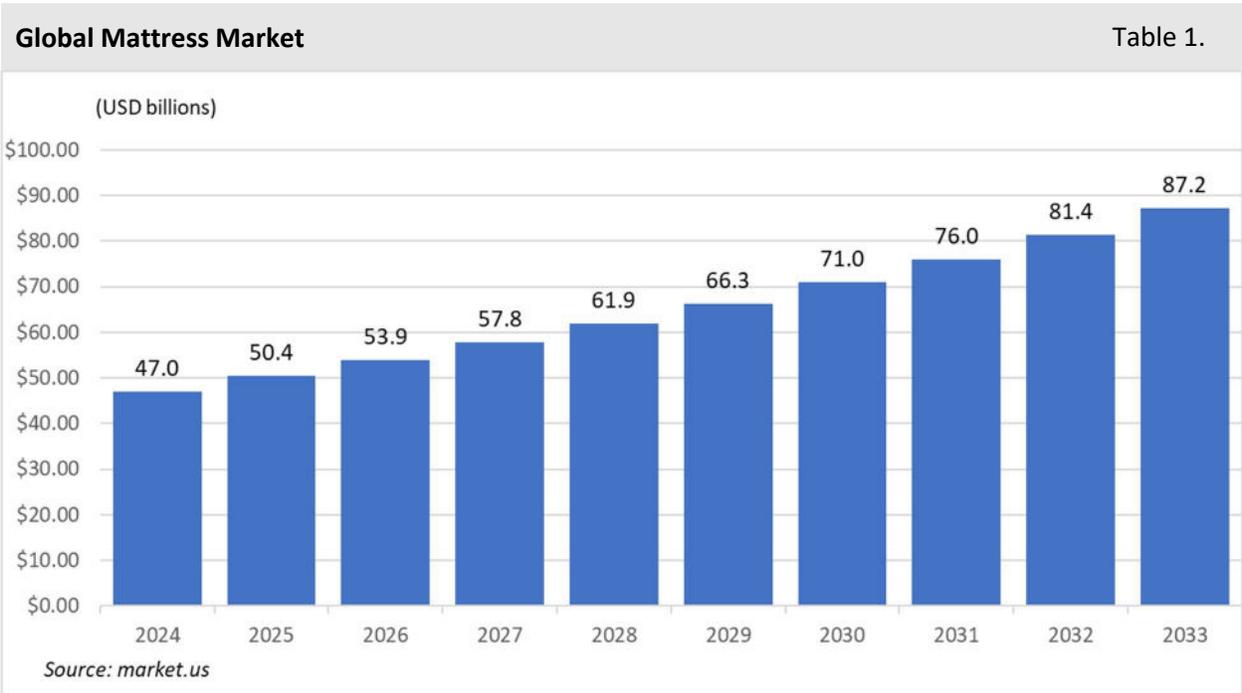
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Section I: What is Happening in the Mattress Industry?

Key Metrics

The Global Market

One source values the global mattress market at \$47 billion in 2024 and has estimated that it reaches \$87.2 billion by 2033, a constant average growth rate of 6.4% (*market.us*).



Note: Includes foam, innerspring, hybrid, and other types

The Domestic Market

The domestic mattress market was valued at \$9.9 billion in 2024 and is predicted to grow to \$12.3 billion by 2033, a strong constant average growth rate of 3.37%. (source: Verified Market Research)

The reasons behind this growth are increased consumer knowledge regarding sleep well-being, new mattress technologies being introduced, and increasing e-commerce popularity in the furniture market.



Note: The most recent revised number is used in the table

Imports

Mattress imports into the U.S. have been heavily influenced by tariffs in 2025, with most coming from Indonesia, Mexico, and other Southeastern Asian Countries. Rising trade tensions are pushing prices up by 10-25% depending on materials and type.

Tariffs apply not only to finished mattresses but also to components like foam, springs, and textiles, which further raises domestic production costs.

There was once a time when mattresses imported into the United States were dominated by China. In 2015 the mattress imports from China were approximately 66% of total imports which grew steadily to 82% by 2018. Since then, imports from China have dropped sharply, about 3% of total mattress imports in 2024. Companies have reduced their dependency on China and moved their operations to other Asian nations.

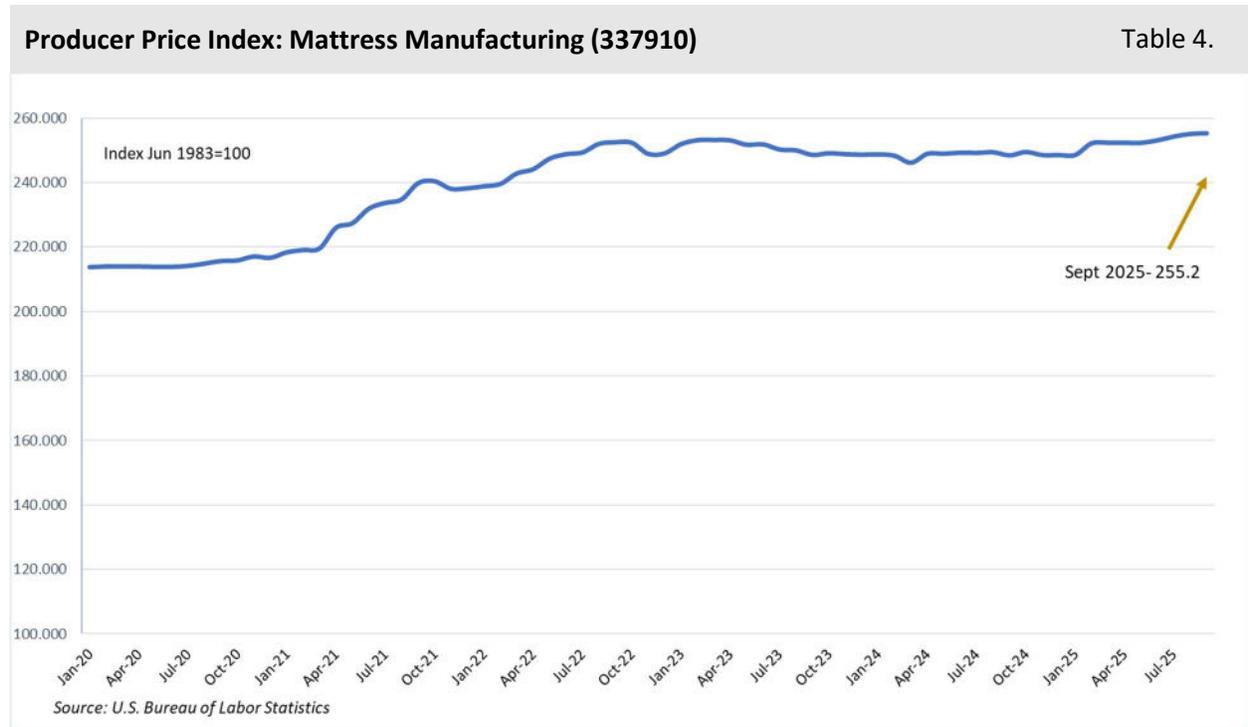
Top 10 Mattress Importing Countries to the U.S.											Table 3.
USD millions	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	CAGR
Total Imports	\$569	\$673	\$1,013	\$1,210	\$1,170	\$1,472	\$1,341	\$1,454	\$1,351	\$910	5.4%
Indonesia	\$0	\$0	\$1	\$6	\$168	\$373	\$356	\$403	\$329	\$328	N/M
Mexico	112	109	107	129	129	107	280	368	426	163	4.2%
Laos	-	-	-	-	-	-	10	1	-	69	N/M
S. Korea	1	1	2	2	2	4	10	13	26	65	52.4%
Vietnam	2	6	7	13	248	348	48	45	45	45	39.4%
Singapore	0	0	0	0	-	0	1	6	23	32	N/M
Canada	27	28	26	24	22	24	49	41	28	32	1.9%
China	377	487	823	989	302	6	5	6	28	30	(24.6%)
Poland	16	9	9	9	7	6	12	29	8	13	(1.9%)
Cambodia	3	3	2	2	44	63	8	2	5	11	17.5%

