

# Comfort Times

by ISPF

## SLEEP ACCESSORIES

# A wide awake opportunity



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Global Recession  
casts shadow on the  
Mattress Market?

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Attributes of Indian Rural Consumers:  
Loyalty, Recommendation, Value for  
Money



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# Sleep Accessories: A wide awake opportunity

The sleep accessories are getting traction in the Indian sleep industry slowly and gradually in the post pandemic period. Since the people are getting more health conscious this kind of products are becoming part of lucrative market.

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### Sleep innovation is taking a centre stage in the sleep & wellness industry

Mr. Subodh Mehta, Senior Vice President, Godrej Interio



### Orthopaedic mattresses are stereotyped as extremely firm or rock hard ones

Mr. Anoob Ebrahim, Managing Director, Periyar Polymers Private Ltd and Partner & CEO for Skyfoam Mattresses



### Fresh Up to establish a pan India presence with its new facility in South India

Mr. Wasif Mohd, M.H. Polymers and the Founder of Fresh Up



### How adhesives help manufacturers provide a better night's sleep

Mr. Ashok Narayan, Chief – Sales & Marketing, Industrial Adhesives, Pidilite

## Feature

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### Global Recession casts shadow on the Mattress Market?

Global recession has slowed down the sales of mattress. Is it going to impact the Indian bedding industry?



### Attributes of Indian Rural Consumers: Loyalty, Recommendation, Value for Money

Rural consumers are emerging as a highly cautious consumer for branded mattress industry. What defines this set of consumer?



### How good will be 2023 for the Indian mattress industry?

It could be deciphered that 2023 would be relatively a better year for the Indian mattress industry that has stood against all odds in the post covid era.

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Good sleep leads to good health

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Over 100 mattress  
brands took part in India  
Mattresstech Expo, 2023

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# FROM THE EDITOR



**F**irst of all, let us take this opportunity to wish you all a very happy and prosperous new year 2023. As we step into a new year, it gives us a chance to start things afresh and create new ways to accomplish our previously set goals.

In our previous issue, we had emphasized on the concept of 'World of Sleep'. Based on our team's interaction with various manufacturers and retailers, we could decipher that brands are trying out innovative ways to promote the whole idea of good and sound sleep. However, the holistic experience of a good sleep cannot be alone delivered through mattresses. Therefore, sleep accessories products like pillows, sleep laboratories, sleep apnea devices, could enhance the sleep experience of customers. Sleep accessories products could be very beneficial for people with sleep related disorders.

Globally, the growth of sleeping accessories products has been largely restricted due to the sudden outbreak of Covid-19, which changed the outlook for the sleep accessories industry significantly.

However, the future of the sleep accessories market segment looks promising if we go by a report from markets, which indicates that the Sleep Apnea Devices market alone is projected to reach \$9.9 billion by 2026. A large number of undiagnosed sleep disorder patients, growing awareness about the negative effects of sleep related disorders, increased usage of sleep accessories products and increasing number of stakeholders venturing into the sleep accessories segment could help drive growth of this particular market segment. Increased focus on telemedicine, mobile health and artificial intelligence offers tremendous growth opportunities for the sleep accessories market.

Apart from our cover story on Sleep accessories, we have come out with a report on ISPF-HGH World of Sleep conference and a special focused article on opportunities in rural India for mattress industry.

Of course, we have brought you our regular news and interviews along with regular features.

**S. SUNDARESAN**



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The Sleep Company





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## 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.

## Magniflex India reports 40 percent growth in mattress business

With the mattress industry growing at 12 to 14 percent (y-o-y), premium mattress brand Magniflex claims to grow at 35 to 40 percent. Magniflex India that currently has 69 brick and mortar stores is in plans to expand its stores to anywhere between 112 to 120 by the end of 2023.

According to a report in the Financial Express, Magniflex claims to open 45 to 50 franchise stores across different locations in the Asia-Pacific (APAC) region, of which 20 will be opened in India. The rest of the stores will be launched across cities in China, Indonesia, Taiwan and Mongolia.

The company aims to build brand awareness through various events

and interactions to promote the idea of good sleep for overall wellbeing. "There has been a good shift in the market after the pandemic. Covid-19 has made everybody understand the role of good sleep. People are spending more time in their houses which have helped them realise and understand that they need to buy a good quality mattress," the Financial Express report quoted Anand Nichani, managing director (MD), Magniflex India, as saying.

The company also works with interior designers to help recommend its products to consumers directly. Meanwhile, Magniflex also claims to have high visibility through its franchisee store.



## Repose Mattress targets Rs. 500 crore revenue by 2025

Coimbatore headquartered company Repose mattress aims to achieve pan India presence and targets Rs 500 crore revenue by 2025. The company is in plans to boost its presence in non-South regions by establishing three factories and entering new markets, a The Hindu Business Line report quoted the company as saying.

Currently, Repose Mattress has strongly established itself in South India with a total factory space of 1.5 lakh square feet. The company initially focussed on spring mattress

segment and in the last two years it has expanded its product portfolio in the coir and foam products segment. Presently, the company offers different combination of products priced between Rs. 5,000 to Rs. 2 lakhs. Repose products will soon be available in Delhi, Punjab, Haryana, Rajasthan and Uttar Pradesh and to support its new expansion plans, the company will be building new factories in Hyderabad and Ahmedabad. The company currently, has its factories in Pune, Coimbatore and Meerut.

## Investcorp to lead \$45 million equity funding in Wakefit

Alternative investment firm Investcorp is all set to lead an approximately \$45 million round of equity funding in Bengaluru based Wakefit. The mattress and home solutions company's existing investors will also participate in the round and the investment will be made through a primary infusion at a post money valuation of Rs. 2,500 crore, according to a report in the Live Mint.

Wakefit plans to use the funds to support its expansion plans and to buy back employee stock options and the brand is also looking at acquiring smaller brands. Founded by Ankit Garg and Chaitanya Ramalingegowda, Wakefit primarily sells its products online and through e-commerce channels, namely, Pepperfry, Amazon and Flipkart. The brand has also taken the offline route with 10 stores across Delhi, Lucknow and Bengaluru. Through its brick and mortar stores, the mattress maker plans to offer an omnichannel experience to its customers.

As far as sales are concerned, the company estimates to generate 50 to 60 percent of its sales through its website, 15 to 20 percent sales through its offline stores and 15 to 20 percent from other sales channels. As revealed by the founders in an interview in may last year, Wakefit recorded more than 50 percent rise in revenue to Rs. 636 crore in FY22 and the mattress company aims to cross Rs. 1,000 crore in the current financial year. Meanwhile, the company aims to achieve its breakeven in FY24.





## BIA expands its Eclipse International Series with new products

Mattress company Bedding Industries of America (BIA) is launching three new cooling mattresses to its Eclipse International series, namely, the Glacier Washington, Glacier McKinley and Glacier Everest. The new Eclipse International series will incorporate cooling gel-memory foam along with the company's ICE-Cool™ fabric and glacierTECH™ technology. Rapid cooling fibers transport moisture and heat away from the body for a cooler sleep to aid in providing the perfect mattress temperature for any sleep preference.

The mattresses also incorporate the company's Spinal Zone™ technology, which is clinically proven to reduce back pain by providing proper spinal alignment and has the Seal of Approval from the Congress of Chiropractic State Association.

