

Comfort Times

by ISPF

Consumer Survey

An insight into mattress buying behaviour



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Unveiling consumer preferences in the mattress industry: A COMPREHENSIVE SURVEY

The editorial team of ISPF had conducted a comprehensive survey on consumers buying behavior and preferences. Some key findings from the survey could help mattress manufacturers and retailers to devise new strategies to attract more consumers.

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People see good mattress as an investment for health

Mr. Rishabh Jindal, Managing Partner, Jindal Petrofoam



The Indian sleep products market is not as developed like other markets

Mr. Dilip Kumar, Director, Springfeel Polyurethane Foams



Revolutionizing the mattress industry with Latex mattresses

Mr. Thomas Varghese, General Manager, MM Rubber Company Ltd,



With the insular economy, our focus is on 'in region for the region'

Mr. Balaji B, GM Operations & Supply Chain Management, Momentive Performance Materials

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Adhesives in mattresses: Fixing the mattress market to maintain growth bond

Adhesives contribute to the safety, quality, and sustainability of mattresses



Evolution of the Indian Mattress Industry

Exploring the various stages of evolution of the mattress industry gives a sense of how far the industry has travelled and what more it can achieve.



Building that right bed: An ongoing challenge for manufacturers

Even if the Indian mattress industry has come along way, manufacturers and suppliers still need to come up with more innovative products and strategies to build that ideal bed for consumers

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FROM THE EDITOR



The age-old adage 'customer is king' is quite intricate to define in the current scenario of work and business setting, which is deeply embedded with high-end technology. The power and reach of social media have made it imperative for brands to adopt a holistic approach to understand their customers need and not just limit their approach to only providing good services.

With the pandemic bringing in new rules in every business, brands must give their customers the best products and services, make buying and servicing processes easier for them and most importantly fulfill even their implicit requirements.

The Indian mattress industry also must up its game in understanding its customers. Though the industry is largely under the influence of the unorganized players, the change in consumer mindset, brand innovation, technology advancements and training of sales personnels is contributing towards changing the current dynamics in the mattress industry.

Despite efforts taken by the established brands in the domestic mattress industry, the needs of customers are still unclear to mattress brands. To understand the sentiments of customers, we did a survey to understand Indian consumers better. What factors do they consider while buying a mattress? Is it the price, the quality, after sales service or the ease in buying process.

These are some hard questions; brands must analyse if they want to be the consumers' first choice. Their choices and preferences are quite dynamic. To come up with a customer centric solution is a herculean task for an industry that it still trying to establish a strong ground.

These consumer insights will help mattress brands understand their consumers better. Some brands have initiated path breaking measures to attract more customers and these consumer insights will facilitate them adopt a 360-degree view of their customers. Knowing their needs is important as they have the power to make or break your brand. With social media, customers now have more power to become the voice of your brand. It is now mandatory for mattress brands to keep a check on their consumer behavior and know about their product acceptance in the market and customer expectations.

As the Indian mattress industry is on its growth path, brands must look closely at their customers obvious and subtle needs. This survey is aimed at the objective of helping mattress companies identify areas where they can improve customer satisfaction. An in-depth understanding about the customers' likes and dislikes will help brands improve their product and customer experience. Mattress companies must remember, if the customers are more powerful than before, they will be more demanding without even asking for what they want. So, now its time for mattress makers to read the consumer mindset.



ISPF

INDIAN SLEEP PRODUCTS FEDERATION

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Centuary Fibre Plates Pvt. Limited



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Real Innerspring Technologies Pvt. Ltd.



Nilkamal Limited



The Sleep Company





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INNOVATION

CONSUMER
EXPERIENCE

ISPF VISION

- ▶ To promote the sleep products industry by enhancing consumer awareness on quality sleep, while setting benchmarks for its products and services.
- ▶ To represent the industry with a commitment to the society and the environment.

SleepyCat joins Power Gummies and Seevo to promote the idea of beauty sleep

Indian mattress company SleepyCat has collaborated with Power Gummies and Seevo to give its customers a new perspective on beauty sleep. While Power Gummies is a chewable supplement maker, Seevo is a home furnishing company that makes tailor made bedroom products.

The three brands have collaborated under a joint campaign called '3 steps to beauty sleep' and promoted a key message that beauty is just how you feel about yourself. If your body is well-slept and rested then you are the most beautiful person out there.



VFI Group and Serta Simmons collaborate

VFI group has collaborated with US based Serta Simmons Bedding to establish two units for manufacturing high end luxury mattresses for the Indian market.

With this collaboration, VFI group aims to tap the high end customer base of India and generate Rs 800 crore in revenue by 2026.

According to the company, this collaboration is likely to bring high end luxury mattresses to the Indian market.

Serta Simmons is establishing two factories in Meerut and Vadodara with a deal of technology transfer.

With this collaboration, Serta Simmons aims to generate a revenue of Rs 200 crore by 2026.

Duroflex launches India's First Firmness Adjustable Mattress With Brand Ambassador Virat Kohli

India's leading sleep solutions provider, Duroflex has combined forces with cricket icon, Virat Kohli to further their mission of advocating the significance of quality sleep in fostering a long healthy life. Virat Kohli's strong alignment with the brand's mission has led him to take on the role of brand ambassador for Duroflex.

Sharing his thoughts on becoming the face of Duroflex, Virat Kohli said "As a professional athlete, I understand the importance of sleep and recovery in maintaining peak physical and mental health. I strongly believe prioritizing good quality sleep can lead to a healthier and more fulfilling life in your career as well as with your loved ones. It is not just about getting enough hours of rest, but also about the quality of sleep one gets. I ensure I get deep restorative sleep. Duroflex's commitment to promoting the importance of quality sleep for a longer, healthier life aligns with my personal beliefs. Becoming the face of the brand was a natural decision for me as I believe in the brand's mission. I am excited to bring a new dimension to the brand and drive its message of sleeping better for a long, healthy, and enhanced quality of life."

At the conference, Virat Kohli also launched Duroflex's latest innovative offering, Neuma, India's first ever firmness adjustable mattress. This tech-enabled product allows sleepers to have firmness of their choice on each side of the mattress. It also comes with a unique Heat Away technology

that keeps the sleepers cool and comfortable through the night. Bookings for the product will be open from June 05, 2023. The mattress will be available in Bengaluru, Chennai, Delhi, Hyderabad, Pune, and Mumbai.



Serta Simmons Bedding introduces new Serta iComfortECO and Perfect Sleeper collections

Serta Simmons Bedding (SSB) has launched its new Serta Perfect Sleeper and Serta iComfortECO to be part of its product range. Besides that, the bedding company has finetuned Serta.com to facilitate more seamless research and shopping for its customers and to support the company's various marketing campaigns aligned to the new product lineup.

"This year, we are bringing a tremendous amount of newness to the market across the SSB brand portfolio, including through the launches of our Serta iComfortECO and Serta Perfect Sleeper collections," said Laura Brewick, President of Serta, Serta Simmons Bedding. "To support these launches and enhance the overall shopping experience for the

Serta brand, we are introducing new features to our Serta.com channel as well as marketing campaigns that speak to the strong value proposition of our products," added Brewick.

The latest updates to Serta.com will offer more seamless and comprehensive research and shopping solution to its customers, claims the company. Key highlights will feature more robust content and imagery alongwith guided buying tool so that customers can select options within a collection and better understand the consumer benefit of each choice.

The updated site also highlights omnichannel touchpoints to allow sleepers to shop however they want to shop, either though online or offline channels.



Global Mattresses market to reach \$102.8 bn by 2030: Reports

The global mattresses market is forecasted to reach \$102.8 billion by 2030, growing at a CAGR of 8.5 percent over the period 2022 to 2030, reveals a research report released by Reportlinker.com.

According to the report, the Innerspring segment, is projected to record 5.3 percent CAGR and reach \$36.5 billion by the end of the analysis period. Considering the ongoing post pandemic recovery, growth in the Memory Foam segment is readjusted to a revised 8.5 percent CAGR for the next 8-year period.

The report also highlighted the contribution of various geographies to the global mattress market with the US market estimated at \$14.5 billion in the year 2022. Meanwhile, China is forecasted to reach a projected market size of \$24.2 Billion by the year 2030 trailing a CAGR of 13.2 percent over the analysis period 2022 to 2030.

King Koil introduces new mattresses by upcycling denims

Mattress manufacturer King Koil has launched Re-Spun, a collection of seven mattresses designed with recycled denim.

According to the Mattress Recycling Council, around 50,000 mattresses per day – nearly 20 million mattresses every year – are filling up to 132,000 square miles of landfill each year. At the same time, the average American throws away approximately 70 pounds of clothing and other textiles each year, contributing to the 5 percent of all landfill space that is made up of biodegradable cotton (textile waste) like denim. To create products that are better for the environment while also being aesthetically pleasing, King Koil found their solution: mattresses made out of colorfast re-spun recycled denim. The queen models in the collection retail from \$1,999 to \$3,499.

"King Koil is committed to producing mattresses that consumers will be attracted to, while simultaneously

lessening our carbon footprint. It is our hope that King Koil will inspire others to do the same," said David Binke, CEO of King Koil Mattress Co.

To help bring Re-Spun to fruition, King Koil turned to EverJean fabrics, which are composed of up to 50 percent post-consumer recycled denim. Upcycling this waste product reduces both the global waste production and the carbon footprint. After shredding the recycled denim into fibers, the fibers are then cleaned and re-aligned in a "carding process" before being re-spun into new yarns. The yarns embrace their faded blue color from the jeans, so King Koil can skip the dyeing and save water, energy and chemicals.

The mattresses use the recycled denim to help create durable elasticity, as well as New Zealand Joma Wool to ensure temperature regulation, and glue-free QuadCoil and FlexEcore coil systems to maintain pressure-relieving support.

Unveiling consumer preferences in the mattress industry: A COMPREHENSIVE SURVEY

The editorial team of ISPF had conducted a comprehensive survey on consumers buying behavior and preferences. Some key findings from the survey could help mattress manufacturers and retailers to devise new strategies to attract more consumers



"At the end of the day, it is all about a good night's sleep." This is what most of the mattress makers explain when they discuss about the importance of good sleep and the need for consumers to invest in good sleep products and accessories. While covering about the mattress industry, the mattress makers often discuss about the demand for various types of mattresses, consumers' buying pattern and the importance of promoting the idea of good sleep.

At the risk of sounding cliché, we would like to reiterate that the mattress industry is a highly competitive market, especially with rising income levels of consumers and their growing inclination towards a healthy living. Therefore, understanding consumer preferences is crucial for manufacturers and retailers to meet the demands of their target audience. Keeping this objective in mind, Indian Sleep Products Federation (ISPF) conducted an extensive survey covering Indian consumers' mattress preferences and other valuable insights that would shed light on the factors influencing consumers' purchasing decisions.

This article aims to delve deep into the findings of the survey, exploring the main points that emerged and analyzing their implications for the mattress industry. By understanding consumer behavior and preferences, businesses can tailor their strategies to meet customer expectations and enhance their market position.

Survey Methodology and Demographics

The consumer survey conducted to gather insights into sleep habits and mattress buying behavior was comprehensive in its reach and scope. The survey involved contacting individuals across more than 20 states and 50 cities, representing a diverse range of locations from Tier-I to Tier-III regions. The age group of the participants ranged from 22 to 65 years, ensuring a broad representation of different demographics.

To ensure the accuracy and reliability of the data, the survey was conducted by calling each individual directly. This direct contact method allowed for a personalized approach and the opportunity to gather detailed information from respondents.

The survey covered all areas that would enrich manufacturers and retailers with the right knowledge about

- Consumers' knowledge about various sleep products,
- Consumers understanding about the importance of sleep
- Their buying behaviour and experiences,
- Retailers' involvement with regards to educating consumers,
- Price preferences
- Various factors influencing their buying decisions.

Consumers were asked several questions to fetch deep insights about their both implicit and explicit preferences.

The consumer survey on sleep habits and mattress buying behavior covered participants across 20+ states and 50+ cities, representing diverse demographics from Tier-I to Tier-III regions.

It was interesting to figure out the changing trends backed with substantiated facts and numbers.

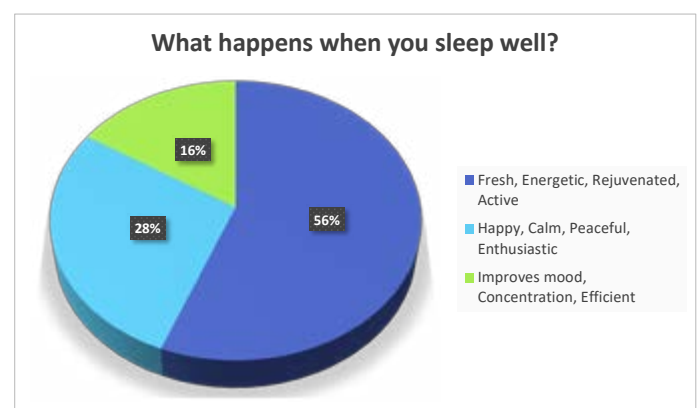
Importance of Sleep

The survey conducted on consumer attitudes towards sleep revealed a strong consensus among respondents regarding the importance of sleep in maintaining overall health and well-being. Participants acknowledged that a lack of sleep can contribute to various health issues and impact their daily functioning. This section will explore the survey findings related to the importance of sleep and the detrimental effects experienced by individuals who do not get sufficient rest.

The survey results underscored the widespread recognition among consumers that sleep is essential for optimal health. Participants expressed an understanding that sleep plays a vital role in physical, mental, and emotional well-being. The majority of respondents agreed that a lack of sleep can have detrimental effects on their overall quality of life.

One of the significant health issues mentioned by respondents was the occurrence of headaches. Lack of sleep or poor sleep quality can lead to increased susceptibility to headaches, including tension headaches and migraines. Headaches can be debilitating, causing discomfort and interfering with daily activities and productivity.

Stress was another commonly reported consequence of inadequate sleep. Participants highlighted that insufficient rest can lead to heightened stress levels, making it more





The consumer survey on sleep habits and mattress buying behavior covered participants across 20+ states and 50+ cities, representing diverse demographics from Tier-I to Tier-III regions.

challenging to manage daily pressures and responsibilities. Chronic sleep deprivation can exacerbate stress and contribute to a vicious cycle, as increased stress levels can further disrupt sleep patterns.

Lack of interest in work or daily activities was also identified as a consequence of inadequate sleep. Participants described feeling less motivated, productive, and engaged when they did not get enough sleep. The impact of sleep deprivation on cognitive function and mental alertness can result in reduced interest and performance in tasks, leading to a decline in overall work satisfaction.

Sleepiness throughout the day was a prevalent complaint among individuals who reported insufficient sleep. Excessive daytime sleepiness can hinder productivity, impair concentration, and increase the risk of accidents and errors. Participants expressed frustration and a desire to address this issue to enhance their daytime wakefulness and maintain optimal levels of alertness.

In addition to these specific effects, the survey revealed a general sentiment of feeling unwell and experiencing a decline in overall physical and mental functioning due to lack of sleep. Participants reported about feeling fatigue, drained, and lack of energy, which impacted their ability to carry out daily activities and enjoy a fulfilling lifestyle.

The findings of the survey align with extensive research linking sleep deprivation to various health problems. Insufficient sleep has been associated with an increased risk of chronic conditions such as obesity, diabetes, cardiovascular disease, and mental health disorders. It can

also weaken the immune system, making individuals more susceptible to infections and illness.

The survey results emphasize the importance of prioritizing sleep and adopting healthy sleep habits. Participants acknowledged the need for sufficient sleep to maintain their overall health, well-being, and quality of life. However, many respondents also admitted to not getting the recommended amount of sleep due to various factors such as work demands, technology use, and lifestyle choices.

Educating consumers about the significance of sleep and the potential consequences of sleep deprivation is crucial. Promoting awareness about the benefits of adequate sleep and offering practical tips for improving sleep hygiene can empower individuals to prioritize restful sleep. Encouraging consistent sleep schedules, creating a conducive sleep environment, and implementing relaxation techniques before bedtime are some strategies that can support healthy sleep habits.