Source: USITC

Indonesia emerged as the top exporter of mattresses into the United States starting in 2020. Notably, Laos popped out of almost nowhere to take the third spot with South Korea closely behind. Mexico, our neighbor to the south, has been holding steady as the second largest playing a major role due to its proximity and lower logistics costs.

Manufacturing

The Producer Price Index (PPI) is an economic indicator that measures the average change in prices that producers receive for their output. It is calculated by dividing the weighted average prices of goods produced in the current month by the weighted average prices of the same goods produced in a base month and year, and then multiplying the result by 100. We are essentially comparing the price of something now against a fixed one in the past. PPI looks from the producer’s perspective as it measures the costs to produce consumer goods.



The current PPI for mattress manufacturing is 255.19 slightly higher than the record set last month of 255.00. This is a continual run-up since September of 2024. It is saying that costs at the producer level are continuing to rise, suggesting that inflationary pressures are not improving.

This also signifies that retail mattress prices are not stable as manufacturers are passing increased costs of production on to retailers or the consumer.

Section II: Challenges Facing the Industry

Covid Impact

During the COVID-19 pandemic, the mattress industry experienced a surprising surge in demand, driven by homebound consumers investing in comfort and home upgrades. The unexpected boom in 2020 was contrary to the typical behavior during a recession. Consumers did not delay big-ticket purchases, instead, being confined at home led many to prioritize sleep quality and home comfort, boosting mattress sales.

In 2021, the U.S. mattress market grew 12.8% in wholesale dollar value compared to 2020. U.S.-produced mattresses and foundations (not including imports) saw a 17.4% increase, reaching \$9.9 billion in value. Despite this, unit shipments remained relatively flat (down -2.7%), meaning that consumers were buying higher-priced or premium mattresses. The average price for U.S.-produced mattresses and foundations rose by 17.2% in 2021, reaffirming a shift toward quality over purchasing the cheapest option. (ISPA 2021 Annual Report)

The pandemic permanently altered the way mattresses are shopped. Digital-first shopping is now the norm. Retailers have adapted with virtual consultations, better online experiences, and direct-to-consumer models.

The pandemic was also a time of widespread factory closures, labor shortages, and shipping disruptions, which resulted in delays and interruptions in the production and supply of foam. Many manufacturers were unable to meet the surge in demand for mattresses during lockdowns, as foam supplies became constrained. These supply chain issues are still being felt today.

Supply Chain Issues

The mattress industry has faced a variety of supply chain challenges in recent years, and these issues have had a significant impact on production timelines, pricing, and product availability.

Material Shortages

Raw materials shortages have played a significant role. A large portion of modern mattresses, especially memory foam and hybrid mattresses, rely heavily on polyurethane foam. However, Shortages of foam have been a recurring issue, primarily due to disruptions in the chemical production process. The foam industry is linked to the petrochemical industry, and fluctuations in oil prices or supply chain disruptions in the chemical sector impact foam production.

On top of that, there is the competition for foam. Foam manufacturers not only supply the mattress industry but also industries like automotive, construction, and furniture, all of which were simultaneously vying for the same raw materials during the supply chain crunch. This competition for foam and raw materials further exacerbated the shortage.

These shortages affected mattress manufacturers. Those who were able to maintain better relationships with their foam suppliers secured a higher supply of foam, giving them a competitive edge. Smaller brands and startups that didn't have established supplier relationships struggled more to secure foam resulting in longer lead times.

As foam availability became limited, manufacturers who were unable to secure foam at pre-pandemic prices had to deal with rising raw material costs, squeezing profit margins. Some mattress companies absorbed the increased costs to maintain competitive prices, while others had to scale back on specific mattress lines, discontinue certain models, or offer alternative products to meet demand.

Shipping and Logistical Disruptions

The cost of shipping containers that was once astronomical since the pandemic, has swung the other way. As of November 6th, 2025 average container rates from Shanghai to Los Angeles were \$2,647, while Shanghai to New York were \$3,837, That is a drop of 52% and 44%, respectively, from the same time last year (Drewry Supply Chain Advisors).

Those plunging freight rates might look like it would be a good thing for importers, but there is a catch: shipping lines are have been getting squeezed so hard that some routes are simply vanishing. There was once a time where you could ship anything from anywhere at any time. Those days are fading fast as carriers delay services, leaving smaller markets high and dry.

In conjunction to shipping issues there is the problem of trucker shortages in the United States. From a recent survey of 521 logistics professionals conducted by *tech.co*, found that 85% of respondents say that their logistics businesses are operating at near or full capacity and 63% of business are seeing an increase in demand over the last year. The growing demand and lack of drivers have exacerbated delivery delays. This impacts the delivery of raw materials to factories and the shipment of finished mattresses to retail locations or customers.