The Glacier Washington has a Euro cooling cover that begins to cool the body immediately while the copper-infused (and plant-based) memory foam removes any excess heat via conduction. Copper is a natural temperature regulator and

incorporating this into the foam provides the body with the opportunity to maintain a consistent temperature throughout the night. The mattress also incorporates individually wrapped coils that conform to and support body weight.

The Glacier McKinley also incorporates a hand-tufted Euro cooling cover and layers of supportive copper visco that surround the 789 individually wrapped coils. The mattress features an additional 1,872 micro-coils to provide a unique, responsive feel and durable sleep surface.

The Glacier Everest has many of the same qualities as the Glacier McKinley with the exception that the mattress uses 100-percent natural Talalay latex in place of the copper-infused memory foam, effectively giving the mattress a firm comfort level. The mattresses retail for \$1699, \$1899 and \$2199 in queen, respectively. All carry a 15-year warranty and are adjustable-base friendly.

*Courtesy: BedTimes Magazine*

## Global mattress market likely to account for \$66.19 billion by 2029



According to a research study released by Data Bridge Market research, Global Mattress Market was valued at \$39.4 billion in 2021 and is expected to reach \$66.19 billion by 2029, registering a CAGR of 6.70 percent during the forecast period of 2022-2029.

Vendors are progressively focusing on increasing their product lines by launching alternatives to mattresses. They are trying to upsurge their sales and increase their market share by launching new products in the global mattress market. The foam is the highest-growing product segment due to its compatibility with an extensive range of adjustable beds, which makes it a preferred choice among consumers

North America is projected to be the fastest-growing region during the forecast period of 2022-2029 due to increased household spending and growth in the hospitality and real estate sectors. Moreover, the increasing population will also boost the development of the mattress market in this region.

Asia-Pacific dominates the market in terms of market revenue and shares due to increasing disposable income, rapid globalization, westernization, and modernization. Furthermore, raising awareness regarding the variety of mattresses is a major market growth factor in this region



# SLEEP ACCESSORIES

## A wide awake opportunity



The start of the year saw India becoming number one. Top of the list, the most populous country in the world. A bittersweet triumph in this evolving economy, some would say. Our inch-packed country also happens to be the second most sleep-deprived nation, according to a FitBit report, averaging just 7 hours and 1 minute of night sleep. No brainer that these aren't just another set of unrelated statistics. The numbers pose a public health and wellness challenge. Yet within lies a lucrative sleep industry opportunity.

As the wellness sector continues to boom in a post-pandemic world, and people don't shy away from prioritising their health and wellbeing as a preventive measure against the backdrop of the financial squeeze, a number of evolving and fast-emerging trends are expected to dominate the next 12 months and onwards. Generous interest and spending (or rather investment) in home products, that ensure value addition to not just everyday lifestyle but the larger life itself, is one such trend which has shown a steady upward trajectory and an ever more promising forecast.

This is where sleep accessories are enjoying a comfortable position (a pun very much intended). They touch base on not only health and wellness, but withhold an evidently strong share in the domain of home furnishing and luxury. Thus, receiving double the attention and R&D efforts, further enabling technological evolution and aesthetic innovation ceaselessly.

The statement's validity is not limited to a few developed nations. Recently the popular business reality show, Shark Tank India saw the entrepreneurial ambitions of Coezy Sleep, a start-up promising enhanced sleep with its cocoon-like relaxers/wearables. They left with multiple improvement tips but no offer from the judges. However this individual setback is but naturally an evidence of the evolving landscape of the larger sleep accessories industry in the country.

So a chain of questions naturally arise in our minds. What exactly is the size and scope of the sleep accessories market? Who are the major players dominating as well as penetrating this domain? What technological innovations are driving the buzz? What is the standing of the hyper-local Indian manufacturers here? What trends and niche markets are developing and potentially lucrative in the Indian context? And of course, how does one make best of it all? Well dear reader, read on!

### *Reading between the numbers*

A solid discussion like this obviously requires summoning the credibility of insightful industry statistics.

**Global:** Talking of the all-encompassing sleep industry, the global sleep aids market was estimated to be USD 87.05 billion in 2021. This consists of mattresses, toppers, linens, blankets, pillows, etc. The same report by Grand View Research has projected a Compound growth rate (CAGR) of

The sleep accessories are getting traction in the Indian sleep industry slowly and gradually in the post pandemic period. Since the people are getting more health conscious this kind of products are becoming part of lucrative market. Since they are also positioned kind of luxury segment it gives an additional benefit for the industry to improve profit margins.

7.9 percent from 2022 to 2030, reaching USD 172.36 billion.

The bed linen segment held the largest revenue share of over 25.0 percent in 2021 and is expected to witness the fastest growth over the forecast period. Bed linens include bed sheets, bed covers, pillow covers, and duvet covers. A rapid shift in consumer preferences toward quality and sustainable linens for healthier beds, greater comfort, and durability is a key factor boosting the segment growth.

Asia Pacific accounted for the largest share of over 35.0 percent in 2021 and is expected to witness the fastest growth over the forecast period. The dominance of the home textile market in the region through countries such as China, India, and Japan has resulted in the abundant availability of bedding textiles, thereby expanding the application of bedding products in the residential and commercial sectors.

Millennial consumers in nations such as the U.S., U.K., and India have come up as the booming consumers of the global mattresses and accessories market. Higher demand is predominantly attributed to young consumers who are disposed to pay a higher price than the usual for advanced products.

With the changing routines, people were struggling to get enough sleep. Hence, this upturn was a reflection of people searching for self-care solutions. Increased expenditure on comfort and bedding has been an obvious outcome, which has come to favour the growth of the market.

**India:** Statista brings us some very refreshing numbers about the Indian sleep industry. Revenue in the Bedding segment amounts to US\$227.50m in 2023. The market is expected to grow annually by 9.44 percent (CAGR 2023-2027). Moreover, mattresses, related products such as adjustable bases, and accessories like back-supporting pillows have gained traction since the year 2020. Premium bedding items, combined with their functional benefits, are assisting in industry improved performance.

**As the Indian market is growing day-by-day and consumers' ability to spend and earn is growing, the sleep accessories market looks to have a better future. Many global players of this industry are coming to Indian market to expand their businesses. Indian startups are also looking for their share of market in the industry. Recently we could see many small startups getting traction in this market. There is a need to push them for better products and innovation.**

The increase in income levels, development in the hospitality and real estate sector, and awareness among customers towards stress management have ensued a paradigm shift in market perception of sleep products. The work-from-home revolution caused by lockdowns across the country due to the pandemic has reoriented people's budget towards spending on their home bedding products. A large chunk of consumers are working from their beds and spending more time at home, which has consequently upgraded the sleep setup.

With special regard to the accessories market, consumers are shifting towards online platforms. Owing to its comfort, variety, cost comparison, doorstep delivery, accessibility, the channel is proving to be a game-changer for both sellers and consumers. The return policy and extraordinary packaging has taken the consumer experience a notch up. Rise in awareness and shifting mindsets has enabled transformation towards products that echo with comfort as well as luxury.

There is an increasing preference by customers for large beds and mattresses. Eco-friendly products, like organic material as well as contemporary design and pattern on embroidered covers are also gaining prominence. With functionality at the core, technical textiles products are improving the end product experience, thus driving Indian consumers to adapt to new technical bed and bath linen products with better quality and product lifecycle.