The consumer survey confirmed that sleep is recognized as essential for maintaining overall health and well-being. Participants reported experiencing a range of health issues, including headaches, stress, lack of interest in work, and daytime sleepiness, when they did not get sufficient sleep. These findings underline the need for individuals to prioritize sleep and adopt healthy sleep habits to optimize their physical, mental, and emotional functioning. By raising awareness and promoting the importance of sleep, individuals can make informed decisions to enhance their sleep quality and ultimately improve their overall quality of life.

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Mattresses | Bed Sets | Pillows | Mattress Protectors | Furniture Cushioning

The findings emphasize the opportunity for mattress manufacturers and retailers to educate consumers about different materials, personalize recommendations, and address consumer knowledge gaps to meet evolving preferences and provide optimal sleep solutions.

Mattresses: It's importance and impact on physical and mental wellbeing

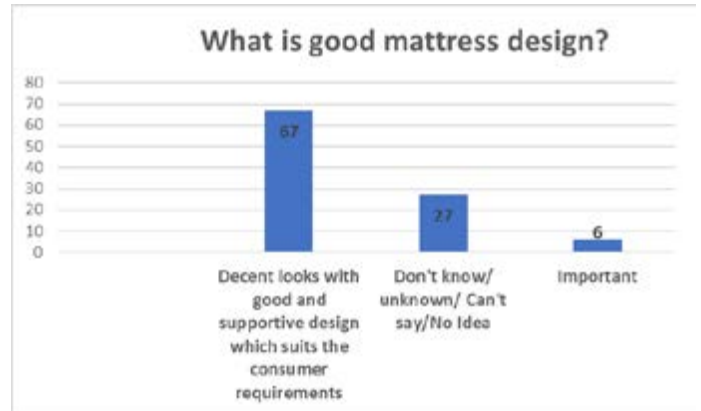
Mattresses and other sleep products are increasingly becoming important for consumers these days. From our conversation with consumers across the country, one thing is clear that, people are understanding the importance of health and the need for good sleep to complement their healthy lifestyle. For instance, Vadodara based Man Mohan Gupta feels a good mattress is good to take care of his back related issues. 68-year-old Gupta says, "I research well about the mattress and seek suggestions from the retailers before buying the right mattress for me and my family. If I clock 8 to 9 hours of sound sleep, my days go well." Like Gupta, 67 percent of the consumers emphasised that they pay attention to the decent looks with good and supportive design of the mattress that would suit their requirements, as well.

Not only physical wellbeing but mental wellbeing is also a priority among millennials. A lot of millennials explained to us that they need good sleep towards ensuring their mental wellbeing. Dibrugarh based 33-year old Ananya Barman said, "There is a lot of awareness going around for mental health and people are not shying away from admitting about their mental health conditions. If we sleep well, it does contribute tremendously to our mental well-being."

This survey affirms our assumption that sleep is becoming important for people these days. People are paying a lot of attention to the quality of mattresses and it does play an important role towards ensuring a good state of physical and mental wellbeing.

Emphasis on Sleep environment

Over the years, people have realized the importance of a good sleep environment. Creating an optimal sleep environment is essential for many consumers to achieve a restful night's sleep. The survey results on sleep environment preferences provide valuable insights into the factors that consumers prioritize to promote a peaceful and comfortable sleep setting.



The majority of respondents expressed a preference for a silent room when it comes to their sleep environment. 48 percent of the respondents feel a quiet atmosphere allows individuals to eliminate disturbances and distractions that may disrupt their sleep. This emphasizes the importance of reducing noise pollution, whether it be from external sources or within the household, to create a conducive sleep environment.

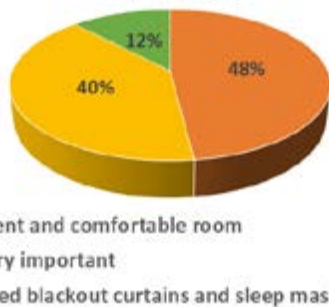
Another key factor that emerged from the survey is the preference for a well-lit bedroom. However, it is worth noting that consumers tend to prioritize softer lighting options, such as bedside lamps or dimmable lights, over bright or harsh lighting. This preference for gentle illumination enables individuals to wind down and relax before sleep, while also providing practicality for reading or other activities in bed.

Good ventilation was identified as an essential aspect of the sleep environment. Fresh air circulation and a comfortable temperature contribute to a pleasant and restorative sleep experience. Consumers recognize the importance of maintaining an ideal sleeping temperature, and many indicated a preference for utilizing air conditioning systems to achieve this. Adequate ventilation not only helps regulate temperature but also reduces stuffiness and promotes a more comfortable sleeping environment.

Surprisingly, the survey results indicated that the majority of consumers did not prioritize having plants in their bedroom. While indoor plants are often lauded for their potential air-purifying qualities and aesthetic appeal, it appears that consumers do not view them as a necessity for their sleep environment. This suggests that other factors, such as air quality and temperature control, hold greater significance for individuals when creating an ideal sleep setting.

The mattress itself was identified as a crucial component of the sleep environment. Consumers expressed a strong preference for a comfortable mattress that provides adequate support for their body. The importance of selecting the right mattress in accordance with personal preferences, such as firmness level and material type,

Importance of Sleep environment among consumers



cannot be understated. A comfortable mattress contributes significantly to overall sleep quality and plays a vital role in promoting restful sleep.

While wall colors did not emerge as a top priority, some respondents indicated that they preferred specific colors or calming hues in their sleep environment. Although the impact of wall colors on sleep quality may vary among individuals, certain shades, such as soft neutrals or muted tones, are known to create a soothing and relaxing atmosphere. This indicates that while not essential for all consumers, wall colors can still contribute to the overall ambience of the sleep environment for those who find them significant.

Interestingly, a subset of respondents expressed a desire for light music in their sleep environment. Soft and calming melodies were mentioned as a means to promote relaxation and create a peaceful ambience. This suggests that some individuals find auditory stimuli helpful in achieving a more tranquil and sleep-conducive atmosphere.

Understanding these preferences allows mattress manufacturers and retailers to provide tailored recommendations and guidance to consumers seeking to optimize their sleep environment for improved sleep quality and overall well-being.

Consumer Awareness and Buying Behavior

One of the key findings of the survey was that consumers exhibited limited awareness about mattress materials. Many participants were unfamiliar with the various types of materials used in mattress construction, such as memory foam, latex, or hybrid designs. This lack of awareness suggests that consumers may not have sufficient knowledge to make informed decisions about the type of mattress that would best suit their needs. Only 19 percent of the respondents were aware of different types of mattresses available in the market.

However, despite the limited awareness of mattress materials, the survey indicated that consumers were proactive in seeking out a new mattress when they

The survey findings reveal that consumers prioritize the importance of sleep for overall health and well-being, recognizing that lack of sleep can contribute to various health issues such as headaches, stress, lack of interest in work, and daytime sleepiness.

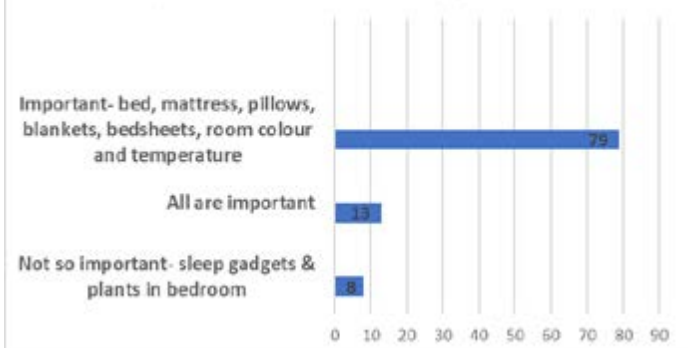
recognized the need for a good sleeping surface. Participants expressed a preference for purchasing a new mattress when their current one no longer provided adequate comfort and support. This highlights the importance consumers place on finding a mattress that can enhance their sleep quality and overall well-being.

Furthermore, the survey revealed that a significant majority of consumers were aware of modern mattresses and expressed a preference for purchasing them over locally made cotton mattresses. This suggests that consumers are interested in the benefits offered by technologically advanced mattress designs, such as improved support, pressure relief, and motion isolation. The preference for modern mattresses may stem from a desire to upgrade their sleep experience and take advantage of the advancements in mattress technology.

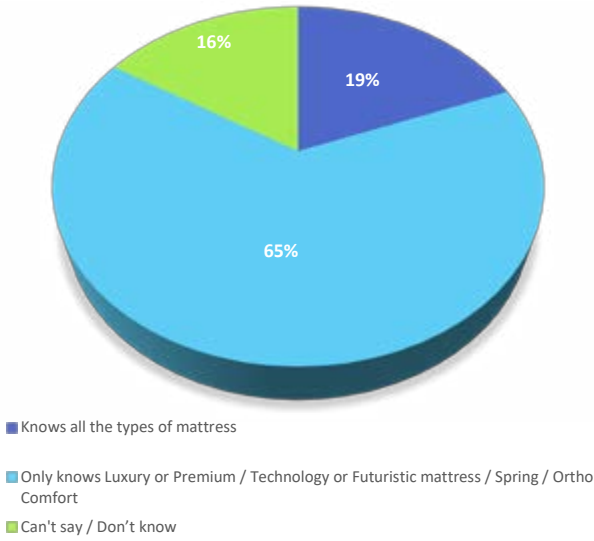
However, consumers are yet to learn and understand about Pro mattresses. A whopping 68 percent of consumers have never heard of Pro mattresses.

The findings of the survey indicate an opportunity for mattress manufacturers and retailers to educate consumers about the different types of mattress materials available and their respective benefits. By providing information about the various materials and their impact on sleep quality, manufacturers can empower consumers to make more informed choices when purchasing a mattress. Retailers

Importance of various Sleep products



Consumers' understanding about different types of mattresses



can play a vital role by offering guidance and personalized recommendations based on consumers' specific preferences and needs.

Additionally, the survey results suggest that there is a growing market for modern mattresses, indicating a potential shift in consumer preferences away from traditional locally made cotton mattresses. Manufacturers and retailers can capitalize on this trend by highlighting the advantages of modern mattress designs and educating consumers about the potential improvements in sleep quality and overall comfort that these mattresses offer.

Price Sensitivity

Price sensitivity is a critical aspect of any consumer purchasing decision. The survey revealed that the most of the consumers go with a certain budget in their mind while buying a mattress. Infact, the survey highlights an interesting fact i.e. there are buyers for mattresses at difference price range. It would be right to say that consumers are realizing the importance of good sleep products and are setting a relatively higher budget when it comes to buying mattresses. Going by numbers, 28 percent of the respondents were looking for mattresses within the price range of Rs. 17,001 to Rs. 24,000. Meanwhile, 25 percent of the mattress buyers had set a budget above Rs. 31,000.

Consumers informed that the retailer usually try to upsell the product and exceed their budget while buying. During our survey call, some consumers also noted that they have decided to walk out of the store due to retailer pushy nature to sell expensive mattress. "I walked into a showroom asking for a mattress within the price range of Rs. 7,000 to Rs. 10,000 but the retailers were promoting a Rs. 15,000 product," says 31 year old Neeraj Kumar Yadav from

Despite the increasing popularity of online shopping, many consumers still prefer visiting physical stores when purchasing mattresses, indicating a preference for in-person experience and the ability to test and feel the mattress before making a purchase.

Madhepura, Bihar.

While it is good to see that 45 percent of respondents could buy sleep products within their budget, a whopping 42 percent of them ended up paying more upto Rs. 2,000 to Rs. 5,000.

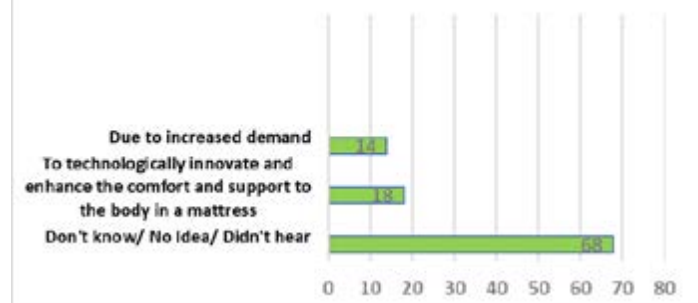
Brand Importance

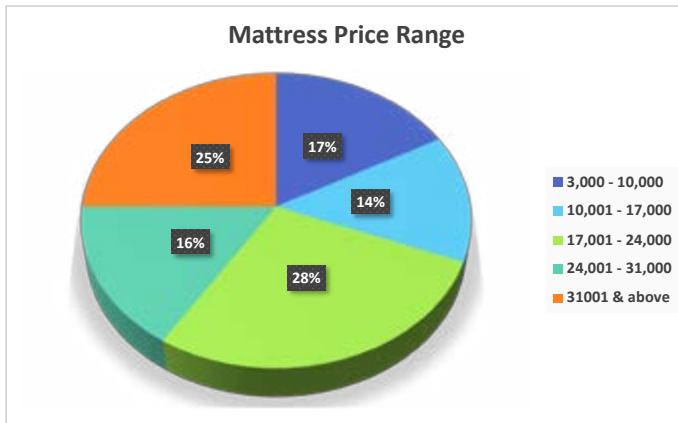
In the ever-expanding marketplace, brand recognition has traditionally played a significant role in consumers' purchasing decisions. However, the results of the survey conducted on mattress preferences reveal a fascinating trend: consumers are not overly concerned about brand names when it comes to buying a mattress.

The survey data indicates that a substantial number of consumers do not attach significant importance to brand recognition when selecting a mattress. In fact, when asked about the primary factors they consider when making a purchase, respondents consistently ranked comfort, durability, and value for money as their top concerns. This shift in consumer behavior signifies that consumers are becoming more discerning and focused on the tangible benefits and features a mattress offers rather than relying solely on the reputation of a brand.

Several reasons can be attributed to this shift in consumer sentiment. Firstly, the influx of new players in the mattress industry has led to increased competition and a

Pro Mattresses: How much do consumers know?





wider range of choices available to consumers. As a result, consumers have become more open to considering lesser-known brands that offer comparable quality and features at a more affordable price point. This indicates that consumers are basing their decisions on objective factors rather than relying on brand names as a measure of quality.

Furthermore, consumers' growing reliance on online research and customer reviews has contributed to diminishing the importance of brand recognition. The survey data reveals that consumers are extensively researching mattresses before making a purchase, and they place significant trust in the opinions and experiences shared by fellow consumers. This indicates that consumers are increasingly seeking unbiased information and recommendations that align with their specific needs and preferences.

The survey findings also highlight a generational shift in consumer attitudes towards brands. Younger generations, such as millennials and Gen Z, often prioritize transparency, authenticity, and sustainability when making purchasing decisions. Consequently, they tend to gravitate towards brands that align with their personal values rather than simply relying on established brand names. This shift presents an opportunity for newer brands that emphasize these values to capture the attention and loyalty of these consumer segments. For instance, 28-year-old Mysore based Pradeep says, "As a first-time mattress buyer, I had researched well about all brands. However, when I walked into the showroom, I prioritized buying a lesser-known brand that was suiting all my requirements."

While brand recognition may be less influential in the mattress industry, it does not imply that brands are irrelevant. Established brands still hold a certain level of trust and credibility, particularly among consumers who have had positive experiences with their products in the past. Brand loyalty, therefore, continues to exist, albeit to a lesser extent.

From a business perspective, the diminishing importance of brand names requires manufacturers and retailers to reevaluate their marketing strategies. Instead of solely

relying on brand recognition, companies should emphasize the unique features, quality, and value proposition of their products. Providing transparent and detailed information about materials, construction, and certifications can build trust with consumers who prioritize these factors.

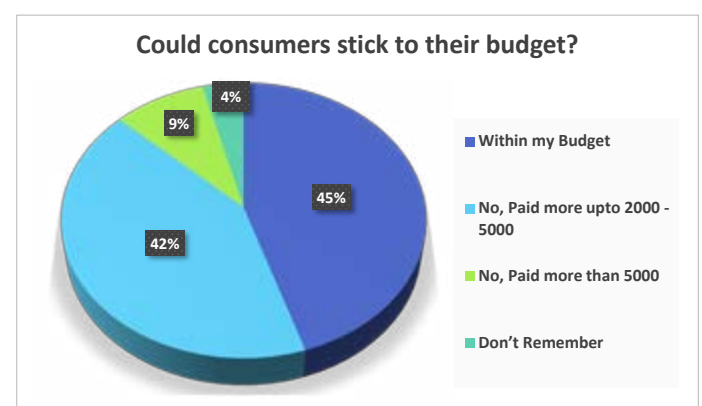
Shopping Preferences

In an era of growing online shopping, the preference for physical stores when purchasing mattresses remains prevalent among many consumers. The survey results shed light on the reasons behind this inclination and highlight the unique advantages that in-store experiences offer.