Increased Lead Times

The logistical disruptions and material shortages have created delays in manufacturing mattress production, especially for foam-heavy mattresses like memory foam and hybrid models. Manufacturers experienced long lead times, meaning consumers had to wait significantly longer for their mattresses to be produced and delivered.

This is especially frustrating for consumers, as many mattress brands offer sleep trials and fast delivery as part of their selling points. In some cases, delivery times have stretched to several weeks or even months. For online mattress retailers, where fast delivery is a key selling point, these delays were particularly problematic.

As a result of inconsistent supply and increased demand, some mattress brands have experienced stockouts on certain models or sizes, forcing customers to either wait for restocks or consider alternative products.

The foam shortage in the mattress industry has highlighted the vulnerabilities in global supply chains, especially when it came to raw materials that are critical to mass production. While the situation has improved somewhat since the worst of the pandemic disruptions, the underlying challenges—especially related to raw material sourcing and freight delays, are likely to continue affecting the industry for some time.

In the short term, consumers may face higher mattress prices and longer delivery times, but in the long term, the mattress industry may adapt by exploring alternative materials, improving production processes, and diversifying supply chains to make the industry more resilient to future disruptions.

Mattress Dumping

The 2019 Case

In 2019, a coalition of U.S. mattress manufacturers filed the first-ever antidumping petition to the U.S. Department of Commerce (DOC) and the International Trade Commission (ITC) against imported mattresses from China. The manufacturers argued that China was flooding the market with mattresses far below fair market value, and was detrimental to their business.

It was the first time mattresses had ever been the subject of a U.S. antidumping investigation and became the case that reshaped the entire U.S. mattress market. The

DOC issued its final determination formally confirming that Chinese mattresses were being dumped into the U.S. market. The petition led to final dumping duties of 192.04% and 57.03% to Zinus and Healthcare Co. Ltd. while the rest of all Chinese respondents were assigned a rate of 162.76%. The DOC also assigned a final China-wide rate of 1,731.75% for all other producers and exporters that did not cooperate in the investigation. The China-wide rate is the highest dumping margins that the DOC has ever announced, showing how aggressively underpriced the imported mattresses were.

Why Was This Case So Important?

Once the duties on China were in place after the 2019 case, global mattress production shifted. Many exporters moved their production operations to other countries from China to avoid the high duties. Taking Table 3 from page 4, we can almost see the timeline play out. Before the petition China accounted for about 81% of the imported mattress market in 2017 and 2018. In the year of the petition, you can see China plummet to 26% while countries like Vietnam, Indonesia and Cambodia emerged out of nowhere. And by 2020 mattress imports from China to the United States fell next to nothing.

Top 10 Mattress Importing Countries to the U.S. (as a % of total imports)										Table 5.
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Indonesia	0.0%	0.0%	0.1%	0.5%	14.4%	25.3%	26.5%	27.7%	24.3%	36.0%
Mexico	19.8%	16.2%	10.6%	10.7%	11.0%	7.3%	20.9%	25.3%	31.5%	18.0%
Laos	-	-	-	-	-	-	0.8%	0.1%	-	7.6%
S. Korea	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.7%	0.0%	2.0%	7.2%
Vietnam	0.4%	0.8%	0.7%	1.1%	21.2%	23.6%	3.5%	3.1%	3.3%	5.0%
Singapore	0.0%	0.0%	0.0%	0.0%	-	0.0%	0.1%	0.4%	1.7%	3.6%
Canada	4.7%	4.1%	2.6%	2.0%	1.8%	1.6%	3.7%	2.8%	2.0%	3.5%
China	66.3%	72.4%	81.3%	81.7%	25.8%	0.4%	0.4%	0.4%	2.1%	3.3%
Poland	2.8%	1.4%	0.9%	0.8%	0.6%	0.4%	0.9%	2.0%	0.6%	1.5%
Cambodia	0.5%	0.4%	0.2%	0.2%	3.8%	4.3%	0.6%	0.1%	0.4%	1.2%
Top 10 Total	94.76%	95.63%	96.55%	97.04%	78.73%	63.26%	58.17%	61.93%	67.91%	86.67%

Source: USITC



New Wave of Antidumping Orders

On August, 2023 the U.S. Department of Commerce initiated antidumping investigation on mattresses from 13 countries; Bosnia and Herzegovina, Bulgaria, Burma, India, Indonesia, Italy, Kosovo, Mexico, the Philippines, Poland, Slovenia, Spain and Taiwan.

In June of 2024, of the 13 countries currently subject to antidumping and countervailing duty investigations of mattresses, the U.S. International Trade Commission determined that mattresses imported from Bosnia and Herzegovina, Bulgaria, Burma, Italy, Philippines, Poland, Slovenia and Taiwan had injured the U.S. industry and were subject to antidumping duties.

Three months later, a final affirmative antidumping determination for India, Kosovo, Mexico and Spain, and a negative determination for Indonesia (our current top importer of mattresses).

Final Determinations in the Antidumping Investigations of Mattresses			Table 6.
	Exporter/Producer		Dumping Rate
	Bosnia &		
1	Herzegovina	All Exporters and Producers	217.4%
2	Bulgaria	All Exporters and Producers	106.3%
3	Burma	All Exporters and Producers	181.7%
4	India	International Comfort Technologies Private Limited	42.8%
		Sheela Foam Limited	42.8%
		Raj Majal Fabrics	42.8%
		All Others	23.3%
5	Indonesia	Negative Determination	----
6	Italy	All Exporters and Producers	257.1%
7	Kosovo	Nisco Thailand Co., Ltd.	344.7%
		All Others	63.7%
8	Mexico	GAIM Regiomontana SA De CV	62.0%
		Colchones Wendy S.A. de CV	62.0%
		All Others	37.6%
9	Philippines	All Exporters and Producers	538.2%
10	Poland	All Exporters and Producers	330.7%
11	Slovenia	All Exporters and Producers	744.8%
12	Spain	Interplasp Fabrica de Espuma de Poliuretano	280.3%
		All Others	4.6%
13	Taiwan	All Exporters and Producers	624.5%

Source: United States International Trade Administration

2025 Five-Year Review

In May of 2025 the U.S. International Trade Commission voted to keep existing antidumping duties on mattresses from China in place, concluding that removing them would likely lead to renewed dumping of mattresses and further injure the U.S. mattress industry.

This keeps Chinese mattress imports subject to some of the highest antidumping rates in the bedding sector.