The report further analyses the key stakeholders as The Bombay Dyeing & Manufacturing Company Ltd. (Wadia Group), Casper Sleep, Inc., Beaumont & Brown Ltd., Boll & Branch LLC, Crane & Canopy, Inc., American Textile Company, Acton & Acton Limited, West Point Home LLC (Icahn Enterprises L.P.), Kingsdown, Inc., and Portico, Inc.

### *Why sleep accessories are important for mattress sales*

Sleep accessories, such as pillows, sheets, and mattress toppers, can boost mattress sales by providing customers with a complete sleep solution. By offering these accessories alongside mattresses, retailers can create a one-stop-shop experience for customers, making it more convenient for them to purchase everything they need for a good night's sleep. Additionally, providing a variety of sleep accessories can also help to increase the average order value of each customer, as they may be more likely to purchase additional items if they are already in the process of making a mattress purchase. Offering promotions or bundle deals on mattresses and sleep accessories can also be an effective way to drive sales.

### *Global companies enter India Market*

Realising the importance of sleep accessories, some of the global companies are looking at Indian market to promote and sell their products.

Recently, American home furnishing retailer Pottery Barn announced a global partnership with actor Deepika Padukone, who has been signed as a brand ambassador to promote the company's international expansion. In partnership with Reliance Brands Limited, the brand also opened doors in India with its website potterybarn.in followed by the company's first store in New Delhi.

This is just one of the many cases of international brands vigorously trying to penetrate the subcontinent market in hopes of winning over the local trust and cutting for themselves a large chunk of the market share. Let's have a segment wise look and compare the various technological innovations by international as well as Indian players that are sipping in, for a better understanding of the local market dynamics.

**Linen:** A truly exciting division of mattress accessories that occupies a surprisingly large part of a consumers' imagination. The linens (i.e. bedsheets, pillowcases, duvet covers, etc.) are expected to deliver their absolute best in terms of utility through hygiene, softness, durability, mattress protection etc, without compromising their aesthetic appeal, thus requiring a very fine balance. Nonetheless, some brands are delivering.

US based Miracle made its Supima sheets recently available in India through online channels. The Supima cotton mix used in Miracle bed linens contains a natural silver fibre that fights bacteria. These sheets' silver combination is believed to reduce bacteria proliferation by 99.9 percent while also assisting in controlling body temperature during the night. The company also claims of its anti-aging effect.

Bedlam is a homegrown brand meeting at the crossroads of artisanal appeal and tech-infused comfort. They launched PURE, an Antiviral bedding collection treated with HeiQ Viroblock textile technology for enhanced quality of air during

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## New Sleep accessories that are doing well in global market that can be considered by Indian manufacturers



There are several new sleep accessories that manufacturers can bring into the market:

**Smart mattresses:** Mattresses with built-in sensors and technology that can track sleep patterns, adjust temperature and firmness, and even control other smart devices in the bedroom.

**Weighted blankets:** Blankets filled with materials such as glass beads or plastic pellets that are designed to provide a sensation of being hugged, which can help to reduce anxiety and improve sleep.

**Sleep-tracking devices:** Wearable devices or apps that track sleep patterns and provide insights into how to improve sleep quality.

**Sleep-enhancing lamps:** Lamps that simulate natural light patterns and can help to regulate the body's circadian rhythm, improving sleep quality.

**White noise machines:** Machines that emit soothing sounds, such as the sound of waves or rain, which can help to block out external noise and promote relaxation.

**Cooling pillows:** Pillows with cooling gel or other materials that can help to regulate body temperature and prevent overheating during sleep.

**Adjustable pillow:** Pillow that allows the user to adjust the firmness and support level of the pillow.

**Sleep-inducing sprays:** Aromatherapy sprays that emit scents such as lavender or vanilla, which are believed to promote relaxation and improve sleep quality.

**Sleep-enhancing bed sheets:** Sheets made from breathable, moisture-wicking materials that can help to regulate body temperature and prevent overheating during sleep.

**Sleep-enhancing mattress protectors:** Mattress protectors made from materials such as bamboo or eucalyptus that are designed to wick away moisture and provide a cool, breathable sleeping surface.

sleepy times.

From roadside vendors to silver-infused bed sheets, the Indian sleeper is truly spoilt for choice when it comes to linens as part of the larger sleep environment. The extensive range at disposal in the Indian market is also a result of the country's predominance in the textile industry. Handlooms developed over centuries also serve as a rich source of aesthetic inspiration, lending them an exotic appeal on a global scale. However, elevated application of R&D knowledge is the need of the hour and could lend the sector an assured edge.

**Pillow:** Made in the US, the Sleepgram pillow is a customizable three in one pillow that allows buyers to decide the firmness and loft of the pillows inside. Moreover, it has a unique design with two separate pillows inside a single pillowcase as well as three configurations, wherein one can choose from flat to fluffy. The two inside pillows have polyester microfiber fill that keeps the pillow soft. One pillow is intentionally flatter, perfect for those who need less supportive pillows like stomach and back sleepers. Its Indian entry has received an exciting response.

The hyper-local manufacturers also boast promising products. For example, Doctor Dreams by Nilkamal snuggle pillow, embodying a tag of just 3 digit price, has adjustable soft foam pockets that can be removed or added so as to achieve the ideal height and firmness. The anti-allergenic lightweight microfibre is believed to provide superior head-neck support.

The importance of pillows to the holistic sleep environment is not new-found but the wider awareness accompanied by action in its regard is relatively recent in the Indian market. This has incentivised diversification and sophistication of pillow technology tremendously. Price continues to play a vital factor for the Indian manufacturers.

**MattressTopper: Plush Gel Memory Foam Mattress Topper** by US origin brand, Sleep Innovations finds one of the highest ratings on Amazon India. It has 2 layers of cool cloudlike comfort designed for improved airflow and an all-over plush feel. The 1 inch pillow like cover is removable, washable, and stretches to fit the bed.

With enhanced awareness and willingness to see mattresses as a wellness investment that they are, mattresses have found a swelling market in India. More and more people are ditching their roadside vendors or upgrading to better mattresses. Hence thoughtful purchases are also turning into people wanting to extend the life cycle of the mattress. This is why mattress toppers sales are following closely behind those of mattresses, posing as a lucrative market.

**Blankets:** Quick on trends, Sleepycat has introduced the indigenous market to their new offering, weighted



**Untill one year post Covid, the textile industry did quite well, but the segment is not doing well since the last three quarters. Now with the demand from US and European markets increasing, we expect the textile industry to get better from April this year says R K Vij, President of the Textile Association of India.**

blankets. They are made with high-density glass beads that are virtually shatterproof, completely odourless, non-toxic and hypoallergenic, reducing any form of adverse effects on the environment. The product claims to offer both, deep stimulation and calmness.

**Others:** 360 Degree Bed Sheet Holder Wheel Lock can be found on multiple websites. It features a bungee cord with its custom-designed wheel lock and the patented buckle. Eight replaceable clips support more than 70 pounds. They are particularly created to secure sheets from any damage. The device also comes with a parachute cord. To ensure the product doesn't lose grip, it is held by a parachute-strength bungee cord, which supports more than 500 pounds of resistance.