One of the primary factors contributing to the preference for physical stores is the ability to physically test the comfort and firmness of mattresses. Unlike other products, mattresses require a personal experience to assess their suitability. Consumers want to feel the mattress, lie down on it, and gauge its level of support before making a final decision. This hands-on experience enables consumers to evaluate the comfort and firmness that aligns with their specific preferences and needs. The survey highlights that 87 percent of consumers prefer buying mattresses offline.

Moreover, physical stores provide an opportunity for consumers to interact with knowledgeable staff who can provide guidance and recommendations. The expertise of store staff plays a crucial role in assisting consumers in finding the right mattress based on their individual sleep requirements. Consumers value the personalized attention and expertise, allowing them to make more informed decisions and choose a mattress that caters to their unique needs.

Additionally, physical stores create a sense of trust and assurance for consumers. Being able to see and touch the product first hand instills confidence in the quality and authenticity of the mattress. Consumers often feel more secure about their purchase when they can physically examine the mattress's construction, materials, and overall build. This tactile experience adds a level of certainty and reduces the uncertainty that online shopping can sometimes bring.





The in-store experience also allows consumers to explore a variety of options within one location. Physical stores typically display a wide range of mattress models, brands, and variations, allowing consumers to compare and contrast different options side by side. This facilitates the decision-making process by providing consumers with a comprehensive understanding of the available choices and helping them identify the best match for their preferences.

Furthermore, physical stores offer immediate gratification, as consumers can typically take their chosen mattress home on the same day. Unlike online purchases, where delivery times may vary, visiting a physical store allows consumers to set up their new mattress immediately and enjoy a good night's sleep without delay. This convenience is particularly appealing to those who need a new mattress urgently or value the ease of immediate access to their purchase.

The survey results also indicate that online platforms play a crucial role in the purchasing journey, even for consumers who ultimately choose to buy from physical stores. Many consumers conduct extensive online research before visiting a store, using the internet to gather information about different mattress options, compare prices, read customer reviews, and educate themselves about the features and benefits of various mattresses. Online platforms serve as valuable sources of pre-purchase information, enabling consumers to make more informed decisions when they

arrive at the store.

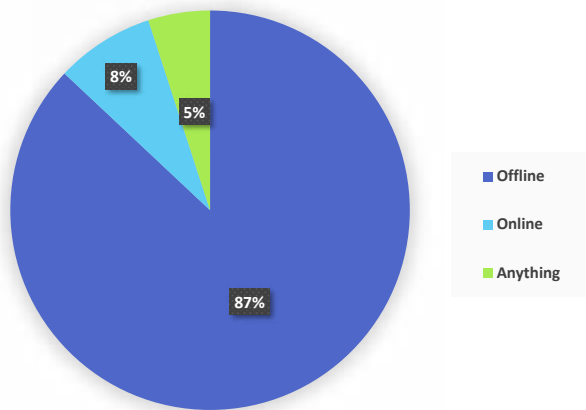
Retailer knowledge

Consumers' expectations from mattress retailers go beyond simply offering a range of products. The survey findings reveal that consumers value consultative selling, where retailers take the time to understand their individual needs and provide personalized recommendations, rather than pushing a specific type of mattress. Furthermore, consumers expressed concerns about some multi-brand mattress dealers prioritizing their own brand over reputed brands.

Consultative selling emerged as a significant expectation among consumers in the survey. Consumers appreciate retailers who engage in a thorough understanding of their specific requirements, such as sleep position, comfort preferences, and any existing health concerns. By adopting a consultative approach, retailers can guide consumers towards selecting a mattress that best suits their individual needs. This involves actively listening to customers, addressing their concerns, and providing detailed information about various mattress options and their features.

By offering consultative selling, retailers can foster a sense of trust and credibility with consumers. Instead of pushing for a particular type of mattress that may not align with a customer's needs, retailers who prioritize consultative selling build long-term relationships with customers, leading to increased customer satisfaction and loyalty. This approach

Buying Behaviour: Online vs. Offline



also demonstrates that retailers prioritize the well-being and sleep quality of their customers over making a quick sale.

However, the survey findings also highlighted a concern among consumers regarding some multi-brand mattress dealers who push their own brand over reputed brands. Consumers perceive this as a lack of impartiality and may question the retailer's motivation behind recommending a specific brand. This perception can undermine the trust between the consumer and the retailer and negatively impact the overall buying experience.

Mattress retailers should aim to address these concerns by prioritizing transparency and offering a wide range of reputable brands. By providing customers with a variety of options and unbiased information about each brand's features, materials, and benefits, retailers can empower consumers to make informed decisions based on their own preferences and requirements. This approach demonstrates a commitment to customer satisfaction and helps alleviate any suspicions about brand bias.

Additionally, retailers can enhance their credibility by showcasing customer reviews and testimonials for various brands and models. This allows consumers to gain insights from other customers' experiences and further validates the retailer's commitment to customer satisfaction. By highlighting positive feedback from satisfied customers, retailers can instill confidence in consumers and reinforce the notion that their recommendations are based on genuine customer experiences.

Investing in staff training is also crucial to ensure that sales representatives possess the necessary knowledge and expertise to provide accurate and helpful information to customers. Well-informed staff members can guide customers through the selection process, offer meaningful comparisons between different brands, and address any concerns or questions that arise. This helps build trust and ensures that consumers receive the guidance they need to make a well-informed decision.

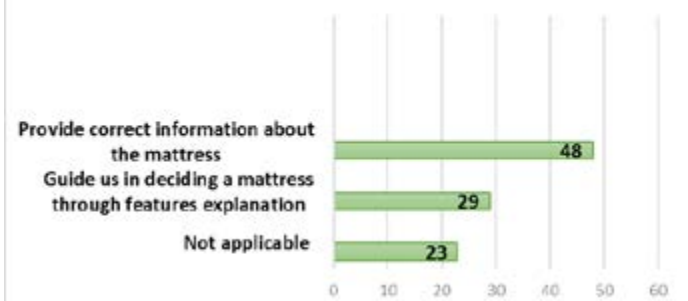
Consumers value a consultative selling approach from mattress retailers, where personalized recommendations and understanding of individual needs take precedence over pushing specific types or brands of mattresses.

Additionally, retailers should address concerns about brand bias by providing a wide range of reputable brands and transparently showcasing customer reviews and testimonials. By prioritizing impartiality, transparency, and staff training, mattress retailers can meet consumer expectations and establish themselves as reliable sources of information and guidance in the industry.

Conclusion

The consumer survey pestered us to do a vivid analysis of consumers mattress buying behaviour. Numeric representation of consumers behaviour and preferences could be a good reference point for mattress manufacturers and retailers who are proactive in terms of making changes to enhance customer satisfaction. Through this survey, we could achieve clarity on many areas. For instance, consumers are now prioritising sleep and they know the several benefits that comes along with good sleep. A strong preference towards offline shopping makes it clear that brands have to work harder to make online buying experience worthy enough to surpass offline mattress buying. In a price sensitive market like India, it was quite surprising that consumers are largely not price sensitive when it comes to choosing the right mattress. Though, price is a key factor influencing their decision but consumers are now looking at mattresses as a long-term serving product and are willing to pay those extra bucks for a sound sleep. Consumers have high brand recall for various brands, however, they do not prioritize brands over comfort and quality. Besides that,

Consumers expectations from Retailers while shopping





The sleep environment plays a crucial role for consumers, with preferences for a silent room, bed light, good ventilation, comfortable temperature, and a comfortable mattress, indicating a desire for an optimal sleep environment that promotes restful sleep.

KEY TAKE-AWAYS

a growing number of consumers are now aware of various types of mattress available in the market. As far as retail experience is concerned, consumers expect retailers to be more transparent and explain them about various options available at different price range, while taking care of their sleep requirements. Another interesting fact that was observed that consumers feel modern mattresses are better in every way compared to cotton mattresses that tend to lose its thickness and gets uneven over a period of time. This calls for the organised mattress market to come up with more strategies that could contribute towards reducing the dominance of unorganized mattress segment which continues to remain as a threat to the organized mattress segment. In a nutshell, consumers are now more vigilant about the right sleep products and they are more focussed on quality and not driven by brand names, which means mattress brands have to up their game to stay ahead of their competitors. **CT**

- Consumer survey reveals limited awareness of mattress materials, indicating a need for education and information dissemination to help consumers make informed decisions about their sleep surfaces.
- Survey findings highlight the proactive nature of consumers when it comes to mattress buying, as they seek out new mattresses when their current ones no longer provide adequate comfort and support.
- Majority of consumers express a preference for modern mattresses over locally made cotton mattresses, signaling a growing interest in technologically advanced designs that offer improved sleep quality and comfort.
- The survey's comprehensive reach across various states and cities ensures a diverse representation of demographics, allowing for a more comprehensive understanding of consumer sleep habits and preferences.
- Lack of awareness about mattress materials suggests an opportunity for mattress manufacturers and retailers to educate consumers about the benefits of different materials and their impact on sleep quality.
- Consumers prioritize the need for a good sleeping surface, highlighting the significance they place on finding a mattress that can enhance their overall well-being and sleep quality.
- Modern mattress designs, with their improved support, pressure relief, and motion isolation features, appeal to consumers seeking to upgrade their sleep experience and take advantage of advancements in mattress technology.
- The survey's findings provide valuable insights for mattress manufacturers and retailers, emphasizing the importance of personalized recommendations, education, and addressing consumer knowledge gaps to meet the evolving needs of consumers.

Some other facts revealed through the consumer survey

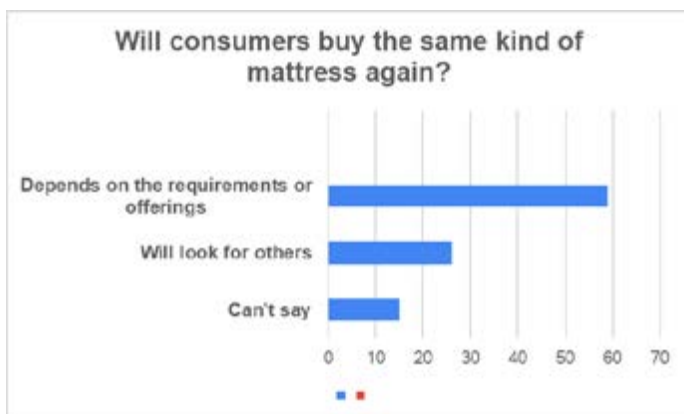
1. 45 percent of consumers reported using mattress for the first time, while 32 percent of the consumers looked for better comfort and support.



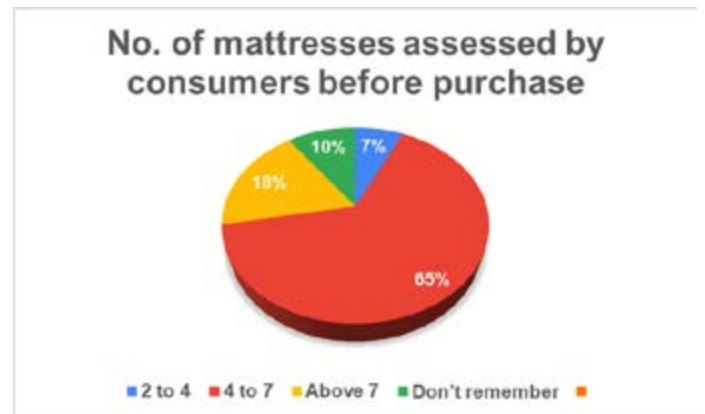
2. 67 percent of the consumers changed their mattresses due to wear and tear or end of warranty period or due to some kind of discomfort.



3. 59 percent of consumers will buy their next mattress based on their requirements and market offerings.



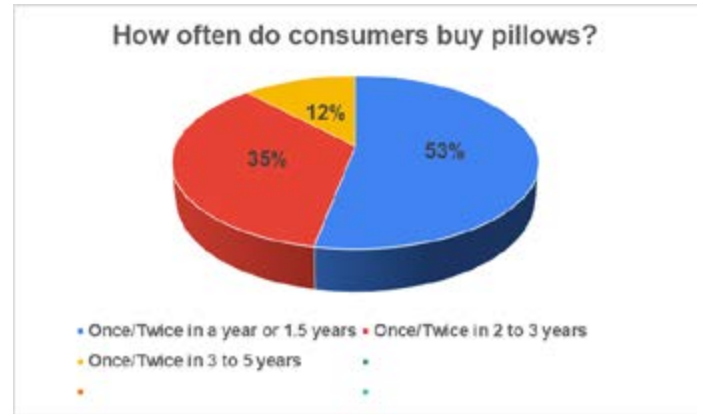
4. 65 percent of the consumers assessed 4 to 7 mattresses before making a final purchase.



5. While 43 percent of consumers have no idea about online brands, the rest of the respondents have some opinion for online brands to suit their needs.



6. 53 percent of consumers prefer buying pillows once or twice in a year or 1.5 years.



ADHESIVES IN MATTRESSES: Fixing the mattress market to maintain growth bond



The Indian mattress industry is on an aggressive growth path with organized players collectively trying to increase their combined market share. Apparently, Indian consumers are getting health conscious and turning their heads towards innovative and quality-oriented mattress brands, as figured out by a Mordor Intelligence report that states, "Rise in income levels and health consciousness and growth in the real estate and hospitality sectors are major factors that accelerated the growth of the Indian mattress market."

As we witness a shift in consumer mindset, which is now focussed more on quality than the price, it is imperative to discuss about what goes behind making these innovative and comfortable mattresses. Adhesives or glues that fix various layers of foams that goes in to making a mattress hold most of the responsibility when it comes to determining the quality of a mattress or other sleep products.

The mattress and the bed making industry is dependent on good quality adhesives to deliver a good mattress. Consumers are increasingly demanding mattresses that suits all their health and comfort requirements. Mattress manufacturers are using multiple layers of foams, cotton, wool, synthetic rubber, polyester, latex etc to design better sleep products. Adhesives are responsible for fixing up different layers of foams and raw material and hence play a very crucial role for mattress manufacturers to bring in more innovation to their products.

For innovation to happen in the mattress industry the need for efficient adhesive solutions is paramount. The mattress adhesives market is offering sustainable solutions like solvent based adhesives, waterborne mattress adhesives and hotmelt adhesives. These adhesive solutions ensure that the finished sleep products are long lasting, well ventilated, Transport friendly and comes with easy maintainance.

Besides that, Adhesive companies have to come up with solutions that not only hold all raw materials firmly but also helps mattress makers move their product rapidly off the production line and help them pack and deliver the sleep products well on time to the customer. Adhesive companies are coming up with solution that helps mattress companies meet the growing demand on time.

Before we delve deep into how adhesive companies are addressing the current needs of mattress makers, it would be interesting to know how the importance of adhesive has increased among mattress manufacturers over a period of time.

History of adhesive usage in the Indian mattress industry

Despite all efforts by the Indian mattress makers, a large pie of the domestic mattress market is still dominated by unorganized players. The concept of mattresses did not exist until 1960s. People would either sleep on handmade cots or mats. The first set of mattresses were stitched by local

Adhesives contribute to the safety, quality, and sustainability of mattresses

ginners who used cotton fills, feathers and other available raw materials. In 1960, rubberised coir mattresses were introduced and they used latex as adhesives.

The usage of latex as adhesives prevailed from 1960 to 1980s. After this period there was an increase in the cost of latex. As it piled on the manufacturing costs, mattress makers looked for a substitute and that is how adhesives were used in mattresses.