Section III: The Mattress Industry Consolidation

The mattress industry was once a patchwork of local manufacturers, regional retailers and a few national brands. Recently, that landscape has tightened considerably where a smaller number of companies now control a much bigger slice of the market being reshaped by mergers, acquisitions.

What led to the Consolidation?

Between 2010 and 2020 there was a boom of direct-to-consumer companies not just in the mattress industry but across the entire consumer landscape. Fueled by cheap Facebook and Google advertisements, consumers were willing to forgo testing high-consideration (products that needed extensive research, comparisons, and long decision-making before purchase). Instead, consumers leaned into the convenience of ordering online and having a bed-in-a-box dropped at your front door eliminating the process of going to a showroom and dealing with sales people entirely.

By its peak in 2019, it is estimated that there were over 175 DTC mattress companies all fighting for their share in the market. There were just too many players chasing the same customers. While some of the larger companies like Purple made their own mattresses, the majority outsourced their manufacturing. These outsourced mattresses were made by only a handful of major manufacturers. The oversaturation of the market led to skyrocketing material and labor costs which in turn squeezed margins leaving many brands distressed, struggling to grow. The results: private equity seized its opportunity and scooped up struggling brands, companies started buying each other or make the final decision to quietly close up shop.

Some Recent Major Mattress-Industry Mergers

Over the past five years, the mattress industry has undergone rapid consolidation driven by aggressive mergers and acquisitions, financial pressure on direct-to-consumer (DTC) brands, and strategic vertical integration by major manufacturers. Furniture Today estimates about 25 mergers or acquisitions reshaping the competitive landscape and concentrating market power among a small number of dominant players.

Casper

Casper, launched in 2014, was once valued at over \$1 billion and went public in 2020. It struggled with profitability, later saw its stock collapse and was ultimately sold to Durational Capital Management, a private equity firm.

In 2023, Casper agreed to sell its Canadian operations to Sleep Country, a Canadian retailer.

In late 2024, Casper was acquired again but this time by Carpenter Co., the world's largest polyurethane foam manufacturer headquartered in Richmond, Virginia. Casper is now a subsidiary of Carpenter who was already a major supplier to Casper. This vertical-integration move will give Casper operational and supply-chain stability while Carpenter secures a major downstream brand.

This deal was a part of Carpenter's broader acquisition streak acquiring North Carolina-based NCFI Polyurethanes in November of 2023 following its Belgium-based acquisition of Recticel N.V.'s engineered foam division.

Corsicana

Corsicana Mattress Co., a bedding manufacturer based in Corsicana, TX acquired rival Symbol Mattress in early 2021. This instantly created one of the largest bedding manufacturers in the United States, especially in the under-\$1,000 mattress category. The newly combined company operated 16 manufacturing facilities with over 1,300 employees. **Mann | Armistead | Epperson** served as the exclusive financial advisor to Symbol Mattress as well as to the original Corsicana transaction.

In November, 2025 South Bay International, a major manufacturer of mattresses and adjustable beds headquartered in Cucamonga, CA announced the acquisition of select assets associated with Corsicana Mattress Company. "South Bay is establishing the Corsicana Division, which will operate under a focused leadership structure to support ongoing manufacturing, service, and fulfillment capabilities." (South Bay Website)

Interestingly, South Bay International is a subsidiary of Keeson Technology Corp. Ltd. Keeson founded in 2005 is a China-based manufacturer that specializes in smart electric beds, adjustable bed bases and memory foam products. Other bedding companies under their umbrella include Ergomotion Inc. and Softide Technology Co. Ltd.

3Z

In December of 2024, 3Z Brands, a vertically integrated manufacturer, wholesaler, retailer, and direct-to-consumer distributor of award-winning sleep products, announced its acquisition of Southerland, Inc., a leading mattress producer that has operated for over 120 years. **Mann | Armistead | Epperson** was proud to represent Southerland in this transaction. The deal added to 3Z's ever growing impressive family of brands.

In 2023, 3Z Brands acquired Leesa, a trailblazer in the bed-in-a-box industry and Nolah Sleep, a DTC brand known for its proprietary foam technology. In 2021, 3Z Brands acquired Brooklyn Bedding, Helix Sleep and Bear Mattress, all operating under their independent brand name. 3Z's primary owner is Cerberus Capital Management, a private equity firm.

Resident Home

In March 2024, Ashley Home, Inc. (an affiliate of Ashley Global Retail and Ashley Furniture Industries) acquired Resident Home Inc., one of the largest digital mattress and bedding companies in the U.S.

Resident Home brings to four major bedding brands under Ashley's ownership: Nectar®, DreamCloud®, Awara™, and Siena™, brands that are sold at over 2,500 retailers nationwide as well as in Canada and the U.K.

Mattress Firm, Somnigroup and Leggett & Platt

The biggest headline, of course, is one that may possibly reshape the entire sector as we know it. Tempur Sealy International (now Somnigroup NYSE:SGI) moved to acquire Mattress Firm for roughly \$5 billion, marking the largest transaction in the industry in recent memory. This deal is widely cited as the defining example of the current consolidation wave.

But why is this deal so significant? Because Somnigroup, which is the largest mattress manufacturer in the U.S. now controls the largest mattress retailer in the U.S. which is vertical integration on the largest scale.

After a tremendous deal like that how can Somnigroup integrate even further up the stream? By pursuing Leggett & Platt, the 140-year-old manufacturer known for being the premier name in bedding components and engineered parts. By acquiring Leggett & Platt, Somnigroup would add component manufacturing to their portfolio, almost completing an end-to-end supply chain.

On January 20th, 2026, the offer by Somnigroup was rejected by Leggett's board, saying that it was undervalued the manufacturer. Currently, the two are entered in a nondisclosure agreement and six-month standstill to help with the due diligence process and determine whether a deal can be reached.

The Aftermath of the DTC Boom

The mattress industry's period of intense consolidation was driven by both opportunity and necessity. The broad private-equity acquisitions, sales of distressed DTC brands, and ongoing roll-ups of smaller manufacturers is leaving the bedding industry with a new healthier landscape.

Now that many of the smaller brands have disappeared or were absorbed leaves us with survivors that have stronger supply chains, better omnichannel strategies, a clear differentiation (e.g., Purple's proprietary foam) or a combination thereof.

There is now a big shift to return to retail. Showrooms, partnerships with big-box stores, and hybrid online/offline models are the norm.

The mattress DTC boom was a defining moment in consumer-goods history. It demonstrated how powerful the DTC model is but also its fragility. The category's rapid rise and equally rapid saturation offer a clear lesson that the DTC model works best as part of a diversified strategy, not as a standalone business model.

