

Consumer mattress buying journey

The top take-aways

01 Sleep matters

More than 85% of consumers recognized sleep as essential to their health and wellbeing. It even outranked regular doctors' visits in importance!

02 Mattress shopping is intimidating

"Mattress shopping is probably one of the toughest long-term decisions that we make without any good experience -- other than sleeping in a hotel and buying the hotel brand mattress, or having a friend recommend it."

- PARTICIPANT IN US

03 Mattress types by country

Full foam and hybrid mattresses are the predominant choices in the US and China, while a greater variety is predominant in India.

04 Confidence in antimicrobial protection

Nearly 75% of Indian consumers were extremely or very confident that antimicrobial protection would keep a mattress clean and hygienic. However, consumers in China and the US were less confident in antimicrobial effectiveness.

05 Online purchasing increasing

Online mattress purchases are growing to a significant portion in all regions with 32% of mattress purchases being made online.

06 Mattress options are confusing

Two-thirds of consumers have trouble understanding the differences between types of mattresses and almost all want more information about mattress construction and features.

07 What influences a purchase decision?

Price is the biggest influence on a mattress purchase followed by other features including cooling, feel and anti-microbial protection.

08 Importance of features

Comfort is rated as the most important mattress feature, but most consumers also say that cooling/breathability, low odor, and antimicrobial features are highly important.

09 Color can educate

"There are people who would say 'why should I pay so much, the color of all the foams is the same, so why would I pay more?' When they use 3 to 4 layers of foam all the layers are in different colors, so obviously the color should be differentiating their uses." - PARTICIPANT IN INDIA

10 There is a preference for color

A market simulation revealed that consumers have a preference for mattresses that use color to distinguish layers and are willing to pay more for them.

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