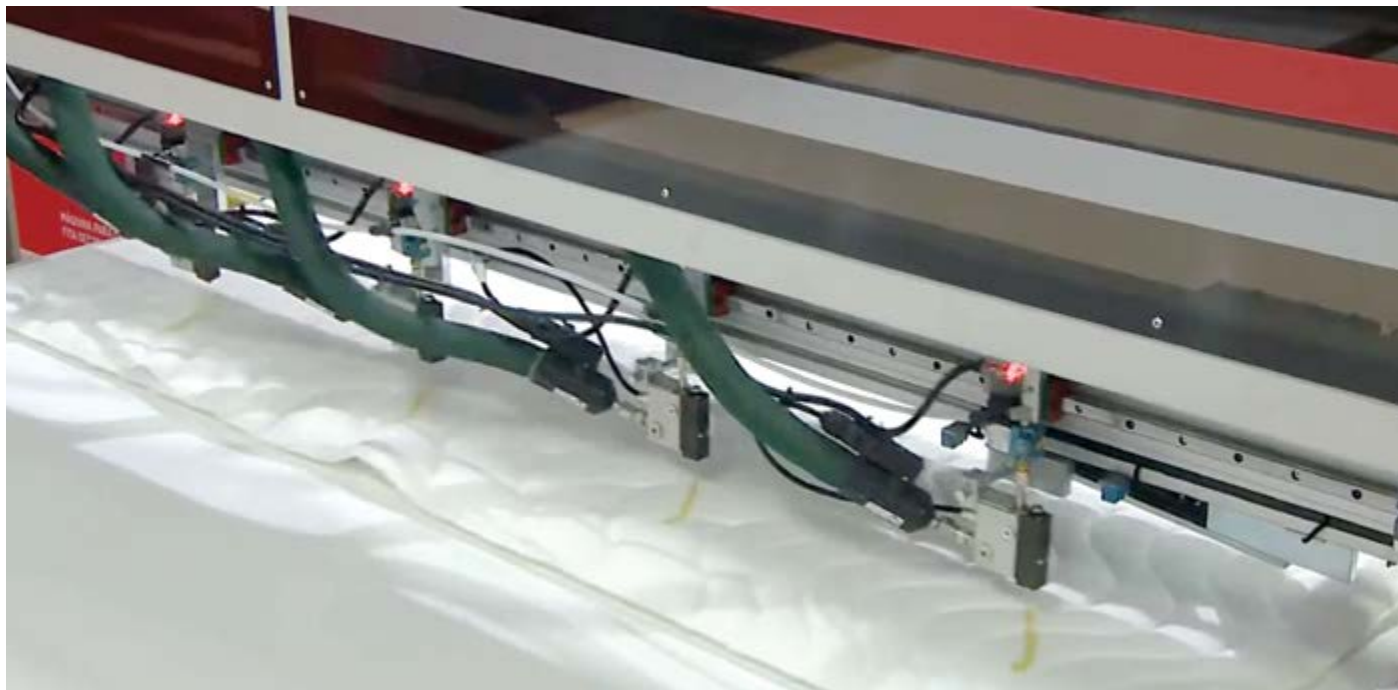
"The latex rubber itself were used as adhesives. However, over a period of time, the cost of latex went up by 300 percent and hence, there was a need for its substitute. That is how, mattress makers resorted to adhesives to produce mattresses, explains S Sundaresan, Secretary, Indian Sleep Products Federation (ISPF).

Now, there are different types of adhesives that serve different purposes. Mattress manufacturers need to asses their requirements and decide on the right kind of adhesives that will help them fix different layers of mattress substrates, while ensuring that the final product is versatile and user-friendly.

Latest types of adhesives used in the mattress manufacturing

There are various types of adhesives that are used by various mattress manufacturers. Each type of adhesive has its own unique properties and the manufacturers first need to asses their key requirements before deciding on the right set of adhesives. The most common types of adhesives are broadly classified into Water-based adhesives, Solvent based adhesives and Hot melt adhesives.

- **Water based adhesives:** Water based adhesives are used by companies that are into manufacturing natural mattresses. Water based adhesives take more time to bind different layers of a mattress and therefore, their manufacturing process is time consuming i.e it takes close to 45 mins to dry. However, these adhesives safe, sustainable, non-toxic, odourless and environment friendly.
- **Solvent based adhesives:** These are quite strong and can bind different layers of mattresses for longer years. However, they are not sustainable and environment friendly as it may off-gas harmful materials as soon as the glue evaporates. With the advent of technology, the usage of solvent based adhesives in mattresses has become minimal these days. Mattress manufacturers are now able to manufacture bigger solid pieces that allows companies to apply lesser amount of adhesives.
- **Hot melt adhesives:** As its name suggests, hot melt



The Indian adhesives and sealants market is expected to grow, driven by the demand from the foam and mattress industry

adhesives are applied using hot air and it sets as the heat subsides. It doesn't contain solvents and the biggest demerit of hot melt adhesives is it creates a cracking noise as soon as its cools down and gets dry. However, adhesive makers are working on ways to eliminate this noise.

Each mattress adhesive has its own set of pros and cons. To choose the right mattress adhesive, mattress manufacturers have to assess their specific requirements. While explaining about different types of mattress adhesives, Ashok Narayan, Chief-Sales and Marketing at Pidilite Industries Ltd. said, "Water-based adhesives offer a deeper and more flexible mechanical bond compared to hot-melt adhesives. This makes them ideal for applications that require a strong and long-lasting bond, such as in the case of foam to foam and foam to fabric mattress components. However, water-based adhesives are slower to dry than hot-melt adhesives, which can be a consideration for manufacturers operating in a fastpaced production environment. Pressure Sensitive Hot-melt adhesives, on the other hand, are extremely fast setting and provide a tacky glue line. Hot-melt adhesives may not also provide the same level of deep mechanical bond in comparison with water-based adhesives."

If we go by a Fact.MR report, water based foam adhesive will dominate the foam adhesive market. As the demand for mattresses are on a rise, manufacturers demand more adhesives to keep the production process running. The fast curing water based foam adhesives result in instant setting and reduces mattress manufacturers production time. These adhesives are both safe and user friendly and ensure good quality for mattresses. They shape bonds that ensure more versatility in a sleep product and the ideal trait of waterbased foam adhesives is, they emit no odour.

Current contribution of adhesives in mattress industry

The adhesive industry is primarily classified into two segments, namely, Industrial adhesives and Consumer adhesives. The Consumer adhesives segment has its applications in the furniture, building and construction, electricals and electronics and in the foam and mattress industries. If we narrow down our focus to the Indian mattress industry, a CRISIL report explains that 8 percent of the consumer adhesive segment in India is commanded by the foam and mattress segment.

The CRISIL report also states that India's consumer adhesives industry is likely to clock 9-10 percent CAGR between fiscals 2021 and 2026 driven by economic recovery and growth in end-user industries. Overall, growth of the consumer adhesives industry is expected to moderate and log a CAGR of ~8 percent between fiscals 2022 and 2026. The growth figures look convincing as consumer adhesives are being used for endless applications. As far as the domestic mattress industry is concerned, the demand for adhesives is going to increase with the growth of organised sector. Growing awareness about health among people,

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increasing demand from hospitality and healthcare sector and rising disposable income among people is going to drive growth of the organized sector of mattress industry. To meet this growing demand of mattresses, manufacturers will demand more adhesives to keep their production line moving at an efficient pace.

Some of the key players in the adhesive segment that manufacture adhesive products suiting the requirements of the mattress industry include Pidilite, Astral Adhesives, Atlas Adhesives to name a few. Pidilite is clearly a leader provider for mattress adhesives and the company is constantly trying to work on better technologies to make their adhesives more conducive for the mattress manufacturers.

"Our new range of adhesives features ultra-high solids, which provides a host of advantages over traditional solvent based adhesives. This includes improved mileage, faster drying times and compatibility with a wide variety of substrates while using solvents that are complaint to the regulatory framework. In addition to the launch of our new solvent-based adhesives, we are also exploring new technologies and materials that can help to further enhance the performance, efficiency and safety of our products, explains Narayan of Pidilite.

Contribution towards safety measures of a mattress

Water based, solvent based and hot melt adhesives have not only helped mattress manufacturers maintain a price advantage but have also contributed a lot towards making mattresses safer. Most mattresses use variety of adhesives during the production process to improve the overall quality of mattresses.

The adhesive industry is primarily classified into two segments, namely, Industrial adhesives and consumer adhesives. The consumer adhesives segment has its applications in the furniture, building and construction, electricals and electronics and in the foam and mattress industries.

Adhesive companies are constantly innovating their products to make it safer for the end users. Adhesive makers are focussing on making chemical free adhesives that do not off gas harmful chemicals through the mattress substrates. They are increasingly using low hazard organic solvents to ensure maximum safety for mattresses during production process and also during the storage and warehousing phase. "Fire Hazard is a common problem in the mattress industry and maximum risk is posed by the use of the traditional adhesives and our newer offerings completely eliminate this risk," said Narayan of Pidilite.

Mattress market players are increasingly demanding non-hazardous, green and sustainable adhesives. As figured out by CRISIL, demand for bio-based / green adhesives, such as starch and lignin, is increasing rapidly, as consumers are starting to realise the adverse effects of petroleum-based products. Consequently, manufacturers are spending huge

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amounts of capital for research and development of such adhesives. Currently, hybrid adhesives are being increasingly used by end-user industries of adhesives, as they are considered to be green and sustainable alternatives for solvent-based adhesives.

The need to ensure safety in mattresses is quintessential and a top priority among adhesive makers as mattress manufacturers are too vigilant about what goes into making their mattresses. "The latex we use for our manufacturing are GOLS (Global Organic Latex Standard) certified Natural Rubber Latex as the base polymer. It ensures social and environmental conformity. Good quality branded chemicals of Accelerators and Antioxidants gives a long-lasting product," says Thomas Varghese, General Manager at MM Rubber Company Ltd.

Besides that, consumers are also thoroughly researching about mattresses or sleep products before investing on one. Other than quality and comfort, consumers are also prioritising sustainability before buying a sleep product. They are even interested in the quality of adhesives that has gone into making mattresses. Is the material used in the mattress eco-friendly, sustainable and fire proof? These are some hard questions which consumers ask before buying a mattress. Needless to say, with increasing income levels and health consciousness, their demand for more and more sustainable products will only increase. In order to cater to a bigger market, mattress makers have to offer different types of mattresses at different price points while maintaining the quality and sustainability of the product.

The close relationship between the adhesive and mattress industries can lead to further innovation and advancements in both sectors

The road ahead

Before analysing the future of adhesives in the Indian Mattress industry, let's analyse the overall adhesives industry both at the global and Indian level. The global adhesives and sealants market size was valued at USD 67.48 billion in 2022 and is expected to register a compound annual growth rate (CAGR) of 6 percent from 2023 to 2030, according to Grand View Research.

The report further mentions, Asia Pacific region dominated the market with a revenue share of 41.2 percent in 2022. The COVID-19 pandemic created a sizable impact on various industries such as textile & garments, construction, and automotive in 2020, wherein export trade was also largely impacted. For instance, as per the government data, the textile trade between China and India observed a year-on-year decline of 12.4 percent in the first 2 months of 2020 from the previous year. The market has shown a positive recovery since the third quarter of 2020 and gained momentum during 2021.

According to market research firm marketresearch.com, The Indian adhesives and sealants market is projected



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to reach USD 1,703.68 million by 2026, growing at an estimated CAGR of 8.07 percent over the forecast period (2021-2026). India adhesives and sealants market is highly concentrated in terms of revenue. The top five players account for a combined share of more than 90 percent, thus making the market highly competitive. Pidilite Industries Limited is the market leader in the India Adhesives and sealants industry with a share of almost 48 percent, thus continuing its dominant position for the past few years. Other major companies include Henkel Adhesives Technologies India Private Limited, Sika AG, Arkema Group, and H.B. Fuller Company, amongst others, outlines the report.

Considering all these facts and numbers into account, if we further narrow down to a Fact.MR report, there is huge demand in mattress and pillow manufacturing that will be one of the key growth drivers for the foam adhesive segment. Between FY'15 to FY'20, the Indian adhesives market recorded a stagnant growth rate and recorded a CAGR of 7.5 percent, points out a Ken Research report.

The market research firm mentions, surging demand for water based adhesives in India is contributing to the growth of the adhesives industry in India. Besides that, Government initiatives such as Make in India and Smart Cities projects are contributing to adhesive market growth.

Furthermore, Global companies are expanding their presence to target a larger target audience across India. The consumer adhesive companies in India will continue to expand their dealer and distribution network to reach to a larger target market which would help them increase their market share, assures Ken Research.

Going ahead, the Adhesives and Sealant industry is going to witness more growth, innovation and widespread reach. For this purpose, The Adhesives and Sealants Association (TASA) was formed in 2010 to cater to the needs of this particular industry in India. TASA aims to promote the Adhesives and Sealant industry by disseminating the required knowledge to the stakeholders of this industry and bring in advanced technologies in India that is sustainable and environment friendly.

As the Indian mattress industry grows, the demand for adhesives will also rise. The mattress industry that currently contributes 8 percent to the entire consumer adhesive segment is set to ask for more share in the domestic adhesive industry.

This can be achieved by bringing in more innovation in the mattress segment. The mattress and the adhesive industry could have a symbiotic relationship. Innovation in adhesive industry could help mattress manufacturers come up with new and better concepts in the sleep industry and vice versa.

As the Indian mattress industry is aggressively trying

to capture a bigger market size by selling the idea of 'Sleep for overall well-being', demand for more adhesives (in terms of volume, quality and sustainability) is only going to increase. Besides that, the growing omnichannel presence of established and new brands will definitely get more buyers for safe, comfortable and sustainable mattresses. Adhesive companies must get ready to cater to this likely demand from the mattress industry. **CT**

KEY TAKE-AWAYS

- Growth of the Indian mattress market is driven by factors such as rising income levels, health consciousness, and growth in the real estate and hospitality sectors. Consumers are increasingly focused on quality and turning to innovative and quality-oriented mattress brands.
- Adhesives play a crucial role in the mattress manufacturing process by fixing various layers of foams and raw materials. They enable mattress manufacturers to design innovative and comfortable sleep products that meet the health and comfort requirements of consumers.
- The mattress adhesives market offers sustainable solutions such as solvent-based adhesives, water-based adhesives, and hot melt adhesives. These adhesive solutions ensure long-lasting, well-ventilated, and easily maintainable sleep products.
- Adhesive companies are developing solutions that not only hold raw materials firmly but also help mattress makers improve production efficiency, allowing them to meet the growing demand for mattresses in a timely manner.
- Adhesive usage in the Indian mattress industry has evolved over time. Initially, latex was used as the adhesive, but due to cost issues, mattress makers switched to using different types of adhesives. The most common types include water-based adhesives, solvent-based adhesives, and hot melt adhesives, each with its own advantages and considerations.



Mr. Rishabh Jindal, Managing Partner, Jindal Petrofoam

Unveiling the Indian mattress foam market landscape, **Mr. Rishabh Jindal**, *Managing Partner, Jindal Petrofoam* shares the insights into the future growth prospects, technological advancements, and customer-centric innovations.

People see good mattress as an investment for good health

Q How big is the mattress foam market in India and can you share the foam market share by Jindal Petrofoam? The mattress foam market in India is estimated to be valued between 11,000 to 12,000 crores. Out of this, the organized segment holds a 40 percent share. As a new entrant in the mattress market, Jindal Petro foams, currently holds a market share of 1.5 percent.

Q What change and expectation of growth you can foresee in the foam mattress market in the coming years?

We are witnessing a behavioural shift where people have started prioritizing sleep. With this behavioural shift, the demand for foam mattresses is expected to rise. Rising disposable income with the Indian consumers will impact the foam mattress as they demand premium mattresses with memory foam, latex and other high-end materials. We expect industry shift towards more premium offerings and adoption of branded mattresses.

This will lead to market share moving towards organized players. Adoption of smart mattress technology is becoming popular outside India and we anticipate the same to happen in India. The shift towards e-commerce and online shopping has been accelerated by the pandemic and this trend is expected to continue in future.

Q What are the technological shift in the mattress manufacturing you are planning to do to revolutionize the mattress market?

We have recently installed a Henneke high-pressure foaming machine, which enables us to produce the highest quality foams in the market. We have introduced phase change cooling technology in our mattresses, as well as an exclusive fabric that can keep the mattress cooler by 3-4 degrees celsius. We aim to integrate smart features into our mattresses, namely, sleep tracking, personalized sleep data analysis, and smart connectivity with other devices. We are investing in R&D to discover and utilize more sustainable materials in our production processes. We are exploring the use of plant-based polyols, recycled materials, and eco-friendly fabric options to offer more environment friendly choices to our customers. [CT](#)

Evolution of the Indian Mattress Industry



While we come across numerous reports on the latest developments in the Indian mattress industry, the pathbreaking events in the past is less known. Exploring the various stages of evolution of the mattress industry gives a sense of how far the industry has travelled and what more it can achieve.