Section IV: The Mattress Consumer

Is Getting More Health Conscious

Consumers are becoming increasingly more aware of the link between the quality of sleep and their overall health. This trend has contributed to the growing number of consumers willing to invest in high-quality, specialized mattresses as a health and wellness solution, even at a premium price point.



Source: Better Sleep Council

A survey from the Better Sleep Council found that consumers believed that “A Good Night’s Sleep” is the most important factor for health and well-being, with 79% of consumers expressing that view. That was higher than the percentage of consumers that thought that “Regular medical checkups” (69%), “Stress management” (65%), “Healthy diet” (64%), and “Physical exercise” (62%) was important.

Is More Environmentally Conscious

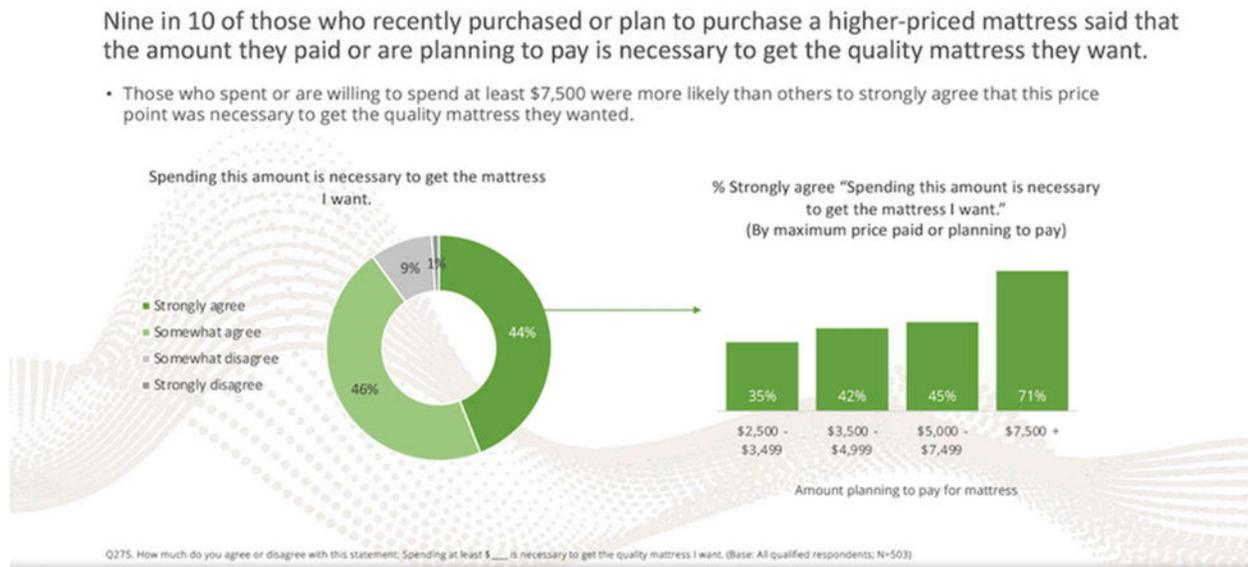
Growing concerns for the environment has led to increased demand for sustainable and eco-friendly mattresses, mattresses that are made from organic, natural, and recyclable materials. Many consumers are willing to pay more for products with eco-friendly certifications and sustainable manufacturing practices.

Is Willing to Spend More

A healthier eco-friendly comfortable mattress comes at a price, a price that consumers are willing to pay. According to another survey from the Better Sleep Council asking 503 U.S. adults who recently purchased or planned to purchase a mattress, "How much do you agree or disagree with this statement: Spending \$X is necessary to get the quality mattress I want".

Plans to Buy a New Mattress

Table 8.



Granted, this was a survey of consumers willing to spend more than \$2,500 on a new mattress but most consumers would agree that spending more on a mattress is necessary to get the quality they want. And with a higher price tag comes higher expectations, expectations of exceptional comfort and an improved sleep experience from their higher-priced mattress.

Consumers also anticipate the higher priced mattresses will be more durable and made from high-quality materials while offering new and innovative features.

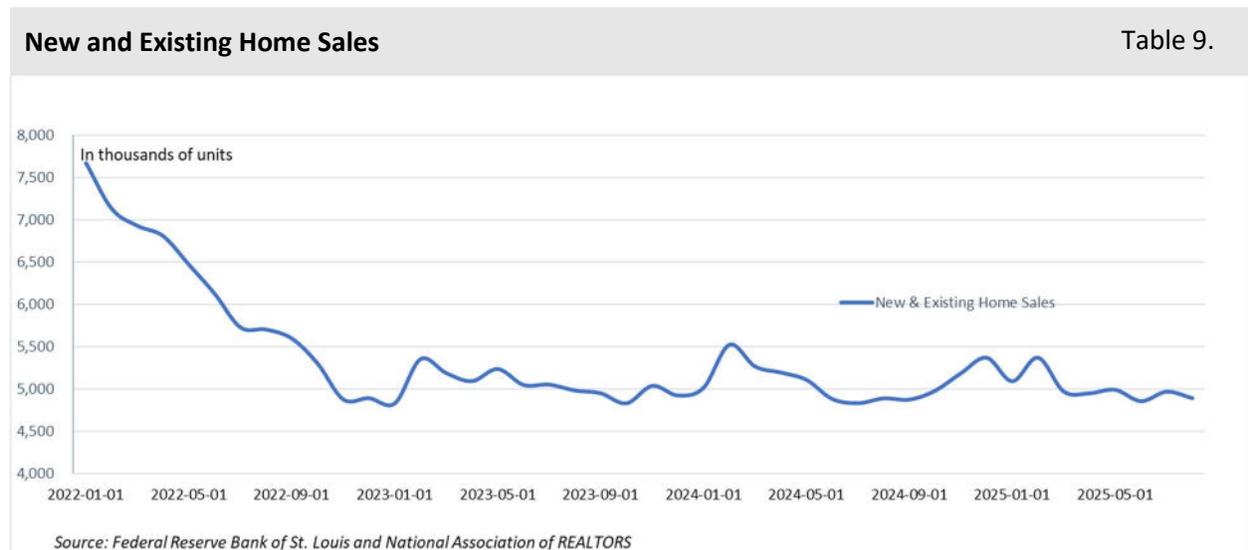
Section V: What Will Drive Bedding Growth?