Sophisticated bed scrunchies are one of the many inventions to filter the market. With perfect goodnight sleep becoming more of an uncompromisable target, every inch of the bedroom environment is being scrutinised so as to be improved to the max. Thus the expansion of the traditional sleep accessories market as well as range is also being accompanied by introduction of new kinds of accessories/products.

#### *That's so niche!*

Diversification of product range, generally a cause-and-effect

of customer demand, creates niche markets, a true indicator of a healthy and blossoming industry. Since sleeping is such a personal experience, the scope for developing exclusive products is tremendous. Many of the latest sleep accessories inventions are indicative of these trends and the niche markets that are developing, and also lend us a peek into what the future holds. Let's dive deeper with the help of relevant examples.

**Pregnant Women:** Pregnancy, when seen from a biological perspective, is nothing sort of a miracle that a human body pulls off. Complaints of discomfort amongst pregnant women while both sitting and sleeping aren't uncommon. A niche market that had already been under evolution is now finding superior technology driven broadening. Full body pillow, wedge pillow, C shaped, orthopaedic wedge, J shaped, cylindrical etc are some of the many options at one's disposal. Considering the sensitivity of the target customers' health, keen attention to the components is seen. Adjustable firmness seems to be a highly desired feature lately.

**Children:** Huffpuff's quick dry mattress protector with its easy wash and reuse feature, and Trance's protector with its new air-flow technology are enjoying retained popularity in the Indian baby sleep accessories market. The increased awareness regarding the way the sleeping needs of a baby greatly varies from an adult and its tremendous role in the



child's development has been a driving force. Sleep doctors for toddlers are finding themselves queried more and more about the suitable mattress accessories apt for a toddler.

**Seniors:** Just like a child, the sleeping needs of seniors also tends to vary. With ailments always in hindsight, sleep becomes crucial in preserving the quality of life in old age. The Expressions electric bed warmer entails a thick, insulated cord and has been made shockproof along with an auto-shut feature, making it one of the safest electric blankets on the market for elderly people.

**Ethical:** Eris Home has a vision to transform the idea of modern-day luxury in unison with nature. They believe in sustainable and synergic living, with a cruelty-free vision. Their fabrics are woven using Eri Silk also known as 'Ahimsa Silk', which, unlike conventional sericulture practices, is consciously extracted from open-mouthed cocoons allowing silkworms to hatch organically.

As the consumer's awareness regarding environmental and ethical issues of today's economy swells, their demand for transparent practices and basing buying choices on the same also elevates. Brands like Eris are making the best of the opportunity while genuinely doing a great job at bringing thoughtful processes to life.

**Disorders:** OSIM Anti Snoring Pillow promises to help treat snoring and mild obstructive sleep apnea without compromising the comfort factors of a firm and comfortable

pillow. 10Minds' Motion Pillow takes it a notch up. It is attached to a "Solution Box" that helps analyse the sleep patterns of the user. These patterns can then be reviewed, managed, and evaluated through the app. An array of weighted blankets have also flooded the market, promising to help with mild insomnia through its snug and calming feel.

True the modern lifestyle has become more intrusive to the circadian cycle and good sleep hygiene, but it has also helped create more awareness amongst the customers. People with sleep disorders are finding themselves with multitude of sleep accessories options than ever before. However the market does need more scientific backing and supervision.

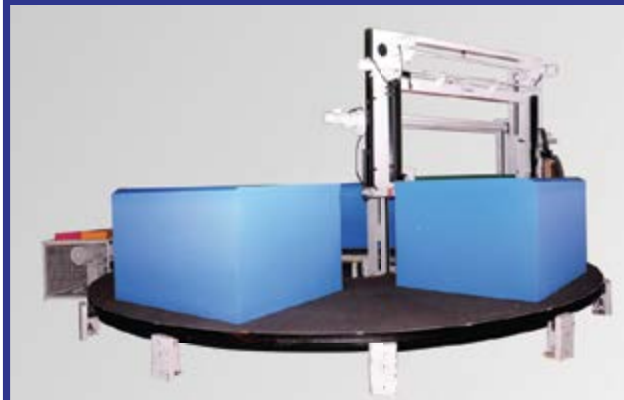
**Modern lifestyle:** Sleepyhead has also introduced reversible blankets that can be washed in a washing machine, making them incredibly user-friendly. They have a sewn design that prevents the filling from moving about, allowing you to wash them without worrying about the filling clumping in one spot. Manishaa's Rejuvenate Collection features a 2-in-1 Fitted Sheet Cum Mattress Protector. The waterproof fitted bed sheets are made from 100 percent cotton that is treated for being antivirus, antibacterial, odourless, anti-fungi and no dust mites formula. The USP is that it protects the mattress while still curating a comfortable surface for the best sleeping experience.

This goes on to show how our modern lifestyles as well as the raised expectation of more solution-based features





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## How retailers can increase sales of sleep accessories

There are several ways to increase sales of sleep accessories:

**Cross-selling:** Offer sleep accessories alongside mattresses and bedding, as customers are more likely to purchase additional items if they are already in the process of making a purchase.

**Bundle deals:** Create bundle deals that include a mattress and sleep accessories, such as a mattress and sheets or a mattress and a pillow. This can be a great way to increase the average order value of each customer.

**Promotions:** Offer promotions and discounts on sleep accessories to encourage customers to purchase.

**Displaying:** Displaying the sleep accessories in a visually appealing way, such as in vignettes, can help customers to visualize how the accessories will look in their own home and make them more likely to purchase.

**Education:** Educate customers on the benefits of various sleep accessories, such as how a memory foam pillow can improve sleep quality.

**Online reviews:** Encourage customers to leave reviews of the products, this can be a great way to build trust and credibility with new customers.

**Online presence:** Build an online presence, so customers can find and purchase products easily. This can include having a website, an Instagram account, or a Facebook page.

**Personalization:** Offer personalization options for customers to customize their sleep accessories, such as customizing the firmness of a pillow or the thread count of sheets.

**Research:** Research what your competitors are doing, and find ways to differentiate yourself from them, such as providing a higher-quality product at a lower price point.



in one product are shaping the R&D efforts and pushing the products to highly evolved roles.

**Unconventional raw materials:** The traditionally used raw materials in mattresses and accessories are finding themselves being accompanied by unconventional components as they come to resonate with the customer's psyche and also make for great storytelling from brand perspective. However many of these lag the long-term use and effect research for a better understanding of the actual effectiveness.

Miracle's silver infused Supima sheets are one example. Duta Abadi Primantara (DAP), a leader in mattress manufacturing in Indonesia, has collaborated with BC Tech, the developer and provider of stress-relief technology Biocrystal and will launch bedding products with Biocrystal powder implemented inside as part of the Serta brand. The new line of pillows and toppers with foam infused with Biocrystal are entering the market by the name 'Life balance' and promise to decrease the stress level of customers while delivering comfort and spine support. SensorPedic has also started a range of CBD infused covers and many others have been following suit.

### How to capitalise?

Now that we've looked at all the major trends that are emerging in the country, the obvious question of how could the Indian manufacturers capitalise on the same arises? Not all brands are keen on collaborating with international brands just for the sake of their technological predominance. In fact the local manufacturers understand the local trends and markets better and hence, with the right strategy, are on their way to expanding into the accessories market.