The Indian mattress industry has a long and interesting history that is driven largely by changing consumer needs and technological advancements. In India, mattresses have been in use for centuries, with early mattresses being made from natural materials such as cotton, wool, and reed. However, with the advent of new technologies and modern materials, the mattress industry in India has undergone significant changes in recent years. Currently, the mattress industry is worth Rs. 12,000 to Rs. 13,000 crore, if we go by a Research and Markets report.

The numbers look impressive, especially, with the organized sector commanding 40 percent share. But the big question is how did this industry start in India? We keep getting inputs on the current trends of the mattress industry but its journey in the past is less discussed. Today, the Indian mattress industry is highly competitive, with both domestic and international players competing for market share. The industry has also undergone significant technological advancements, with the introduction of smart mattresses and other innovative features. While we discuss about this industry's growth and future, it would be good to reminisce the past events that has occurred in the Indian mattress industry. We are quite intrigued to explore the evolution of the Indian mattress industry and the challenges the market players had faced in every phase.

Today, the biggest concern for the market players in this industry is the ongoing dominance of the unorganized market players who are taking advantage of a price sensitive market like India. If we go back in time, the concerns of manufacturers were different. The primary concern being, getting people to sleep on a surface. The demand for mattresses begun in 1950s and 1960s. This period laid the foundation of the Indian mattress industry. It would be good to discuss each phase that acted as a stepping stone to the current state of the Indian mattress industry.

1950s to 1960s: The time when it all started with cotton and coir mattresses

As mentioned earlier, before 1950, people were not used to the idea of sleeping on any surface. A majority of them slept on floors, rolling mats or handmade quilts. The privileged ones got charpoy, which was a rectangular frame that was strung with light ropes.

In 1950s and 1960s, people were introduced to the idea of mattresses. During this period, the Indian mattress industry was largely characterized by the use of natural materials such as cotton, wool, and reed. Mattresses were handmade by small-scale manufacturers and were often sold by local carpenters or upholsterers.

However, owing to the low levels of urbanization and consumption in the country, the demand for mattresses during this period was relatively low. Most households used traditional beddings such as cotton quilts or charpoy, which were cheaper and more readily available. First,

Early mattresses were made from natural materials like cotton and wool, but the industry has evolved with new technologies and modern materials.

cotton mattresses came into existence, however, the surface of cotton mattresses were uneven. So, mattress manufacturers noted the limitations of cotton mattresses and then rubberised coir mattresses were introduced. "Cotton mattresses were not water resistant and did not offer a uniform level to the sleepers, then rubberized coir mattresses came in which was initially not accepted well by people but then slowly consumers started trying our coir mattresses. Rubberized mattress gained popularity as it had a hard surface and provided a uniform level, says N K Mehta, Managing Director at Relaxspring.

As the Indian economy got into the phase of industrialization and urbanization in the 1960s, the demand for modern beds and mattresses increased. This led to the emergence of a few small-scale mattress manufacturers, who supplied mattresses primarily to the urban middle class. Popular brands like Duroflex and Kurlon came into existence in the 60s.

These early manufacturers produced cotton and coir mattresses, which were affordable and durable. "When we started our factory in 1960, there was no idea about rubberized coir mattress in India. Our factory was the first in entire Southeast Asia. Till then, coir was used as a padding material for buses. This padding material had only coir without rubber. We started our first factory in Tirunelveli that produced rubberized coir".

These coir mattresses were primarily sold through small retail outlets and distributors, and there was limited marketing or advertising around mattresses during this period. "Earlier, we had to struggle a lot, in terms of, marketing our products. People could see only the coir product and the rubber was invisible. Customers, mostly complained as in, why they should pay only for coir products. We used to share a lot of samples to just market the product and upto 1970, our struggle continued," explained R Raghuraman on the numerous challenges they had faced during their journey to introduce coir mattress products in India.

Coir came as an alternative to cotton, pig's hair and horse's hair that was primarily used to fill the mattresses during this period. Cotton mattresses had its own limitations as it could not provide a uniform surface. Pig's and horse's hair could not cater to the demand and supply dynamics of the mattress industry. When manufacturers started exploring other alternatives, they decided on coir as the next



best alternative.

After a lot of research, coir was made out of dried coconut. Dried coconut comprises of long fibre, short fibre and dust. While 30 percent is of the dried coconut consists of long fibre, others are short fibre and dust. The experiment was done by twisting that long fibre into coil and then this coil was kept aside for 40 to 60 days. During this period, moisture gets dried up and on untwisting that, loose fibre is obtained, which is called the vegetable spring. The resilience of the coil is stored in the inner spring. The fibre was then spread on a machine and natural latex rubber was sprayed on it, after which, it is pressed in a steam press of 120 degrees for 20 minutes and then taken out. Layers of rubberized coir is then taken out and then it is vulcanized for one or one and half hours in a big vulcanization chamber. Once it is taken out, it is allowed to cool down and then its edges are cut down to give it a desired shape. The coir fibre is prickly and to avoid that, a cloth is put on it and then a quilt foam is put on that to make it user-friendly. This is the first evolution that happened in the Indian mattress industry.

“In 1960, majority of people slept on floors. Only 2 percent of total population used mattress and slowly people turned to mattress. Back then, coir was primarily used and coir was also given protection by the Government of India,” says S Sundaresan, Secretary at the Indian Sleep Product Federation (ISPF).

1970s: Polyurethane (PU) foam made an entry to the Indian mattress market

When rubberized coir had established its presence in the Indian market, PU foam made an entry to India. However,

PU was imported from Germany unlike rubberized coir that was manufactured indigenously. PU attracted attention for its technology, comfort and support and it had emerged as a good alternative. As people started importing PU mattresses, they were levied import duties and other taxes. Comparatively, Coir was taxed very low because that was a common man’s product. “During this period, 80 percent of the mattresses were rubberized coir and only 20 percent was PU foam,” says Sundaresan.

1980s and 1990s: Emergence of modern mattress industry

The modern mattress industry in India began in the 1980s, with the emergence of a few small-scale mattress manufacturers. These manufacturers primarily produced cotton and coir mattresses, which were popular at the time. In 1993, Sleepwell launched first PU Foam mattress.

Meanwhile, as the Indian economy began to liberalize in the 1990s, foreign players entered the market, bringing with them new technologies and materials.

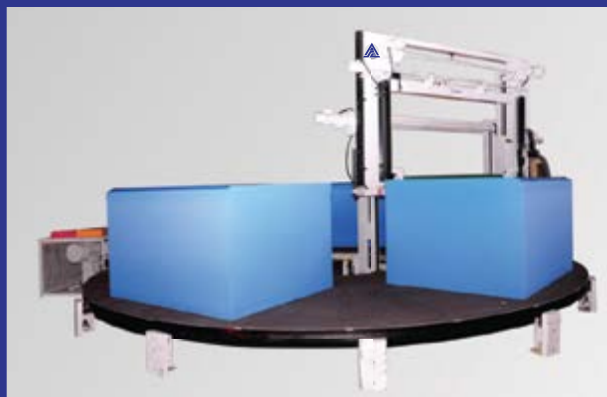
2000s: Entry of several new players with modern materials

In the 2000s, the Indian mattress industry saw significant growth, with the entry of several new players and the introduction of modern materials such as memory foam and latex. Now, the Indian mattress industry had various types of mattresses, namely, PU foam, rubberized coir, spring mattresses, air beds, water beds. This period also saw the growth of specialty mattress segments, such as orthopedic and luxury mattresses.

A demographic difference was witnessed during this stage, wherein, the rural market demanded more of



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cotton and coir mattresses, whereas, the high-income groups looked forward to buying spring and memory foam mattresses.

2020s: Growth of organized mattress market

Post 2020, the Indian mattress industry has been doing well. With the pandemic acting as a catalyst, people started realizing the importance of good sleep to benefit their health. The major growth drivers in the mattress industry at the current stage would be increase in disposable income of consumers, innovative products and effective sales and marketing strategies.

The growth of D2C brands, increasing omnichannel presence of established brands, innovative sales and marketing campaigns, increased focus on Research and Development (R&D), emphasis on training of sales personnel at offline stores and focussed approach towards eco-friendly and sustainable measures are some of the reasons that is pushing the Indian mattress industry to the growth path.

Where does the industry stand now?

The Indian mattress industry has been ever evolving. In the past, this industry was far behind its peers in the West. However, the industry players kept trying their best to deliver a better form of mattress by learning from their mistakes in the past. "With time, the mattress industry realized the shortcomings in each product and then they came up with new products to address the limitations of previously manufactured sleep products or mattresses. This way, they also utilized the wastage to create new products. For instance, the wastage coming out of PU mattress would get chemically treated to make bonded mattresses. This is how bonded mattresses came in," explains Mr. N K Mehta, Managing Director, Relaxspring.

With changing times, the demand and market share of different types of mattresses have also changed. "In 1960s and 1970s, 80 percent of the market share was commanded by rubberized coir and only 20 percent market share was commanded by PU foam. Then after 2000, the market share of PU foam was 30 to 35 percent and coir stood at 65 percent. After 2020, the coir's market share has come down to 20 percent now and PU foam is standing at 50 to 55 percent," figured out Sundaresan of ISPF.

As the mattress industry evolves further, we will witness an ingress of new technologies like 3D and 5D mattress technology, breathable memory foam, hybrid mattresses, natural latex and many more. Key market players and new age D2C brands are already focusing on leveraging internet and e-commerce to offer seamless experience to their customers. Despite so many innovations and development in the past, there is still room for more innovative products to come to the Indian mattress market. We are quite intrigued to watch out more developments in this industry. **CT**

Different types of mattresses, such as PU foam, coir, spring, air beds, and water beds, became available to cater to various consumer preferences.

KEY TAKE-AWAYS

- **Historical Shift:** The Indian mattress industry has come a long way, driven by changing consumer needs and technological advancements.
- **Market Size:** The Indian mattress industry is currently valued at Rs. 12,000 to Rs. 13,000 crore, with the organized sector holding a 40 percent share, according to a Research and Markets report.
- **Initial Challenges:** Initially, the primary concern for manufacturers was getting people to sleep on a surface. The demand for mattresses started in the 1950s and 1960s, laying the foundation for the industry's growth.
- **Cotton and Coir Mattresses:** In the 1950s and 1960s, mattresses made from cotton and coir gained popularity. They were handmade by small-scale manufacturers and sold through local outlets. Coir mattresses replaced cotton due to their water resistance and uniform surface.
- **Emergence of Modern Mattress Industry:** In the 1980s and 1990s, the modern mattress industry emerged in India with small-scale manufacturers producing cotton and coir mattresses.
- **Introduction of Modern Materials:** In the 2000s, the industry saw significant growth with the entry of new players and the introduction of materials like memory foam and latex.
- **Current Growth Factors:** The Indian mattress industry is experiencing growth due to factors like increased disposable income, innovative products, effective sales and marketing strategies, growth of D2C brands, omnichannel presence, R&D focus, and eco-friendly measures.
- **Future Developments:** The industry is expected to witness further advancements with technologies like 3D and 5D mattress technology, breathable memory foam, hybrid mattresses, and natural latex.



Mr. Dilip Kumar, Director, Springfeel Polyurethane Foams

A quality focussed approach while maintaining the price advantage is what defines Springfeel Polyurethane Foams. In an exclusive interview with Comfort Times, **Mr. Dilip Kumar**, *Director, Springfeel Polyurethane Foams* discusses about the current state of Indian sleep products industry and how they aim to set new trends in the domestic mattress industry.

The Indian sleep products market is not as developed like other markets

Q When did you start and what motivated you to enter the mattress industry?

Springfeel commenced commercial operations in 1999 as a Flexible Slabstock Polyurethane Foam manufacturer. We have been supplying various grades of foam to several mattress manufacturers and observed a huge potential for good quality foam mattresses in the market place. Our next step was to introduce our own brand of mattress under the name FINESSE which was launched in late 2011.


Q What made you focus on flexible polyether polyurethane foam products?

The Indian sleep products market is not as developed like the European, American or the Japanese market which have evolved and continue to evolve. These markets are swinging towards PU foam as it offers the best cost to benefit proposition amongst competing products for a wide range of reasons. Under such circumstances it becomes unnecessary to “re-invent the wheel” so-to-say.

Q How are your offerings different from other competitors in the mattress industry?

We do not hesitate to challenge set patterns even though it is a long and tedious process considering the general resistance to change. Mattress cover fabric in light pale shades is a classic case for example. The launch of Finesse product range in 2011 in pearl white shades in contrast to dark colours that were dominating across brands and price ranges within brands at that point in time. Now, the market is no longer obsessed with dark colours.

Q Your take on Mattress Circular Journey (MCJ) and how is Springfeel executing this process?

We have been interacting with our dealer and distributor to offer solutions to provide for proper recycling of the used mattress. We have incorporated the importance to educate the customer on the need for proper recycling of the used mattress in our sales training programmes with our dealer sales team. In this regard, we are closely following the initiative of ISPF with the “kabadiwala” experiment and also to use this learning for our own programmes. 



Building that right bed: An ongoing challenge for manufacturers

Even if the Indian mattress industry has come a long way, manufacturers and suppliers still need to come up with more innovative products and strategies to build that ideal bed for consumers

Avague analysis of the evolution of the Indian mattress industry gives us an impression that the industry has come a long way and is on a growth spree. Several deliberate initiatives by the organized market players are contributing tremendously towards minimizing the dominance of unorganized players in the mattress industry.

According to a Research and Markets report released last year, "the unorganised sector in the Indian mattress market has the upper hand, but the growth rate as compared to the organised sector is very less. In the last five years, the unorganised sector has grown with the CAGR of around 9 percent in terms of value which is way slower than that of the organised sector." From this we can decipher that the organised sector has rolled up its sleeves to command a larger share of the mattress market pie.

However, the journey of organized market players in the Indian mattress industry has not been easy. Changing consumer mindset that was largely inclined towards buying cheap mattresses made of cheap and low standard materials, was the major hurdle. Convincing consumers to buy good quality mattresses was a task and besides that mattress manufacturers were dealing with other business issues including rising cost of raw materials, dismal sales figures and inadequate support from suppliers.

Over a period of time, with new technology coming in, the manufacturing and suppliers community built a symbiotic relationship to mutually benefit each other. For instance, earlier latex were used as adhesives in mattresses but with rising prices of latex, manufacturers resorted to another cost effective solution i.e adhesives that fixes up different layers of foams.

Like adhesives, many other raw materials suppliers came forward to support the mattress manufacturers by offering them economical and viable substitutes to other expensive and scarcely available raw materials. This is how, the manufacturers and suppliers created an ecosystem to mutually benefit each other.

Mattress makers could offer better products at different price range. This attracted many customers and with various sales and marketing campaigns, the organized mattress players are now giving a tough competition to their unorganized peers. However, mattress manufacturers are still reeling under the pressure of delivering the right bed for consumers. Each human body is different and every individual has got different kind of health issues. Delivering a wide range of mattresses for different kind of consumers while maintaining the price advantage is quite a challenge.

Creating an ideal mattress- The biggest challenge for mattress manufacturers!

Which is the ideal mattress for you? This question still does not have a clear one liner answer. Everyone's requirement

Cutting-edge technologies and advanced materials ensure optimal comfort and support, allowing consumers to wake up refreshed and rejuvenated every morning.

is different and deciding on the right mattress could be cumbersome but once you find the right mattress, the results are worth it. In India, we have single bed mattresses, double bed mattresses, queen size mattresses, king size mattresses and customized mattresses. But other than knowing about the size and dimensions of each type of mattress, there are other factors that could influence your mattress buying decision. One needs to figure out the user of the mattress, the size of the bedroom, placement of the bedroom, budget, health conditions of the user, before deciding on an ideal bed or mattress.