Drivers of the Industry

The mattress sector is influenced by a diverse range of economic, demographic, consumer behavior, technological, and supply chain factors. These elements interact to drive demand, shape product development, and impact market growth and profitability.

Housing Market is Stabilizing

New home construction and existing home sales, which historically correlate with increased mattress demand, are starting to show signs of stabilizing after a turbulent period of increased sales during the pandemic followed by a significant drop due to higher mortgages rates, weakened affordability and economic instability.



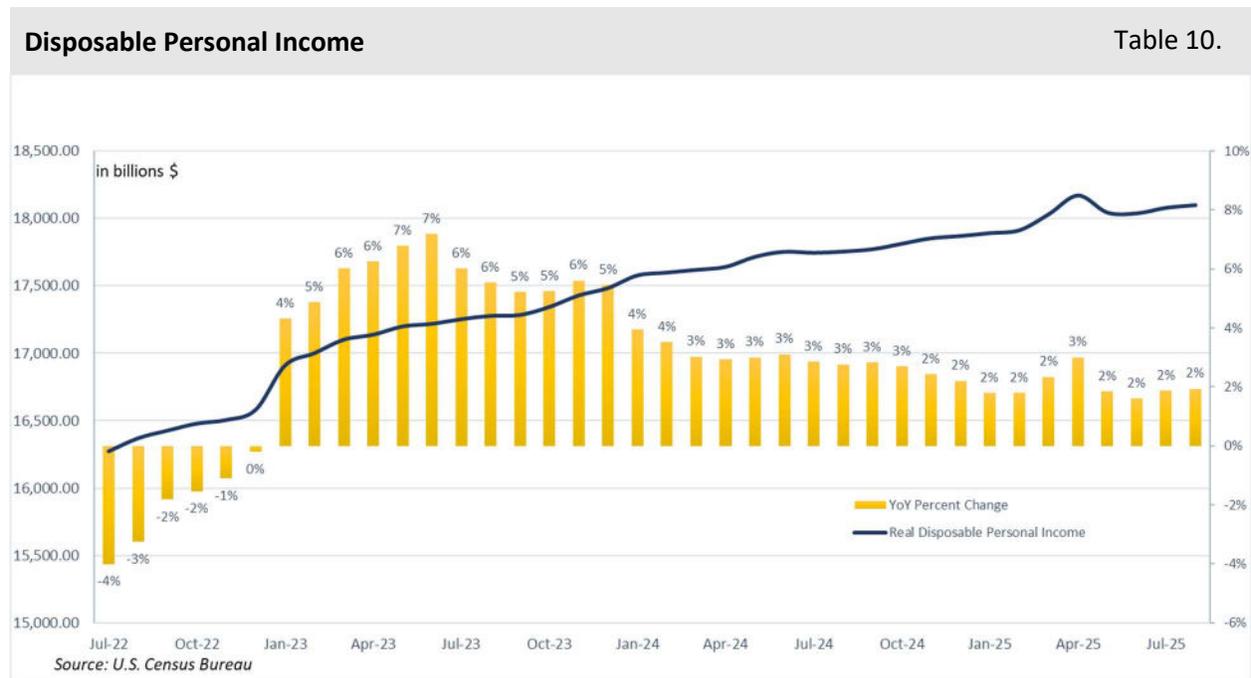
As mortgage rates eased this fall, sales started to pick up from the very slow pace seen in the previous year. It's small, but it is a meaningful sign that buyers that were waiting in the sidelines are re-engaging as affordability conditions improve.

The U.S. housing market, as a whole, is still out-of-synch. Home prices are still high, consumer sentiment remains low and affordability remains tight. But there are some glimmers of hope, including a rising supply of homes and a prices of homes starting to come down. A healthier balance between supply and demand appears to be on the horizon.

Disposable Incomes Are Still Growing

The purchase of a mattress is often a significant, big-ticket expense. Rising disposable incomes and consumer confidence tend to increase demand, particularly for premium and luxury products.

While prices of literally everything soared throughout 2022, Real Disposable income declined. Year-over-year change was in the negative, meaning that after paying the necessities, an individual or household had less to spend or save. But since 2023, we have seen consistent steady growth due to low unemployment rates, rising compensations and now subsiding inflation rates which has been giving Americans a little room to breathe.



People Are Spending

2025 has been a year of uncertainties, with the President’s tariffs impacting goods, and with the longest government shutdown in U.S. history, Americans have strained. Although the current economic conditions have been difficult for the average consumer with rising prices of almost everything weighing heavily on households, people are spending. U.S. consumer spending (personal consumption expenditures, PCE) increased 0.6% in August 2025, following 0.5% in July and June, and a flat growth in May

The University of Michigan’s Consumer Sentiment Index fell to 51.0 in November 2025, down from 71.8 a year earlier (a 29% year-over-year decline). Consumers are saying that they are frustrated with high prices and weakening incomes, even as the labor market remains relatively strong.

Consumer spending is a bit of a paradox at the moment, while households are feeling squeezed and cautious, sales are rising (ever so slightly).



Mattress retailers have yet to recover from the post-pandemic decline. However, data from the Bureau of Labor Statistics show that the American consumer is spending on mattresses.

Technological Innovations

In response to the foam shortage experienced by the industry, mattress manufacturers have made investments into finding sustainable foam alternatives like organic latex or plant-based foams. However, these alternatives often come with their own supply chain complexities.

Sourcing latex from rubber trees has been seen as a more sustainable and eco-friendly option, however it is subject to such things as climate change, harvest yields, and labor shortages.

Some companies are investing in recycled foam or upcycled materials to help reduce their dependency on new foam, which may provide some resilience in case of future shortages.