In terms of manufacturing, the Indian players can give linens more attention. It already shares a large chunk of the sleep industry and has seen escalated interest from customers. Focussing on natural materials, anti-allergen qualities as well contemporary designs could really help get an upper hand. Pillows is another segment worth promoting. In terms of sleep hygiene and overall sleep environment, it is already being given the due attention, almost on par with a good mattress. However not all customers are aware.

As Mr. Sundaesan, Secretary of ISPF, pointed out: *"In today's economy, spreading awareness is the one crucial and foremost responsibility of the manufacturer. They're not selling sleep accessories, but sleep itself. Propagating knowledge about the importance of sleep and furthermore, the importance of the right sleep environment for good sleep is almost a mandatory part of their job profile. Helping them understand how each sleep accessory contributes to a holistic sleep environment and hence, a fulfilling sleep as well as a long-term healthy sleep hygiene is what could really drive the consumers' awareness and hence, their actions."*

Besides linens and pillows, a lot of other niche markets

can also be targeted for maximising profits. As the much more aware millennial customers come of age, the traction for pregnant women pillows and toddler mattress toppers, etc, are gaining steady traction. Hence, they should be targeted vigorously. Again, focus on sustainable trends as well as natural materials could really pay off. Coming to the part about selling, online channels are more popular than ever when it comes to sleep accessories. Marketing through online mediums isn't uncommon either and also cost effective. This is a highly lucrative opportunity. Cross-selling through online websites is also easy, as the customers tend to enjoy generously browsing and exploring through the product lists.

This doesn't compromise the importance of brick-and-mortar models for the sleep accessories market. When the customer comes in to buy a mattress, efficient salesmanship could help them see other sleep accessories then and there and even encourage a combined purchase. A thoughtful bedroom-like set-up could also help them see the importance of curating a holistic sleep environment and how different accessories play a part in it. This stimulating experience could leave a lasting impact on the customer and even if they don't buy all the accessories then and there, the experience will reside in their subconscious to encourage future purchases.

Another remarkable observation-cum-suggestion by Mr. Sundaresan is the often overlooked importance of giving incentives when trying to bring a change in customers' buying habits. *"On every mattress that a customer gives us for recycling under our 'Phenkho nahi, Recycle karo' initiative, we give them a coupon that can be redeemed at any of our retail partner stores to buy mattress accessories."* That's two birds with one stone, isn't it? Hence giving incentives is a tried-and-tested method of promoting sales in the sleep accessories market.

Talking in the long term sense, what would really take manufacturers to capitalise on the emerging sleep accessories market is truly unique products that are backed by technological innovation and reading into the trends to cater the right customer profile and channels.

### Way ahead

**Mergers:** Bianca Home, a leading home textile manufacturer in India, has announced a partnership with Authentic Brands Group, owner of the Nautica brand, which specialises in the design and manufacturing of bedsheets, comforters, pillows, mattresses, towels, curtains, bathmats, cushion covers, and many more home products. They will manufacture and distribute Nautica Home products in India through both e-commerce and retail stores.

Similarly, Mont Blanc has partnered with the French conglomerate Lagardère Group owned ELLE DÉCOR to launch their first premium multi-brand home store 'Elle Decor Home Collections' at Gurgaon. A large format flagship store promoting international brands spread over an extensive

15,000 square feet of space, the new store will offer a wide range of high-end home products across various categories.

Hence, mergers and acquisitions will obviously play a major role in the assured expansion of the national sleep accessories market on both, manufacturing as well as retail level. A lot of this has to do with India's pre-existing strong hold in the handloom segment, hence bringing us to another crucial prevision.


**Linens:** They will most likely continue their upward trajectory and quite possibly lead the sleep accessories' market agenda too. In regard to the overall textile industry, India has witnessed the largest export to the U.S., followed by China and Japan, with over 4.3 million people directly and indirectly involved in the production making the Indian handloom industry the second-largest employment provider for the rural population in India.

Luckily, outside brands were not the only ones to sniff out the opportunity. In the past half a decade, luxurious home grown brands have emerged to use their deep understanding of Indian textiles and creatively adapt it in contemporary forms to create original collections that are even finding widespread popularity overseas. Maisha, Eris Home and Bedlam are some of the notable examples.

### Government Support:


With initiatives like *"Make in India"*, the buzz for rooting manufacturing of home products at 'home' itself is high. Recently, as per the reports by The Economic Times, the second edition of the production-linked incentive (PLI) scheme for textiles proposed incentives for manufacturing of garments and home textiles such as blankets and bedspreads, and textile accessories. The Ministry of Textiles is considering three investment thresholds of Rs 15 crore, Rs 30 crore and Rs 45 crore, with double turnover as the criteria for incentives that would range between 8 percent and 10 percent under the Rs 4,200 crore scheme. This is just the push sleep accessories manufacturers could use.

The horizon for the sleep accessories market only looks sunny from today's POV. The customers are not only happy to spend on home products post the pandemic boom, they are finally grasping the importance of a holistic sleep environment and the way it impacts their wellness. The shift in perspective towards expenditure on health and wellness is another plus point.

By cleverly crafting products that are technologically evolved to curate the best sleeping experience while also being on point in terms of aesthetic appeal, one can truly stand out to the evolving Indian customer. Spreading awareness regarding the holistic sleep environment and the crucial role played by each accessory is another matter of equal urgency. Because the Indian sleep accessories market is a wide awake opportunity one shouldn't snooze! 

# Global Recession casts shadow on the Mattress Market?

Global recession has slowed down the sales of mattress. Is global recession going to impact the Indian bedding industry? What are the factors getting affected due to global recession? Here is a glimpse of mattress industry drop on recession fears.



RECESSION TIME

**W**hen you hear that the world is reeling with gloomy news where sensex, nifty, economy and Gross Domestic Product (GDP) are declining, you can see a pattern to an extended period of insecurity and instability in different segments of the market. Such patterns have the chances of a global recession which causes significant variation between geographies and industries.

This has affected the cost-of-living and tightened the financial conditions across various regions. The global forecast is slowed down by 3.2 percent from 6.0 percent as per World Economic Forum and there is an expectation to decline till 2.7 percent in the year 2023. Since, there has been a deepening impact of the great recession on the world economy from the year 2022 onwards, hence global economic activity is experiencing a sharper slowdown with inflation than expected.

The storm of global recession has hit the global sales of the mattress market. There is a notable divergence in the expected impact of the mattress industry between high-and low-income countries. Soaring suppliers and raw material costs have disproportionately affected different countries of the world.

#### *Depression of Mattresses due to Global Recession:*

The global mattress market is a highly valuable segment for the global economy. The global mattress market is expected to reach USD 66.19 billion by 2029, with a CAGR of 6.70 percent during the forecast year of 2022-2029. Being a crucial sector, the mattress industry generates \$32 billion and creates the employment of 100,000 people in the United States alone.

However, being in a considerate position in the global economy, has also been affected by the turmoil of the global recession. In 2009, the mattress market lost \$1.3 billion in sales. The slow-down in global economic activity is broad-based and sharper than expected even in the top 5 world mattress markets, which are Australia, Belgium, Brazil, Canada and China, where India holds 7th rank in the top 50 mattress markets.