There are different types of mattresses, namely, memory foam, latex, waterbed, airbed, pocket spring mattresses and many more. So, before deciding on the right mattress, consumers must consider all these factors. Despite numerous options available, consumers in India still feel something missing in their beds. While this situation appears to be a challenge but it does present a good growth opportunity for mattress makers. There is still more scope for mattress makers to come up with more new and innovative products.

Some of the key issues facing Indian mattress manufacturers include

- **Non-standardization of different types of bed sizes:** The absence of uniform measurements of beds and mattresses, is one of the biggest challenge manufacturers face while creating a bed. "One significant challenge we have faced is the prevalence of non-standard bed sizes in India. This has posed considerable supply chain issues and has often resulted in delays in fulfilling customer orders.

To address this challenge, we have implemented robust systems and processes to streamline our supply chain and ensure timely delivery to our customers, says Rishabh Jindal, Managing Partner at Jindal Petrofoam. In the absence of clearly defined standards of bed sizes, it is difficult for mattress makers to come up with consumer-friendly products.

- **Lack of awareness of different types of mattress technology among consumers:** consumers are not educated enough to understand about different types of technology used in making various mattresses. This affects their decision with regards to choosing the right mattress.



“The lack of knowledge or clarity about the various bedding solutions available to a customer is both the challenge as well the opportunity that exists in the Indian mattress market. This lack of knowledge or clarity, in turn stems from the lack of interest in the product category, which is compounded from the fact that authentic information about sleep products being lost amongst misleading marketing campaigns resulting in deep-rooted mistaken mindsets,” says Dilip Kumar, Director at Springfeel Polyurethane Foams.

- **Volatility in raw material prices:** The prices of raw materials that goes in making mattresses keep fluctuating at regular intervals which impacts manufacturer’s ability to manage costs. While the established brands are still able to bear the rising costs, it becomes difficult for new players to sustain themselves in a long run.

“In the last 66 years, we have been concentrating in Latex Foam Rubber. Being an agricultural product, the price of latex is very volatile due to various factors but we never compromised on the quality of our mattresses and today the latex we use are GOLS certified Organic Latex,” says Thomas Varghese, General Manager at MM Rubber Company Limited.

Innovation: A need for manufacturers to thrive in the growing mattress industry

Ever since modern beds came into India in the late 50s and early 60s, the industry did not see much innovation until 1990s when Spring and foam mattresses entered Indian market. With combined efforts of the then newly established brands like Duroflex, Kurlon, Sheela Foam and Centuary mattresses, the mattress industry started stressing on the need for innovation.

With rise in income levels and growing awareness about sleep for healthy living, mattress makers are increasingly

investing their resources to launch products with new and innovative technologies. Consumers are now more focused on the comfort and functionality of the product. This calls for mattress manufacturers to focus more on innovative strategies to improve their products and streamline their operational processes.

“We at Finesse very firmly believe in offering good quality products only and that price of a product must very truly reflect the quality of materials used in its manufacture. When quality is the principle focus and the product is able to deliver on its promises then the price of the product is justified. However, if the primary focus is the price and quality is given a go by, then the product is more than likely to fail to deliver on its primary intended purpose in the products lifetime,” explains Dilip Kumar.

The domestic mattress industry that started with cotton filled mattresses has witnessed numerous innovations with PU Foam, rubberised coir, spring, gel, latex, innerspring, hybrid, pillow top, polyfoam, air to memory foam varieties.

Today, mattresses are available in all shapes and sizes at different price range. However, the fact remains that demand is more for economy categories that comes with an affordable price range for most Indian consumers.

Startups like Sleepyhead, WakeFit, Sleepsia, Repose, Flo, and The Sleep Company could be credited for bringing in innovation both in terms of product development and innovative marketing strategies.

These startups adopted the omni channel route to establish a pan India presence which was earlier not possible for mattress companies that had dominance limited to regions closer to their manufacturing facilities. Now, due to easy customer acquisition, buy and return policies, and quick delivery, established brands are also taking the omnichannel route to expand their presence across India.

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A lot of innovative marketing strategies have also contributed towards increasing customer acquisition. Now sleep product manufacturers are selling the idea of sleep to their customers. Earlier, the focus was on the product but now the focus is on the idea of sleep and its benefits.

The growth of online mattress market has also opened rooms for innovation. The advantages offered by online mattress segment, in terms of, immediate return, discount offers and cash on delivery, the consumers are now preferring online retailing. E-commerce platforms like Pepperfry, Urban ladder and the websites of various mattress brands are appealing to growing young population and hence, it is expected that the online mattress market is likely to witness more demand.

Suppliers' contribution towards innovation

We see mattress as a final product but there are numerous components used in the mattresses that makes the mattress user friendly. With more variety of mattresses available for consumers these days, suppliers too have an important contribution towards the growth of the mattress industry.

To make a good quality final product, the components also have to be of superior quality. For instance, there are different substrates of foams that are being used in a mattress and to fix all these substrates we need adhesives. To add to the comfort of the mattresses, manufacturers also use various animal hair and to cover the entire set of raw material, a tough quality sheet is also required. Overall

With features like adjustable firmness, smart sensors, and personalized sleep tracking, manufacturers are trying to empower consumers to customize and optimize their sleep for the ultimate comfort

packaging of a mattress product requires various other raw materials.

In order to make the final mattress product conducive for consumers' usage, suppliers also must focus on delivering high quality raw materials to mattress manufacturers.

Once the final product is manufactured, the mattress suppliers and dealers take over the charge of helping consumers select the right mattress for them. The active involvement of suppliers is becoming quintessential as they have the responsibility of selling the idea of sleep by educating their consumers. The entire lifecycle of a mattress or sleep product right from its production to sale is quite challenging.

The players in organized segment should streamline

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Mattress manufacturers believe that innovation is the key to unlocking the perfect sleep experience. By leveraging the latest advancements in sleep science and technology, manufacturers create beds that adapt to body structure, regulate temperature, and provide customizable firmness levels

supply chain for both good quality raw material and delivery of finished products to ensure minimal risks.

As pointed out by Jindal, “The volatile nature of raw material costs used in foam production has posed a continuous challenge for maintaining price stability and ensuring a consistent supply chain. To mitigate these challenges, we have established strategic partnerships with suppliers, implemented effective cost management strategies, and closely monitor market trends to adapt our pricing and supply chain processes accordingly.”

Road ahead for manufacturers and suppliers

While the Indian mattress industry has come a long way since 1960s, however, it still has tremendous scope to grow further. The mattress industry still must fix many loopholes to reach its desired position.

There are many challenges that mattress manufacturers and suppliers must deal with, namely, lack of awareness, immature franchise models and non-standardization of mattress. There is quite some headroom for new players to flourish in this industry by expanding their reach to tier 2 and tier 3 regions.

Factors like increasing population, rising urbanisation, increase in disposable income will drive growth in the mattress industry. Hence, manufacturers and suppliers should be ready to cater to the demand. Increasing demand from end-user industries like real estate, hospitality and healthcare will also give sleepless nights to manufacturers and suppliers.

There is an essential requirement to address various factors impacting the growth of the industry, namely, price, reach, target group, distribution channels, technology, after sales service, marketing, research and development (R&D) and replacement span. A well coordinated approach will help the mattress industry to innovate further and make the industry capable enough to deal with global players. **CT**

KEY TAKE-AWAYS

- **Consumer Research and Insights:** Conducted extensive research to understand consumer preferences, needs, and pain points related to beds and sleeping experiences. Gathered data through surveys, interviews, and market analysis to identify trends and emerging demands.
- **Customization and Personalization:** Offer a range of customizable options to cater to individual preferences. This can include mattress firmness, material choices, adjustable features, and additional accessories like pillows or mattress toppers. Personalization allows consumers to create their ideal sleep environment.
- **Ergonomics and Comfort:** Focus on creating beds that prioritize ergonomic design and exceptional comfort. Consider factors such as body support, pressure relief, temperature regulation, and motion isolation to enhance overall sleep quality and well-being.
- **Technology Integration:** Embrace technological advancements to introduce innovative features in beds. This may include smart home integration, sleep tracking capabilities, adjustable settings, and even built-in massage or relaxation functionalities. Integrating technology can enhance the overall sleep experience.
- **Sustainable and Eco-Friendly Materials:** Incorporate environmentally friendly materials and manufacturing processes into bed production. This includes using organic or natural materials, reducing waste, and promoting recyclability. Consumers increasingly prioritize sustainable products, and this can be a key differentiating factor.
- **Collaboration with Sleep Experts:** Collaborate with sleep experts, such as sleep researchers, doctors, and therapists, to gain insights into the science of sleep and incorporate their recommendations into product development. Expert guidance can help create beds that align with sleep hygiene principles and promote healthy sleep.
- **Continuous Improvement and Innovation:** Stay updated with industry trends, new materials, and technological advancements. Regularly evaluate consumer feedback and conduct iterative product development cycles to enhance existing offerings or introduce new products that meet evolving consumer expectations.



Mr. Thomas Varghese, General Manager, MM Rubber Company Ltd.

In this exclusive interview, **Mr. Thomas Varghese**, *General Manager, MM Rubber Company Ltd*, shares the untold story behind entering the mattress industry, highlighting the motivation to provide an alternative to cotton mattresses.

Revolutionizing the mattress industry with Latex mattresses

Q What motivated you to enter into Mattress Industry? Please share your untold story with us?

When "mmfoam" entered into mattress manufacturing in the 1960's, cotton mattresses were used by majority of the people. Though Cotton is a natural material, cotton dust was allergic and many develop health issues due to this. We have developed latex foam rubber mattresses to offer an alternate to this, making use of "Dunlop process technology" which was already available in England. In the 70's and 80's other than mattresses and pillows our major business was Automobile seat cushions including Bus seats, Two-Wheeler seats, Railway berths mattress, Theatre Cushions etc.

Q What are the different raw materials and qualities you are offering?

Ans: "mmfoam" latex foam rubber mattresses are made in different grades of hardness as per BIS Specification IS 1741/2019. According to the customers preference we market it as Soft, Medium, Hard. The latex we use for our manufacturing are GOLS (Global Organic Latex Standard) certified Natural Rubber Latex as the base polymer. It ensures social and environmental conformity. Good quality branded chemicals of Accelerators and Antioxidants gives a long-lasting product

We periodically test our products at the lab of an external agency and have determined that our products do not contain 224Nos of substances of very high concern (SVHC), which were grouped by ECHA (European Chemicals Agency) under REACH Compliance, in order to reassure the customer that our products do not contain these substances. Thus, our products satisfy the requirements of European regulations.

We also produce natural, non-halogenated graded flame-retardant foams that adhere to BS5852.

Q How are the build technologies like Pincore, Nanocore, Innercore helping you to provide different product experiences to Customers.



Latex Foam Rubber consists of tiny interconnected cells which allows free flow of air. We are the first manufacturer who developed 'Pincore technology' for manufacturing NRLF (Natural Rubber Latex Foam) in India.

Our R&D team has developed a variety of design based on this goal to find the best one that not only meets the pricing requirement but also the quality need.

One of those innovations was the nano core technology, in which we combined the natural rubber particle's nanostructure with other elements to create a distinctive nano-core technology that offers a special level of sleep comfort.

The inner core technology is something we invented. A person with a healthy BMI will feel levitated when lying on it because of the design structure. Consequently, a person sleeps on it will get the sustained air thrust in the cores which support the body contours. Since these mattresses are created with different technology, the sleeping experiences vary. That is the uniqueness of each technology.

Q What are the challenges you faced in this journey of creating a legacy in the mattress industry? We believe in Quality, Comfort and Sustainability. We are not in the rat race and believe in the philosophy of "Slow and Steady race". In the last 66 years, we have been concentrating in Latex Foam Rubber. Being an agricultural product, the price of latex is very volatile due to various factors but we never compromised on the quality of our

mattresses and today the latex we use are GOLS certified Organic Latex. Our experience says that if the price you offer justifies the quality there is demand for the product from the Customers.

Q How are you planning for more improvement and innovations in your products by manufacturing unbeatable quality at an affordable price.

Latex mattresses are categorised in the Luxury segment in the bedding industry. We found that many aspire for a latex mattress but won't have the budget to possess it. Hence, it was our moral responsibility to satisfy this need and our R&D re-engineered the latex foam rubber mattress and developed "Bloom" and "SpineLine" and now offered through our online platform to customers at an affordable price without compromising the quality. It is a matter of fact that a superior quality cannot be obtained at a lower cost, particularly in the case of Natural Rubber Latex Foam and we do not use hazardous chemicals or synthetic lattices to make our products more economical. Therefore, our goal was to modify the original designs to bring down costs without compromising quality.

Q What is the importance of Mattress Circular Journey (MCJ) and how you are participating in the journey. When a customer wanted to purchase a new mattress, the question raised in his/her mind is how to dispose the old mattress. As mattress manufacturers, it is our basic responsibility to offer a solution to this. MCJ plays a major role in this and being a Management Committee member of ISPF we are very much involved in its programmes. **CT**



ISPF empowering Retail Partners as Sleep Advisors

ISPF emphasizes the role of comprehensive training programs and the empowering retail partners to promote healthy sleep habits and offer tailored sleep solutions in World of Sleep Pavilion

In today's fast-paced world, where individuals are constantly juggling a multitude of responsibilities, getting enough restful sleep has become a challenge. The demands of work, family, and personal commitments often leave people feeling exhausted and sleep-deprived. Recognizing the critical importance of addressing sleep-related issues and promoting healthy sleep habits, there is a need to train retail partners who can educate consumers about the significance of sleep. The Indian Sleep Product Federation (ISPF) has taken proactive steps to bridge the knowledge gap and facilitate informed decision-making by providing comprehensive training to retail partners, enabling them to guide customers towards suitable sleep solutions and positively impact their sleep quality.

ISPF's commitment to empowering retailers is evident through its invitation to brands for an extensive training program called the Retail Partner Certification Program. This program not only enhances the expertise of participating brands but also positions them as ambassadors for promoting healthy sleep practices within their retail networks. This collaborative approach creates a ripple effect, spreading awareness and education about sleep hygiene across multiple touchpoints in the consumer journey.

In addition to the Retail Partner Certification Program, ISPF has provided retailers with a unique opportunity to undergo brief training at the World of Sleep Pavilion in the HGH India Expo. This platform serves as a valuable supplement to the certification program, offering hands-on learning experiences, live demonstrations of sleep products, and meaningful discussions with industry experts.

At the World of Sleep Pavilion, professional experts from the medical and engineering fields deliver excellent training in batches of 15 to 20 dealers, conducting about 10 batches per day. These experts bring specialized knowledge and real-world insights, enabling retail partners to develop a deeper understanding of the intricacies of sleep and the factors that impact it. By engaging with professionals possessing diverse expertise, retail partners can broaden their perspective and offer holistic guidance to their customers.

The training sessions at the World of Sleep Pavilion cover various aspects of sleep hygiene, including the proper method of choosing a mattress and precautions to observe before sleep. Through comprehensive discussions, retail partners gain insights into the fundamentals of sleep hygiene, such as maintaining a consistent sleep schedule, creating a conducive sleep environment, and practicing relaxation techniques before bedtime. They also learn about the importance of selecting the right mattress based on individual preferences and how it can significantly contribute to sleep quality. Additionally, the training sessions cover important precautions and rituals that can be incorporated into bedtime routines, fostering a sense of comfort and tranquility for better sleep.



Understanding common sleep disorders is crucial for retail partners, as they often encounter customers who may be struggling with these conditions. By familiarizing themselves with the symptoms and challenges associated with disorders like insomnia, retail partners can provide empathetic support and recommend appropriate sleep solutions that cater to the specific needs of these individuals.

The training provided at the World of Sleep Pavilion not only equips retail partners with knowledge but also presents them with an opportunity to interact and learn about the advantages of sleep technology. Armed with comprehensive training and knowledge gained from the Pavilion, retail partners can confidently showcase the benefits of sleep technology to customers. By effectively communicating the advantages of advanced sleep products, retail partners can inspire trust and assurance, ensuring that customers feel confident in their purchases and experience improved sleep quality.

By augmenting the existing training programs with the World of Sleep Pavilion, ISPF and HGH India demonstrate their commitment to providing a holistic and immersive learning experience for retail partners. Through these comprehensive training initiatives, retail partners can transform into knowledgeable sleep advisors, positively impacting the lives of customers by promoting healthier sleep habits and offering tailored sleep solutions.