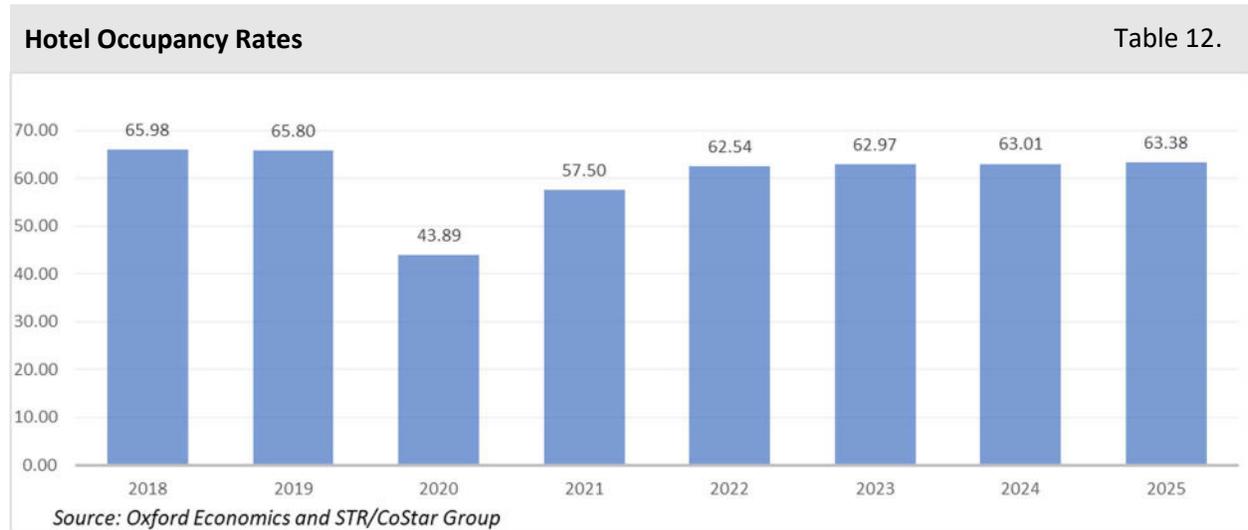
The Rise of Smart Mattresses: Smart furniture is becoming more popular, with features such as built-in USB ports, speakers, wireless charging, and can even take voice commands. The introduction of smart mattresses has taken personalized sleep to the next level. With the ability to track various sleep metrics, these mattresses can help users understand their sleep patterns better.

- **Sleep Tracking:** Built-in sensors measure heart rate, breathing, and sleep disruptions, and sleeping positions. Algorithms use this information to provide insights into sleep quantity as well as quality.
- **Automatic Regulation:** Can automatically adjust the mattress firmness or temperature based on data from the body and room conditions.
- **Adjustable Zones:** Allows you to customize firmness levels for different areas of the bed, catering to your unique comfort needs.
- **Snore Detection and Adjustment:** Some smart mattresses can detect snoring and automatically elevate your head to reduce airway obstruction.
- **Can Connect to Other Apps:** Connect to home WIFI and integrate with Alexa or Google Home to adjust settings with just your voice.

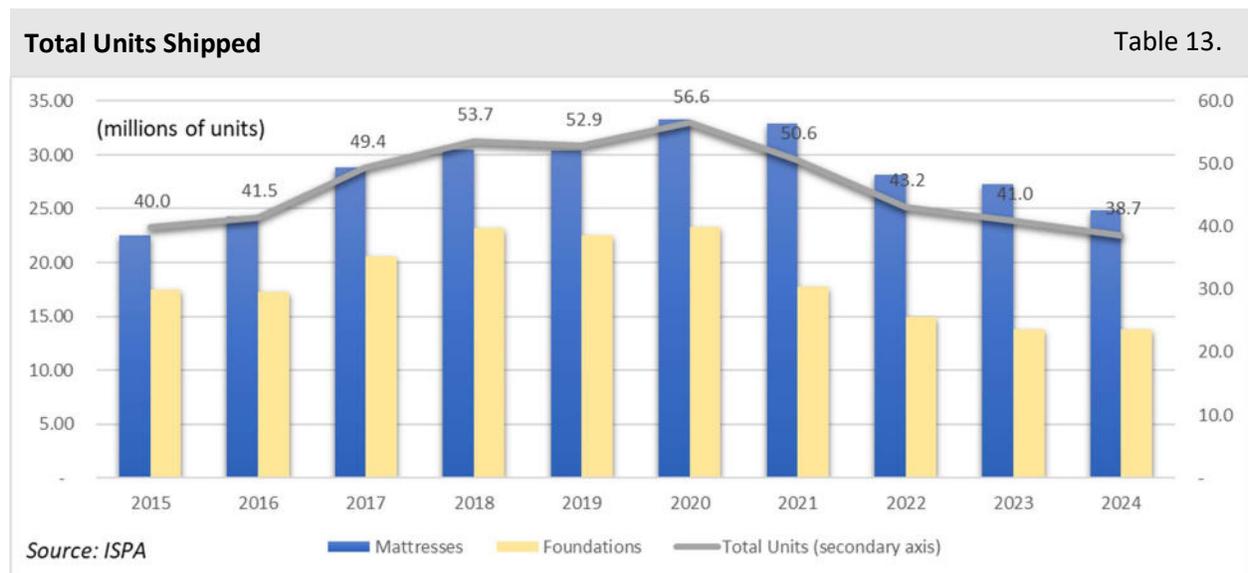
These product innovations and features drive market growth by offering improved comfort and personalized sleep experiences.

Commercial Sector Demand

The growth of the global travel and tourism industry drives demand for new mattresses in hotels and resorts. Similarly, the healthcare sector requires specialized, durable, and hygienic mattresses for hospitals and care facilities.



U.S. hotel occupancy is projected to reach 63.38% in 2025, just 2.42 percentage points shy of the 2019 level of 65.80% and a notable recovery from 2020’s historic low of 43.89%, according to Oxford Economics and STR data.



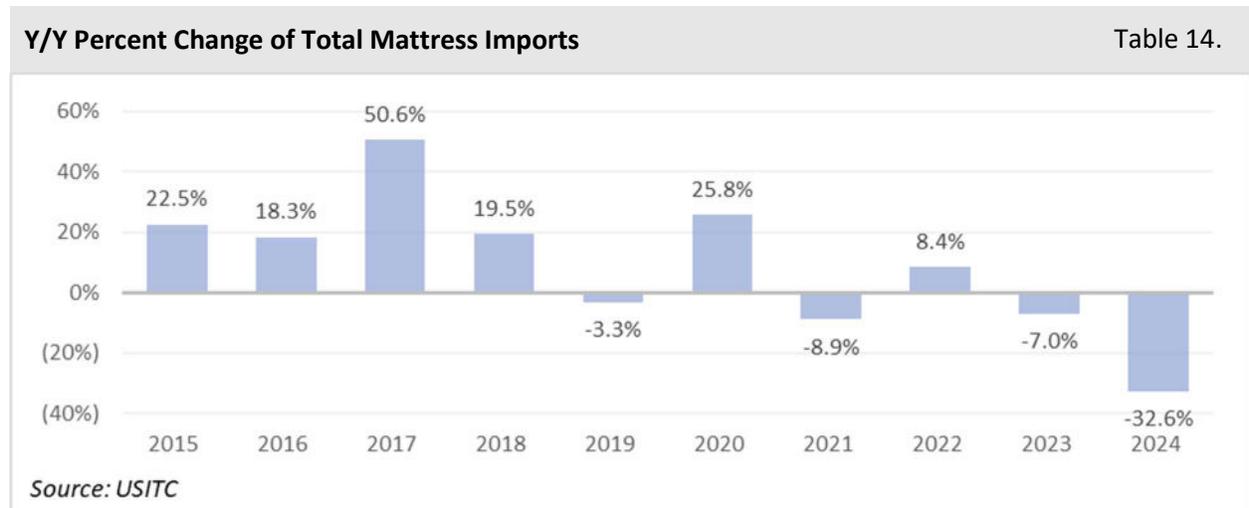
The International Sleep Products Association’s 2024 Mattress Industry Trends Report showed an 8.8% drop in mattress shipments after dropping 8.2% in 2023.