The economic outlook of the global recession of the mattress industry depends upon the monetary policies framed by the top mattress market. The international trade flows, suppliers list of the mattress industry and profiles of the leading manufacturers have been affected more sharply than expected due to the price instability and alleviating pressure of cost of living.

In 2009, the mattress market lost \$1.3 billion in sales. This was a direct result of the recession as people stopped buying new mattresses and started using their old ones for longer periods of time. In other words, the impact of the global recession is breaking the growth and development of mattress industries.

**“The storm of global recession has hit the global sales of the mattress market. There is a notable divergence in the expected impact of the mattress industry between high-and low-income countries. ”**

However, considering such challenges, the vendors are steadily focusing on innovation in product lines and launching new sets of mattresses for every individual. Businesses have spent much of the past decade scrambling to adapt to extraordinary circumstances, yet due to the global recession, many sectors are receiving huge set-ups.

Although branded mattress organizations are trying to improve and increase their sales and increase their market share by launching new products in the mattress market to deliver the best service and product to their consumers. In spite of that, being a traditionally-adult oriented industry, it is hard to consider all these parameters in designing and manufacturing and producing innovative products.

In one of the Webdush articles, the researchers reported that the demand for mattresses is continuing to wane as the recent sales of the Summer 2022 summer are negative due to the great recession. There is a reduction in consumer demand and the situation is worsening due to the increased prices of commodity costs and supply chain problems. Mattress players have been forced to invest more in their promotional activities and price cuts. They are in urgent need to devise their production, design innovation and marketing strategies, with the growing competition among mattress players.

#### *Challenges of Mattress Industry in India due to global recession*

Guneet Kaur, consultant, IIM – Lucknow Alumnus, conducted research on the global economy, and she stated that as India contributes a minute amount to the world exports and GDP, the trade route intends to impact the country's economy. An impending global recession is expected to affect the world economy very soon. However, the Indian scenario is expected to be moderately affected due to its constant growth rate. Taming inflation without styming growth needs to be taken care of, as it is the foremost one and needs a strong monetary policy.

She identified that the prominent market dynamics of the mattress industry that occurred due to the Covid-19 pandemic and e-commerce adoption have further driven the growth of this industry. The economy can be recovered with the magnitude and timely support by the government and where companies are standing in terms of corporate debt.



However, in the anticipated recession of 2023, Indian policymakers are confident about the growth prospects in the industry. Ahead of the budget, our Prime Minister told economists that India has openings in healthcare, which is the closest to the bedding sector.

In one of the findings, she related a correlation between health and mattresses, where she suggested that since our health sector is ever-growing, the industry is quite positive about the market rising. Even the demand for customized and luxury mattresses is expected to increase. *"If you consider two quarters of economic performance as recession, the existing data and surveys fail to comprehend the business generated. If we expect consumers to be conservative regarding their spending, they are not going to include health in their subsidized budget. Hence, retailers and manufacturers need not worry about the demand for mattresses."*

The global recession has changed the complete paradigm of the mattress market. This was a direct result of the recession as people stopped buying new mattresses and started using their old ones for longer periods of time.

The Indian Mattress Industry is composed of type of raw material used, product application, type of market and distribution channel. The major players include Sleepwell, Kurl-on, Centuary, Duroflex, Peps, Springwell, Coirfoam, Springfit. Some new entrants in the form of start-ups are also seen, like Wakefit, The Sleep Company, SleepyCat, , and

Flo. It has majorly gained impetus due to the rise in income levels and health consciousness amongst its citizens.

Brand expert Ratan Dubey mentioned that in India, a mattress is not just seen as a necessity but has also been conceptualized as a customized luxury product. It has gained relevance in the home décor and upholstered segment of every household. It is perceived not just as a consumer durable, but rather as an indicator of quality of life. Since the major share of the market originates from the unorganized sector, a new wave of buying mattresses online is also gaining momentum. There is a palpable shift seen in consumer awareness and willingness to spend on sleep solutions.

In one of her research Ratan Dubey from HCL and who has incidentally edited an interesting book on *"Critical Reflection and Strategies for New Expectations"*, observes that despite these challenges, the future of the mattress market looks bright. *"The industry is expected to grow at a compound annual growth rate of 5 percent between 2016 and 2021. This growth will be driven by an increase in demand from emerging markets such as China and India, as well as by continued innovation within the industry. So, while the global recession may have caused some short-term pain for the mattress market, it is clear that this industry still has a lot of room to grow in the years ahead."*

### ***Is Global Recession Contagious?***

The widespread concern about the economic slowdown is



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- The global forecast is slowed down by 3.2 percent from 6.0 percent as per World Economic Forum and there is expectation to decline till 2.7 percent in the year 2023. Since, there has been a deepening impact of the great recession on the world economy from the year 2022 onwards, hence global economic activity is experiencing a sharper slowdown with inflation than expected.
- The vendors are steadily focusing on innovation in product lines and launching new sets of mattresses for every individual. Businesses have spent much of the past decade scrambling to adapt to extraordinary circumstances, yet due to the global recession, many sectors are receiving huge set-ups.
- Branded mattress organizations are trying to improve and increase their sales and increase their market share by launching new products in the mattress market to deliver the best service and product to their consumers.
- In one of the findings by Guneet Kaur, she related a correlation between health and mattresses, where she suggested that since our health sector is ever-growing, the industry is quite positive about the market rising. Even the demand for customized and luxury mattresses is expected to increase.
- The major share of the market originates from the unorganized sector, a new wave of buying mattresses online is also gaining momentum. There is a palpable shift seen in consumer awareness and willingness to spend on sleep solutions.
- Strong brand recognition, diversification of the products and vast distribution network intensified the market recognition of the brand among market players.
- With healthy competition within the sector, substantial warranty and multiple distribution channels, the sector has grown steadily with a CAGR of 11 percent in the last five years, and is expected to continue with the same trend in the near future.
- Since consumers across the world are inculcating a healthy life-style, the mattress industry has a plethora of opportunities to create new avenues and preferences for a comfortable, convenient, luxurious and lively lifestyle.
- Due to the great recession, the global mattress consumers are evolving and vigilant of their comfort, price-sensitive, durability and recommended mattresses which come with a long guarantee period.

**“The global recession has changed the complete paradigm of the mattress market. This was a direct result of the recession as people stopped buying new mattresses and started using their old ones for longer periods of time. ”**

not a hoax. With the downturn in the global economy, the real-estate and hospitality sectors have faced disruption. This has created a vacuum for the mattress players.

Shweta Tripathi, Director of the Society of Rural Urban and Tribal Initiative, stated that the bedding industry might not be interested in providing innovative products to customers, but is definitely targeting a good night's sleep for them. Just as part of the post-cure effect, the hospitality sector bounced back when people were done with restrictions and lockdowns. It is highly anticipated that getting a good sleep will outweigh the recession. The mattress industry is also found to be working on providing value to the end-user and enjoying the camaraderie that comes within. This might be a challenging year but the optimism surrounding the sector doesn't fade out.

Guneet Kaur, Faculty of Jaipuria Institute of Management, Ghaziabad, had done research on Internal Branding and Intention to stay, observing that one of the key drivers of mattress sales is building of new houses and colonies. In her empirical research, she found that the notion of mattress sales is also dependent on the house loan rates provided by banks and other financial bodies. But because of the strong positioning of the product by brands like Sleepwell, a different approach is expected when it comes to consumer behaviour. Today, every urban consumer is well-aware of health complications and does not want to live an inefficient lifestyle.