In conclusion, in a world where sleep is often neglected due to busy schedules and demanding commitments, it is essential to empower retail partners as sleep advisors. The efforts of ISPF and HGH India to bridge the knowledge gap through comprehensive training programs and the World of Sleep Pavilion demonstrate their commitment to promoting healthy sleep habits. By equipping retail partners with specialized knowledge and creating a network of informed sleep advisors, we can collectively work towards improving sleep quality and overall well-being. **CT**



Mr. Balaji B. GM Operations & Supply Chain Management

Mr. Balaji B. *GM Operations & Supply Chain Management* at MOMENTIVE PERFORMANCE MATERIALS shares details about company's growth path

With the insular economy, our focus is on 'in region for the region'

Q When and how did Momentive start its operations in India and how has been the journey since then?

Momentive started in India 25 years back, like any other company we did face our own set of challenges, Clear Vision and Strategy helped Momentive to establish strong position in the market. Being in the silicone industry, which is quite niche, we did face hurdles in terms of dealing with changing market demands but we executed our operations as per the plan. Despite facing challenges in our journey, we continued embarking on our vision and strategy to make an impact in this highly specialized industry segment.

Q Please explain us about your contribution to the Indian mattress industry?

Being a raw material supplier, Momentive supplies additives to the mattress manufacturing industry, which is the key raw material to make foam. Depending upon the type of product there are different materials which goes into mattress. Mattress industry was dominated by cotton and coir mattresses, as part of the evolution, flexible foam started coming into the Indian mattress industry. Our additives and catalyst play an important role as part of the formulation in manufacturing foam which goes into mattress.

Q Which business vertical is the primary growth driver for Momentive in India?

We are into the business of silicones that has various applications across different industries, namely, construction, personal care, textiles and polyurethane foams & other Industries. The demand from each industry vertical varies based on the market dynamics. Our presence across various business verticals is well distributed and we try to cope up with changing dynamics in different industries.

Q Being a global leader in silicones and advanced materials, how do you see India's capability to contribute to your global revenue?

We are a part of global business and we have quite a reasonable contribution to our global business and our participation is very healthy like any other multinational company. We participate in many industries, and it has an impact on our global business. **CT**

Sustainability in the Mattress Sector: A Remarkable Project by ISPF and IPUA



#phenkonahirecyclekaro





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In an admirable undertaking that began a couple of years ago, the The Indian Polyurethane Association (IPUA) and the Indian Sleep Products Federation (ISPF) embarked on a significant project focused on sustainability within the mattress sector. The project gained momentum in July 2021 with the introduction of the slogan "#phenkonahirecyclekaro," setting the stage for a transformative initiative.

The pilot campaign took place in Bhopal, where the Kabadiwala team joined forces with IPUA and ISPF. Bhopal, chosen as the pilot city, boasted excellent logistical infrastructure and readily available resources, including collection centers, storage yards, and a proficient workforce.

Notably, several leading mattress brands wholeheartedly supported the venture, contributing to the success of the pilot campaign. The outcomes surpassed expectations, with a staggering 1,200 used mattresses collected, saving approximately 10,000 kg of waste material from being dumped into landfills. This accomplishment validated the viability and potential of the project.

Building on the lessons learned during the pilot campaign, a comprehensive six-month Scale Up Campaign has been designed, commencing in May 2023, starting again from Bhopal. As the campaign progresses, it will extend its reach to other cities, including Indore, Nagpur, and specific areas of Delhi and Bangalore.

In each city, 50 dealers representing 10 prominent mattress brands have been nominated to actively participate in the campaign. Their involvement will be instrumental in driving the project forward and expanding its impact. The campaign aims to collect a remarkable total of 10,000


mattresses by the end of its duration.

By successfully recycling this significant quantity of mattresses, it is estimated that a substantial volume of waste material, ranging between 150 to 200 metric tons, will be saved from polluting the environment. This contribution toward preserving our planet from gross pollution is truly commendable.

Furthermore, the supply chain partners of the mattress industry have expressed their unwavering commitment to supporting this mega project. They have pledged to collaborate and actively promote consumer awareness regarding the importance of mattress recycling.

The Scale Up Campaign is poised to be a game-changer, and its success will set the stage for the expansion of the project to an additional 20 cities the following year. This growth presents an incredible opportunity to replicate the positive impact achieved in Bhopal and extend it nationwide.

The sustainability initiative undertaken by IPUA and ISPF, in collaboration with top mattress brands and the Kabadiwala team, is an exemplary model for the industry. By prioritizing environmental conservation and implementing effective recycling practices, they are paving the way for a cleaner and greener future.

The project's commitment to sustainability in the mattress sector is an inspiration to other industries and serves as a reminder that collective efforts can make a significant difference in safeguarding our planet. With each successful campaign, we move one step closer to a more sustainable and harmonious world. 

Designing the 'World of Sleep'

With more and more people embracing the idea of good sleep towards maintaining good health, architects and interior designers are seeing an increase in the demand for modern bedrooms by a greater number of people. With increased income levels, people are now willing to spend more on different types of modern bedroom designs. Meanwhile, this article explores the challenges faced by designers in delivering modern bedrooms.



The Indian mattress industry has been through a tremendous change over few decades. The industry segment is likely to grow annually by 8.18 percent with its revenue amounting to \$256.40m in 2023, if we go by a Statista report. The mattress and sleep products industry are trying out new ways to sell sleep products. Mattress manufacturers that once focussed on selling the sleep products through various sales and marketing campaigns have now adopted a new way to sell sleep products. The focus is shifting towards selling the idea of sleep. The idea of 'world of sleep' is apparently the primary objective of all mattress manufacturers.

A recent advertisement campaign by Wakefit, with its newly signed brand ambassador, Ayushmann Khurrana endorsing the idea of sleep only reinforces the fact that the domestic mattress industry is on a mission to make its consumers realize the importance of sleep for overall good health. According to a WION report, the company also announced a holiday for its employees on the World Sleep Day to promote healthy sleeping habits and it also allows its workers to nap at work.

As millennials are increasingly understanding the importance of good sleep towards ensuring a good state of physical and mental wellbeing, they are not hesitating to spend on a modern bedroom. Consumers across various income groups are researching about feasible options to invest in their bedrooms. The concept of modern bedrooms is catching up among millennials who now research about their sleep products before buying them.

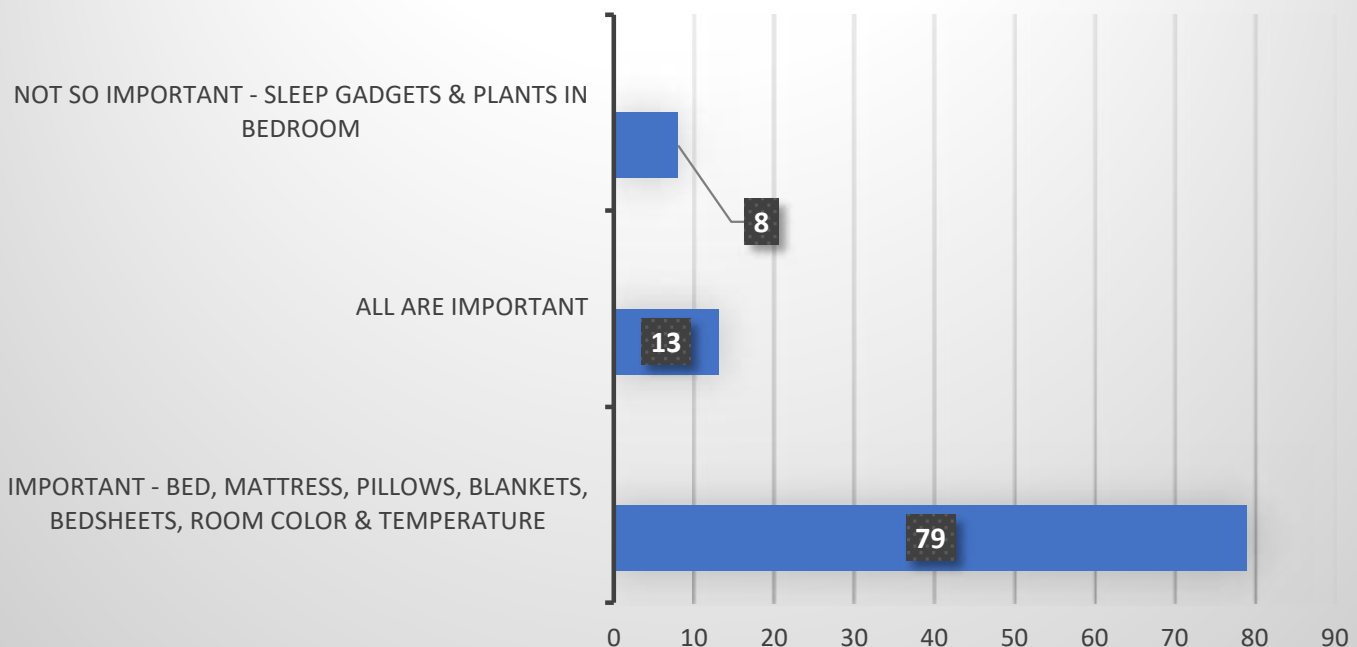
How well is the idea of modern bedroom embraced? Who are the buyers of the idea of modern bedrooms? Is it the high-net-worth individuals or are the middle-income groups also buying into this concept? And most importantly, what goes into making these modern bedrooms? These are some questions which we must answer before selling the idea of sleep to our consumers.

The growing importance of 'World Of Sleep'

Good sleep has numerous benefits and with long working hours, disturbed sleep cycle and growing risk of health issues, its high time people prioritize their sleep, both in terms of time and quality. People have realized the importance of good sleep and the negative consequences resulting due to lack of sleep. Due to this reason, the 'financially able' consumers are now getting inclined towards modernizing their bedrooms. Through our latest consumer survey on "Consumer Preferences in the Indian Mattress Industry", it was evident that consumers are interested to spend on various sleep products with 79 percent of the consumers considering beds, mattresses, pillows, blankets and bedsheets as important commodities to ensure better sleep. Besides that, many respondents in the survey also believed that the room colour and temperature is equally important for better sleep.

The survey also revealed the preference for a well-lit bedroom among consumers. However, it is worth noting that consumers tend to prioritize softer lighting options, such as bedside lamps or dimmable lights, over bright or harsh lighting. This preference for gentle illumination enables individuals to wind down and relax before sleep, while also

Importance of various sleep products





providing practicality for reading or other activities in bed.

Good ventilation was identified as an essential aspect of the sleep environment. Fresh air circulation and a comfortable temperature contribute to a pleasant and restorative sleep experience. Consumers recognize the importance of maintaining an ideal sleeping temperature, and many indicated a preference for utilizing air conditioning systems to achieve this. Adequate ventilation not only helps regulate temperature but also reduces stuffiness and promotes a more comfortable sleeping environment.

Consumers do not view indoor plants as a necessity for their sleep environment. This suggests that other factors, such as air quality and temperature control, hold greater significance for individuals when creating an ideal sleep setting.

The mattress itself was identified as a crucial component of the sleep environment. Consumers expressed a strong preference for a comfortable mattress that provides adequate support for their body. The importance of selecting the right mattress in accordance with personal preferences, such as firmness level and material type, cannot be understated. A comfortable mattress contributes significantly to overall sleep quality and plays a vital role in promoting restful sleep.

Various sleep manufacturers across the world are trying out engaging marketing campaigns to help people realize

the importance of good sleep. For instance, global brands like Ikea, Casper engaged various campaigns to deliver an interactive experience to its prospective customers. While promoting the idea of sleep, they could convert these prospects to the customers. Indian mattress makers are also trying to catch up with their global peers. Many Indian mattress brands have also launched 'sleep stores', wherein, customers can experience the mattress by sleeping on it at the sleep stores. Additionally, they are also trying to bring in a more conducive environment at the sleep stores.

With all the deliberate efforts by sleep products industry and growing awareness about good and sound sleep among people, the setup of bedroom is being taken seriously by many people. Bedrooms are one place in our homes, where we spend most of our time and hence, people are paying importance towards modernizing it, in order to catch up some good sleep everyday. Not only that, Indian consumers are aware of the latest technology in the sleep industry and they consider assessing various sleep products before deciding on the right one to fit inside their bedrooms. "In India we designers are very much surprised to see the awareness among the individual's regarding the choice of mattresses. Never before, we used to discuss mattresses. Just call a mattress guy give measurements and that's done. But today it has become the most important thing of research for individual comfort and need. Thus, 'World of Sleep' is the buzz word," says Hasmukh Shah, Owner at Advance Designs & Lifestyle (ADL) and Chairperson, Institute of Indian Interior Designers (IIID), Mumbai Chapter.



Well, it is not only the bed that people focus on while getting a makeover for their bedrooms. Several accessories like Ottoman, relaxing chair, couch, extra follows, fluffy, bed spread are given equal importance as they contribute a lot towards making the bedroom look cozy. "Bedrooms are very personalised, everyone coming home after a stressful working day, should find relaxation as he enters his personal space that is his bedroom," explains Shah.

Besides, that, the ventilation, brightness and colour shades used in bedrooms play a vital role in enhancing the aesthetics of the bedrooms. Designers use subtle colours and create openings that can add brightness to the bedroom in the mornings. Appropriate curtains are being used to control the light falling in to the rooms. Wall décors, also add up some amount of personalization to the bedrooms.

As far as the beds are concerned, Deepa S, Architect at Bangalore based A360 Architects explains, "A king- or queen-sized bed is generally used because, its comfortable for two people. The height of the bed, too, plays a very important role because when people get older, it becomes difficult for them to get on and off the beds and that's where they would be spending most of their time."

With increased income levels, consumers are now willing to spend on aesthetics and design of their bedrooms. There are various options available for customized bedrooms and people are opting for various customisations based on their

requirements and budget. Besides the bed, consumers are exploring other sleep accessories that can complement their mattresses. Some of the commonly preferred sleep accessories include

- **Mattress protectors:** Mattress protectors are those protective sheets that cover a mattress to protect it against any kind of spillage, bacteria and allergens. They allow adequate amount of airflow and breathability as they are made of water-resistant materials.
- **Pillows:** The rectangular stuffed bag which is used to support the head while sleeping. These days, pillows are stuffed with various material like memory foam, cotton, gel and other material to add more comfort for the sleepers.
- **Toppers:** a mattress topper is that additional layer on the mattress that gives extra comfort. They are made up of gel, memory foam, feathers, latex, hollowfibre and microfibre.
- **Quilt:** These are those additional layers that provide warmth and comfort to your chair, sofa or bed.
- **Duvets:** Duvets are soft blankets that are filed with synthetic fibres, feather or wool. They are not stitched or quilted and have less finished look. They provide adequate warmth and there is no need for an additional sheet.
- **Comforters:** These are like a thick, fluffy blanket which is available in variety of styles and patterns. It is a single piece unit filled with soft and warm fill. They have a more

finished look than duvets.

Challenges in delivering modern bedrooms

While modern bedrooms are gaining importance, delivering one is quite a challenge for designers. Every consumer has different set of requirements and matching up all requirements while ensuring the best design plan is quite a task for architects and interior designers. As far as the bed is concerned, the choice of beds and mattresses is largely dependent on a customer's age, lifestyle and health conditions.

Despite so many new technologies coming to the newly launched mattresses, people are still not able to find the right product to benefit their requirements. Different people of various age groups have different health issues and finding the right mattress for them is quite a challenge. "The biggest issue is its difficult to use the same thing for everybody because everyone has different requirements for a mattress. Whatever technology has come, it has really not helped a majority of people with health issues like back aches and therefore, little more customized offerings would be better," points out Deepa.

Striking a balance between consumers' demand and introducing warmth with plenty of creative ideas is another big challenge that designers face while being on the ground. "Bedrooms are always a challenge for designers, as the owners always have never-ending aspirations and dreams," expresses Shah.

Modern Bedrooms of future: How can mattress makers support designers' ideas?

Despite current challenges, designers are quite positive about the future of modern bedrooms. With more purchasing power, new homeowners are reaching out to interior designers more than ever. People of different income groups are looking for customised bedroom plans based on their budget. "Day by day modern bedrooms are getting bigger and bigger because the financial growth has given rise to more needs and now bedrooms have become the 'suite rooms'. Individuals want to be maximum time in their personal space rather than a common place. Mattress industry is in a boom mode, people are not concerned with cost, they are more concerned with comfort and relaxation, which this industry has very well understood. Today, a mattress can be brought from Rs. 10,000 to Rs. 10 lakhs. I think the mattress industry can generate more health awareness and create a psychological, physical and mental satisfaction," shares Shah.