In an article in BedTimes Magazine, Jared Carlitz, CEO of Bedding Industries of America, was quoted “At a time when consumer demand is clearly down, more manufacturers and wholesalers are seeking out alternative revenue streams, and hospitality deals are attractive because they often offer steady recurring revenue.”

“Made in USA”

U.S. consumers are associating mattresses that are “Made in USA” as a higher quality and longer-lasting option, despite higher upfront costs.

The educated, health-conscious consumer previously mentioned is increasingly weighing short-term savings vs. long-term durability when choosing between imports and domestic options. U.S. builds may cost a little more on the front-end but they are winning out on consumer views of quality and expectations of longer lasting comfortable product. Also, consumers appreciate the longer warranties that most manufacturers offer giving them the added value of peace of mind on their investment.



And it’s working. Year-over-year change of mattress imports into the United States has been showing declines for the past two years.

Section VI: Industry Outlook

ISPA Predicts Growth (in 2026)

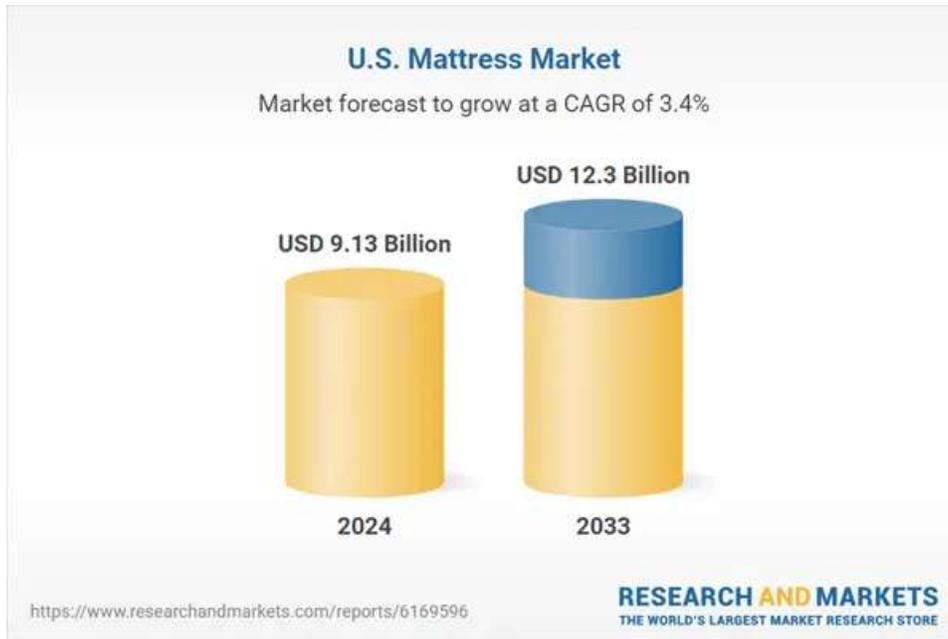
In May 2025, The International Sleep Products Association’s Statistics Committee released their Mattress Industry Forecast for the wholesale U.S. mattress market, which covers calendar years 2025 and 2026. In an overview of highlights from the mattress industry, the forecast included the total U.S. mattress market, encompassing wholesale shipments of mattresses and stationary foundations (U.S.-produced and imports).

For 2025, the consensus forecast is a 5.5% decline of total mattress units and a 3.5% decrease in shipment value, compared with 2024. Citing the challenges that the U.S. economy has faced, particularly the tariffs and their impact on inflation and interest rates.

For 2026, the committee predicts that total mattress shipments will grow by 3%, while the value of those shipments is expected to rise by 5%, compared with 2025. They are expecting a modest improvement in the housing sector coupled with rising personal income will boost mattress demand.

Other Research Outlets Agree





Many of the research companies that report market data are seeing growth in the future of the domestic mattress market as well.

Why Is **THIS** a Good Time to Invest in the Mattress Sector?

There are signs that the housing market is starting to stabilize after a turbulent period during and post pandemic. Mortgage rates are slowly coming down with expectations to come down even further. Buyers are starting to re-engage in the market as affordability conditions are improving.



People are spending amidst economic conditions never anticipated. Disposable incomes are up and unemployment is relatively low. Uncertainties in 2025 were keeping consumers cautious of spending on things that they didn't perceive as necessities but sentiments will improve as the economy stabilizes.

The industry has evolved. Mattresses are not the same mattresses as your grandparents' spring box anymore. They are filled with technological innovations to improve overall sleep, health and wellbeing. Things that the average consumer is realizing they need rather than they want and they are willing to pay.



ISPA's Statistics Committee is predicting positive growth in shipments and dollar value of those shipments in 2026, basing their estimates on expectations of an improved housing sector and rising disposable incomes. Other researchers agree anticipating a 10-year constant average growth in the mattress market of 3.4% and some all the way up to 5.6%.



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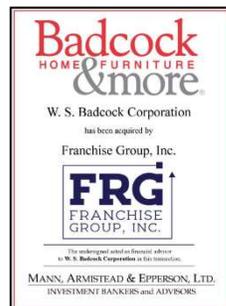
- **M&A Advisory** - Sell-side and buy-side representation, as well as fairness opinions
- **Valuations and Capital Advisory** - Business valuations, balance sheet restructuring, and capital formation strategies
- **Industry Research and Insights** - Proprietary data, demographic analysis, and market trends

We thank you for your support in the past and look forward to working with you in the future.

Jimm Mann



Howard Armistead



Mike Watson