2023 is a pivotal year for the global economy and many experts are busy analysing the impact the Ukraine war might have on the west. But with an ever-growing population, a country like India does not worry about consumer demand. The lower and lower-middle income group might cut down spending on products like mattresses, but the middle, middle-higher and higher segment is expected to take care of their health concerns.

Also, marketers need to bear the circumstances through understanding the need and selling the requirements i.e. 'sleep and health', as promoting the mattress might not be very feasible for all sets of consumers during a global recession. Consumer goods companies must be active in new platforms and formats to keep up. Branded mattress





organizations need to be highly cautious and proactive in establishing themselves during a pandemic. Omni channel marketing, home-delivery, guarantee, warrantee, payment options are a few accelerated demands across the world.

Although the global recession has hit the economy and has changed the paradigm of the mattress industry, there is a significant increase in the product demand from the real estate sector and the tourism sector too. However, with the advent of technology, consumers are doing a lot of reading & research through e-commerce. Strong brand recognition, diversification of the products and vast distribution network intensified the market recognition of the brand among market players. Although the mattress market is receiving recognition in the global market even during a global recession, marketers need to promote their product with innovative marketing strategies.

### *Revenue is vanity and Profit is sanity*

However, the global recession has hit the mattress market hard, yet the mattress industry is at the juncture of spurring growth and changing customer dynamics and technological innovations. Today's mattress manufacturing organizations

## MINT Agency Report:

In India, the service sector dominates, contributing over 50 percent of gross value added, while the manufacturing sector contributes less than 20 percent. The global supply chain disruptions affect the manufacturing industry significantly more the overall impact on the domestic economy is expected to be lower. The slowdown in advanced economies may lead to falling exports of several items, including engineering goods, petroleum products, gems and jewellery, and textiles impacting domestic exports in FY23. Since exports constitute less than a fifth of the domestic economy and factoring in the reduced exports, India's GDP will continue to be amongst the fastest-growing emerging countries and is expected to grow at 6.8 percent in FY23.

Indian equity markets are diverging from the global trend and have become less sensitive to Fed rate hikes, US growth conditions & FII selling. India is vulnerable to oil shocks since it imports over three-fourths of its energy requirements. However, India was able to strike a deal with Russia due to its healthy relationship with the country. It started importing additional quantities of oil from Russia at reasonable prices helping inflation moderate compared to the advanced economies. Markets have been resilient mainly due to the persistent domestic flows signalling an indication of increasing household equity exposure. Interest rates for US & India and Dollar Index are expected to peak next year. Coupled with that, the slowdown in major economies will lead to FII money moving toward emerging markets.

India's superior growth profile is due to structural factors like PLIs, FTAs, alternate technologies/fuels, domestic demand, favourable government policies, and healthy balance sheets (BS) of consumers, corporates, and banks that drive GDP higher. Considering the global economic slowdown, domestic-oriented sectors, compared to export themes, are anticipated to do better in the near term. Since Indian exports currently account for only 2 percent of global exports, the PLI schemes, and Free trade agreements are being actively pursued by India, and we expect the export-led themes to drive growth over the long term. Since India is relatively well placed, and supported by government policies, with growth across sectors, domestic markets are to be volatile in the near term. Still, the earnings of corporations are continuing their momentum, and the capital markets will follow the lead and reach highs over the long term.

are working hard to fulfil increasing demands for enhanced products and sustainability. Today, mattresses are to sleep what skin is to body. Today, the consumer wants a quality of life that can come from a calm mind. With healthy

competition within the sector, substantial warranty and multiple distribution channels, the sector has grown steadily with a CAGR of 11 percent in the last five years, and is expected to continue with the same trend in the near future.

Also, with the increase in disposable income, people are spending more on luxury products such as mattresses. The rising health consciousness is also driving the growth of the market as people are becoming more aware of the importance of a good night's sleep. The changing lifestyle is another factor that is contributing to the growth of the market as people are now opting for more comfortable and ergonomic products.

The Indian mattress market is highly fragmented with a large number of local and regional players. Some of the key players in the market are Kurl-on, Sleepwell, Duroflex, Peps, Sleepycat and Centuary. The mattress market in India is expected to continue its growth trajectory in the years ahead, driven by rising disposable income, increasing health consciousness, and changing consumer lifestyles.

Although the outlook is unwelcoming and uncertain, there would be stability and improvement in the potential bright spots, which includes the easing of inflationary pressures and consumer sentiment including the mattress industry. Despite the cost of living crisis affects many individuals, consumers are highly cautious about their health. The market is progressing every day with the refinement of technologies. Ironically, the USP of the mattress industry is to design a solution that consumers haven't even thought.

Since consumers across the world are inculcating a healthy life-style, the mattress industry has a plethora of opportunities to create new avenues and preferences for a comfortable, convenient, luxurious and lively lifestyle. The magnifying range of innovation in design and price instability need to be decoded to be protected from global recession, as these are the major concerns specifically for mattresses.

Due to the great recession, the global mattress consumers are evolving and vigilant of their comfort, price-sensitive, durability and recommended mattresses which come with a long guarantee period. This opens an opportunity for Indian mattress players, as they may enter into unconventional methods and innovate marketing strategies to promote the core and augmented part of their mattresses.

A collaboration of all the tech-savvy consumers and online/ offline media to hold various health awareness campaigns may bring brand loyalty, product innovation, customer satisfaction and need-based mattresses. The objective of this collaboration is to create sustainability opportunities for mattress players. **CT**

## Despite global recession, policymakers in India appeared confident that growth prospects are bright. Indian mattress industry is expected to do well due to government's initiative, infrastructure projects, boom in Healthcare and Hospitality industry

### KEY TAKE-AWAYS

- The global Recession has changed the purchasing pattern of customers, but also left the market with price-sensitive customers.
- Ironically, the mattress industry has shown an excellent track record in economic downturns compared to the other segments of the industry.
- Mattress sales are a deferrable purchase consumers have products, unlike the remaining consumer products. It needs customized attention, price-sensitivity and post-sales benefits.
- The weak fiscal policy will represent the fewer choices of policymakers, whenever there is diversification and an ongoing backdrop of weak growth and high inflation.
- The biggest shocks in a global recession are geopolitics, energy and economics. Since the world is speaking about the environment, sustainability and governance (ESG), green mattresses and organic ones are the future of the mattress industry.
- Consumers have started taking care of their health, hygiene, safety and sleep-habits. The mattress market in India is projected to grow at a CAGR of 9.3 percent during the forecast period (2019-2024).
- Major drivers for the market growth are the rise in disposable income, growing health consciousness and changing lifestyle.
- Harvard Business Review mentions four findings that needs to be taken care due to global recessions are debt, decision making, digital transformation and workforce management.