Designers and mattress companies share a symbiotic relationship, when it comes to delivering the right bed to customers. While mattress companies launch different range of products, designers are the right people to sense what people want. Mattress companies could work towards creating more customized products based on the inputs of designers. Mattress brands can play around the mattress size and thickness while maintaining the same levels of

With increased income levels, consumers are now willing to spend on aesthetics and design of their bedrooms. There are various options available for customized bedrooms and people are opting for various customisations based on their requirements and budget


comfort. As figured out by Deepa, "Currently, six to eight inches mattresses are generally used. However, we can use a thinner mattress for the same comfort or different levels of mattress thickness could be explored."

Architects and Designers take on the 'World of Sleep'

With more purchasing power, consumers are now willing to spend more on modern bedrooms. When it comes to designing a modern bedroom, it is all about making it look aesthetically sound, warm, cozy and functional at the same time. It is the place, where people rest and relax at the end of their hectic day. While designing a modern bedroom, designers consider various quality materials, appropriate furnitures, beds, mattresses, linens, wall papers and well-chosen colours to create a dream bedroom.

Designers and architects are hopeful that people will prioritize sleep and the demand for customized bedrooms will grow. While they face various challenges while dealing with various projects, each of them with different requirement, the good part is people are willing to spend more on appropriate design and aesthetics of the bedrooms. With the consumer preferences getting inclined to a positive side, designers assure that consumers are now willing to get convinced about the idea of modern bedrooms.

It is the right time for the mattress industry to research more about their consumers and come up with more customized solutions that will help designers deliver a better bedroom. There are a variety of themes like modern rustic bedroom, sleek grey bedroom, calming neutrals, bright and colourful themes, monochromatic bedrooms, layered patterns, farmhouse theme, eclectic styles, old world themes and many more. Small bedrooms are also in high demand. People with a small space, too, want to make their cozy space more relaxing.

There are several other bedroom ideas and millennials are ready to try out new theme. Mattress manufacturers should consider all these themes and have a customized offerings that will suit the growing demand for variety among people. People spend one-third of their lives on the bed. So, at the end of the day, its all about a good night sleep. 

Excessive Daytime napping not a healthy way to complete sleep cycle



Very often we find our days to be particularly tiring and an afternoon nap is an irresistible option at that juncture. The moot point however is that, how many of us have woken up after an afternoon nap feeling completely refreshed and charged up to work further. If your answer too is in the negative, then read further to find out as to why is your cat nap not helping you recharge!

Recognizing excessive daytime sleepiness is the first step toward addressing the problem. The start point to understand the issues related to daytime sleeping is to understand the meanings of monophasic and polyphasic sleep. Monophasic sleep refers to a sleep cycle of only once per day. Polyphasic sleep patterns are those that involve multiple sleep episodes during the day. Daytime naps are usually associated with benefits such as providing the body a means to recharge, to reduce fatigue and to improve productivity. However, these benefits are accrued only if the cycle is maintained correctly, and a power nap is only aimed at providing the body a little amount of rest. A very common misunderstanding is that the sleep hours during daytime compensate for the lack of those during the night. A Romper.com report quoted Chris Brantner, a certified sleep science coach and founder of SleepZoo.com, saying "The fact is that our natural circadian rhythm requires that we sleep at night when the sun is down. You simply can't effectively reprogram yourself to be nocturnal".

The body essentially requires a sound, undisturbed sleep for 7-8 hours everyday depending upon our physical and mental stress levels. For those familiar with the scientific of sleep, this period essentially comprises of 4-5 cycles of Rapid Eye Movement (REM) sleep. REM Sleep is generally preceded by other stages, i.e Stage 1,2... etc. Any attempt to compensate for this, by resorting to daytime sleeping is sure to disturb the rhythm, because sleep during daytime does not afford us the luxury of time, to complete the entire cycle and go into REM sleep. Aren't we all familiar with the irritating feeling that occurs the moment we wake up from the afternoon siesta? Often, multiple naps lead us to be groggy, less productive, and heavy headed for the balance of the day.

Further, incorrect sleep pattern resulting from multiple daytime naps are known to have contributed in aggravating depression and Chronic diseases. As per studies, those habitual of long sleep hours during daytime (afternoon) have often reported of sleep apnea in the night. A typical side effect of long hours of daytime sleep is a poor gut and excessive weightgain. Some studies have found that adults who take long naps during the day may be more likely to have conditions such as diabetes, heart disease, and depression. Naps exceeding half an hour during the day could possibly lead to serious health conditions like cardiovascular disease, diabetes and metabolic syndrome. A study published in April 2016 found that naps lasting more than 60 minutes a day increased the risk of type 2 diabetes by 50 percent. In addition to that, it found longer naps also increased risk of metabolic syndrome by 50 percent. In

another study, naps lasting longer than an hour significantly increased the risk of cardiovascular disease—by 82 percent. Naps lasting longer than one hour have been linked to an increased risk of death from all causes. A recent study found that the risk of all-cause mortality increased by 27 percent for long naps, while short daytime naps increased risk by seven percent. In the short term, napping can also result in a vicious cycle of excessive daytime sleep and sleep loss in the night, losing out on the crucial REM cycles.

It can thus be safely concluded that our bio Cycles and Circadian rhythm have been set to follow the cycle of nature, which is to work during daytime and sleep during the hours of darkness. Any attempt, with an unfounded approach will only lead to further deteriorate an already upset body cycle.

CT

KEY TAKE-AWAYS

- Daytime naps should be short and aimed at providing a little rest, not as a substitute for a full night's sleep, as they can disrupt the natural sleep cycle and prevent the essential REM stage.
- Excessive daytime napping can lead to grogginess, decreased productivity, and negative health consequences, including an increased risk of conditions such as sleep apnea, poor gut health, excessive weight gain, diabetes, and cardiovascular disease.
- Long naps lasting more than 60 minutes can increase the risk of type 2 diabetes and metabolic syndrome, while naps exceeding one hour significantly raise the risk of cardiovascular disease and all-cause mortality.
- Disrupted sleep patterns caused by excessive daytime sleep can create a vicious cycle of sleep disturbances, impacting the ability to fall asleep at night and leading to a loss of essential REM sleep cycles.
- Our biological rhythms are naturally aligned with working during the day and sleeping at night, and attempting to alter these patterns without a valid reason can further disrupt the body's already upset cycle. Prioritizing nighttime sleep is crucial for maintaining overall well-being.

70 percent of Indians bothered by their partner's snoring

On 'World Sleep Day', Century Mattresses conducted a survey on how Indians perceive the importance of sleep quality. According to the survey, 70 percent of the respondents agreed that they were bothered by their partner's snoring.

India's Sleep Snore Card survey reveals that about 7 in 10 couples have ended up waking up in their partners at least once in the same sleep cycle due to snoring.

Other interesting observations of the survey suggested around 7 in 10 couples have recorded their partner's snoring and 32 percent of married couples feel that their partner's snoring is like the sound of a motorcycle.

India's Sleep Snore Card survey had included more than 2700 respondents in the age group of 27 to 50 years. The respondents were from various Indian cities, namely, Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Jaipur, Patna, Bhubaneswar and Guwahati.

Sleep consolidates emotional memories

During sleep, the emotional centres of the brain are quite active and our memories are reorganized and made stronger. During a sleep session, our mind is cataloguing our memories and deciding what is to be retained and what is to be eliminated.

Sleep is the ideal time for memory consolidation and manipulating sleep can help highlight the evolution of emotional memories. A report provides evidence that sleep increases the likelihood that select portion of an experience are reinforced in the memory, wherein, the emotional experiences are stabilized as memory.

Heard of Placebo Sleep?

Placebo Sleep is an idea wherein, a sleeper can be told that he or she has slept better or worse than they actually did and it can affect people's performance throughout the day. Researchers have observed that if people are told that they have slept well, they tend to remain throughout the day. Similarly, when people are told that they have been sleep deprived, they tend to be unproductive throughout the day.

In 2014, researchers had conducted a study that had respondents hooked up to sensors. They were told that these sensors were measuring the sleep quality. In reality, the sensors were not measuring anything. The researchers randomly told the respondents that they had better sleep than others. When the respondents were given a cognitive test, those who were told that they had slept well, scored well in the test.



People experience worse sleep quality during full moon phase

The phases of moon could determine your sleep quality. People often report about worse sleep during full moon. A study reveals some data that shows that around full moon, brain activity related to deep sleep dropped by 30 percent. Besides that, people took five

minutes longer to fall asleep and their overall sleep time reduced by twenty minutes. According to researchers, the reason behind this could be due to body's natural ability to track the cycles and that affects our hormone levels.

Sleep Deprived people crave more for junk food

A research from UC Berkeley reveals that lack of sleep could lead people to crave for more junk food. UC Berkeley researchers scanned the brains of 24 respondents after both a good and a bad night's sleep. It was observed that after a disturbed sleep routine, there was increased activity in the depths of the brain, which is responsible for automatic behaviour. Meanwhile, the frontal lobes that is located right behind

and above the eyes, which ensures self-control were less active.

In simple words, lack of sleep results in people losing their self-control. The research found that people who were sleep deprived for junk food. The more sleep deprived individuals craved for more junk food. However, the well-rested individuals could exercise more control over their food cravings.

Regular bedtimes for children ensure better cognitive performance

Does your child go to bed on time everyday? If the answer is yea, they are likely to have better cognitive performance while growing up.

Children's bedtimes really matter for how their brains develop during the growth stage. To understand the effect of bedtimes on the cognitive development among kids, researchers observed 11,000 children when they were aged 3 to the age of 7 years.

Researchers enquired parents about their children's sleep times at 3, 5 and 7 years old. At 7. Children were tested for

their reading, mathematical and spatial abilities. Regular bedtimes is equally important for both boys and girls and the sooner it is implemented, the better it is for their cognitive development. Irregular sleeping patterns can adversely affect a child's development and may lead to permanent damage.

While the research was carried out on both boys and girls, it has been observed that irregular bedtimes could result in substantial damage to girls. The study also accounted children from disadvantaged groups who had more irregular bedtimes.

Late sleepers have lower integrity white matter

Night owls or late sleepers and early risers are said to have different neural structures. According to research that had confirmed 59 participants as night owls had lower integrity of the white matter in various areas of brain. Lower integrity in the brain has been associated with cognitive instability and depression.

Night owls usually face problems in daily lives as schools, work and other institutions start early and require early rising. Late sleepers sleep late and when they have to wake up early, they tend to carry a lot of sleep debt. They are tired all the time and it has a negative impact on their brain functioning.

Ever had a precognitive dream?

Precognition is a special ability wherein, an individual possess the ability to foresee future events. There no reports substantiating the existence of precognitive dream and skeptics dismiss supposed precognitive dreams as coincidence. However, there are a section of believers who feel precognitive dreams are a reality. One of the most common ways in which people witness these future events is through prophetic dreams.



Somniphobia does involve a lot of risk

Somniphobia is experienced by many people across the globe. Somniphobia is a condition in which people are afraid to go to sleep or have a fear of dying when they fall asleep. It could lead to serious issues like negative sleep experiences, anxiety disorders, Post Traumatic Stress Disorder (PTSD), racing thoughts, tightness in chest, panic attacks, faster heart rate, hyperventilation, sweating and chills. Such symptoms are life threatening. Somniphobia is often mistaken as insomnia by a lot of people. While insomnia is a chronic sleep disorder that makes it difficult for people to fall asleep or stay asleep, Somniphobia is an anxiety disorder and a sense of fear that keeps people from sleeping even when they are tired.



Adolescents need more sleep than adults

Adolescents need to sleep an additional one or two hours more than adults. A study had examined the effect of delayed school start timing on sleepiness, sleep patterns, overall mood and health related concerns.

A school had delayed the school start timing to observe any changes in overall health due to change in sleep

pattern.

Students in 9th and 10th grade with lower baseline sleep amounts were more likely to report improvements in sleep duration after change in sleep timings. Depressed mood, daytime sleepiness and caffeine usage had significantly reduced after delay in school start time.

Your sleeping position could reflect your personality

You could decipher the personality traits of a person by catching a glimpse of their sleeping position. There are various types of sleeping positions, namely, the fetal, log, the yearner, soldier, freefall and the starfish position. Your personality could be understood by your sleeping position.

Those who sleep in the Foetus position are believed to be tough from outside but sensitive within. They may be shy to meet someone at the first instance but soon relax. This is considered to be the most common sleeping position.

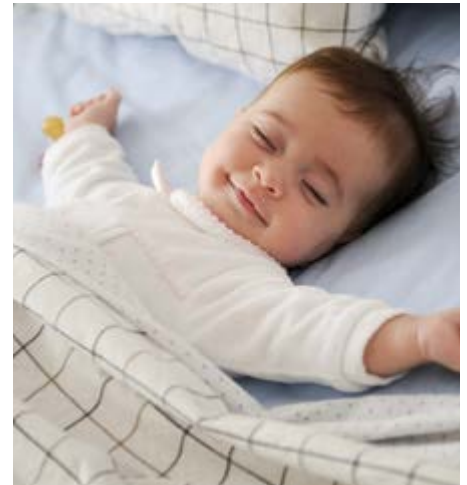
People who sleep in a Log position with both their arms down are usually easy going and social people who get along well with everyone. They usually trust strangers; however, they could be gullible. Meanwhile, people who sleep in Yearner position put both their arms out in front and are believed to have an open nature. They are considered to be suspicious

and cynical. They take time to make a decision but they stay firm with their decisions.

People sleeping in Soldier position lie on their back with both arms pinned to their sides. People sleeping in this position are usually quiet, reserved and possess high standards. On the contrary, people sleeping in a Freefall position in which, they lie on their front with the hands around the pillow with their head turned to one side, are often brash people. They are generally sensitive about criticism and extreme situations.

Some people also sleep in Starfish position, in which they sleep on their back with both arms up around the pillow. These people find it easier to make good friends and are good listeners. They are helpful and don't feel the need to seek attention from anyone.

Have you tried to figure out your sleeping position?



Laughing is harmless!

Laughing during sleep, or hypnogely, is relatively common and is not usually anything to worry about. In most cases, researchers believe that the cause is laughing at a dream during rapid eye movement sleep, which is entirely harmless.

Do humans sneeze while sleeping?

If we analyse vaguely, we would realize that Humans do not sneeze while sleeping and the reason could be attributed to our brains and location. Ideally, people should be more prone to sneezing during their sleep as the mucous membranes swell when they lie down. This makes them more sensitive, however, there is not much airflow to activate the irritating particles due to which they are not exposed to stimulants.

In an awake state, allergies and particles can stimulate the nasal nerve cells. The nerves then signal the brain to sneeze in order to get rid of irritants. On the contrary, during the rapid eye movement (REM) sleep, some neurotransmitters get inactive and this state is called REM atonia. During this state, the motor neurons are not stimulated, so they are not sending these signals to the brain. However, when there are sufficient external stimulants, it will pester you to sneeze but for that one needs to wake up from sleep.



The aurally challenged use sign language during sleep

Aurally challenged who are either completely or partially deaf communicate via sign language during their sleep. Just as people talk during their sleep, the aurally impaired

individuals communicate via sign language. There have been numerous instances when people have seen their deaf partners or relatives using sign language while they are asleep.

DIAMOND

Band Knife Blade

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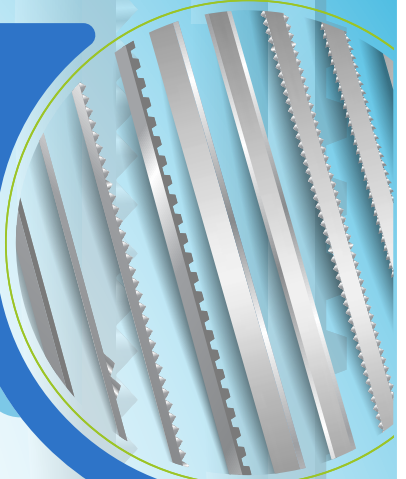


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