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*Mr. Subodh Mehta, Senior Vice President, Godrej Interio.*

One of the biggest challenges for mattress industry is lack of standardization in bedstead dimensions, says **Mr. Subodh Mehta**, *Senior Vice President, Godrej Interio*. Speaking to Comfort Times, he shares how Godrej Interio is working on accommodating customer's changing expectations. Excerpts:

## Sleep innovation is taking a centre stage in the sleep & wellness industry

**Q** How did you plan to enter the mattress industry? For how many years have you contributed to this industry?

Godrej Interio being an established leader in the home furniture & home storage segment, it made strategic sense to expand to allied/associated categories and to establish a well-rounded offering around the furniture segment for our customers. Godrej Interio gets new a revenue stream and at the same time we are able to offer complete sleep solution to the customer. We have been in the mattress industry since the past 10 years.

**Q** What challenges have you faced at the time of entering the mattress industry? Are there any challenges you are still facing?

One of the biggest challenges is lack of standardization in bedstead dimensions . We manufacture mattresses on large scale using latest machinery to achieve good quality and affordable prices. Non-standardisation of mattress dimensions, length and width work against this objective. Second challenge is customer education .

Traditionally customers are willing to spend high amount of time and money for bed but do not give same importance to mattress selection. We know that mattress plays a very important role in good sleep as also to prevent spinal health related problems . There is need to bring customers on board on these important health matters. The good news is that this is slowly changing with increasing customer awareness on these issues. Collective efforts by all industry players can speed up the process. Continuously improving environmental sustainability of this category is another challenge we keep working on .

**Q** What is the difference in the technology and techniques you are using to build a quality mattress from others in the market?

Sleep innovation is taking a centre stage in the sleep & wellness industry. Godrej Interio as a brand is committed towards making the best use of technology to help us put forth a value-added

and tech enabled product for our customers. There are three levers to ensure high standard of quality. First one is design, the quality has to be built right from the design stage. Second is the materials used for construction. It is obvious that if good quality material goes into making of a mattress, the mattress will perform better.

Besides one has to constantly work on material innovation. Third is process. The process control has to be of high standard to ensure consistent quality of production. The right combination of technology and material helps us innovate and develop products and consistently meet the high standard of quality.

**Q** What growth are you expecting in the mattress industry and the sales of your mattress?

There is constant innovation in terms of product features & design as well as Go to market methods in the mattress industry. Brands are working to provide more value to customers through better price value equation, mattress-in-a-box convenience, 10-year warranty and 100-days free trials. There are additional investment also coming in this industry. Customer awareness and aspirations are also going up. We believe all these factors will lead to this industry growing exponentially in the coming years.

**Q** How are you expanding yourself for a tight hold in the mattress market?

The Indian mattress industry is extremely competitive with many players (both organized and unorganized) but at the same time the size of the market is large. We feel that the customer needs are still not being completely satisfied and there is huge scope for improvement and bridging this gap. Our strategy to expand our offerings and operations is driven by:

- Continuing to remain focused on customer centricity as our core principle and strive to deliver maximum value to our customers
- Ensuring delivery of sustainable value to all our other stakeholders as well including our channel partners
- Make customer understanding and design thinking as our primary tool to achieve our objectives

**Q** What do you feel regarding customers preference to buy a mattress from a furniture and mattress store or stand-alone mattress store?

Today, the process for selecting any mattress is confusing for the users. It is difficult for most people to find a suitable mattress as options are many and selection is dependent on each persons' body type and sleeping habits. So, we intend to give our customers a complete sleep solution (bed + mattress). We find that customers tend to not pay much attention on the purchase of a mattress in spite of it being the most important element for a good nights' sleep.

Through our furniture as well as mattress stores, we have the opportunity to cross-sell our mattresses to customers who are already purchasing our beds and also give them

a coordinated solution of a bed and mattress in terms of dimensions & weight. Having a dedicated display space in our stores for our mattresses that can allow customers have a good look at all the options available as well as comfortably try out each one, is of essence. Our shop-in-shops act as individual stores and work to our benefit in offering bed+mattress solution to our customers.

**Q** What is your evaluation of the preference for online shopping, especially for mattresses?

Post the Covid-19 outbreak, the preference for online shopping has taken the front-seat for most industries and the furniture as well as mattress segment is no exception to that. Maintaining an omni-channel presence in case of mattresses would be our strategy to enable us to cater to a wider range of potential customers.

Since the product awareness in the case of mattresses is comparatively lower to other furniture categories, we believe it is better if our customers have the right consultation and discussion with our mattress experts at our stores before they decide to purchase a mattress. Initial online research can help our customers to shortlist a product according to their need, post which a recommendation/consultation at the store can help them make the right choice. This also helps us in improving the overall customer satisfaction.

**Q** Is there any room for new players in the mattress industry with the domination of big players like you?

Since the mattress industry in India is a mix of branded players in the organized market as well as smaller unorganized players, each having an established target market of their own, in terms of product preference and price, there is a huge potential in the market and the right product-price mix will be of significance to help any new entrant or existing player thrive.

In the past few years, many start-ups have become big in the e-commerce space and continue to hold a fair share of the market. There are learnings to be taken from each player that can help us offer the best product to our customers. In short there is space for everyone to grow.

**Q** How different are the consumers' choices and need when choosing a furniture and a mattress?

When it comes to buying a mattress, customers have specific needs which cannot be compromised or overlooked. For example, if a customer is facing back pain, he/she must be recommended an orthopaedic mattress to help solve his/her problem.

Same is not the case for furniture, where the buying decision may be more dependent on budget or as per the on-going trend in terms of colours, materials & finishes and it is more of a joint decision for use of the entire family. Also, for mattresses, since the internal configuration or material is not visible to the customers, effective communication about the construction and benefit of the mattress is essential. **CT**



## Attributes of Indian Rural Consumers: Loyalty, Recommendation, Value for Money

Rural consumers are emerging as a highly cautious consumer for branded mattress industry. What defines this set of consumer? Here is a glimpse at growing influence of marketing on buying behaviour of the rural consumers and behoof of mattress players.

**M**ore than 1.6 thousand Indian Rupees per month has been spent by 37 percent of rural Indian households, says Statista report 'Distribution of monthly consumption expenditure in urban and rural India 2020'. Under which, the majority of the products and services are from the FMCG, durables and agricultural categories and they have been considered as the main consumer products category in Rural India. This data may be couple of years old, but we don't see any significant changes in the spending power of an average rural Indian. This data has created a note that there is a very notable difference between rural and urban spending. It has been observed by researchers, that the requirements and offerings of rural products should not be an extension of urban products. Although the basic need is similar for the consumers of urban and rural India, yet rural India is very poor and negligent in various consumer product categories and specifically, when it comes to the mattress and furniture industry.

While looking at the history of mattresses and beds of the late 50s and 60s, you will witness prominently soft cotton fillings, animal fur and down feathers of birds being used for comfort, quality and royalty, while cotton beds and charpoy (made of bamboo and jute) being used by others as a mattress / bed.

In the nativity of India, there was a basic difference in the demand and the requirement for beds. A very traditional approach has been followed towards sleep products. Clearly, a new mindset was developed post-colonial India in the mid-90s, where the definition of quality of sleep was redefined. The mattress has started being considered as a quality of life, unlike a consumer durable. Besides, cotton beds are being used majorly by a larger population of semi-urban and rural areas. They need seasonal maintenance, unlike the mattress, which needs minimal maintenance for a minimum of ten years.

Interestingly, with the advent of technology, a visible shift has been seen in the rural consumer focus towards comfort, quality and functionality of the mattress and the consumer product is prominently in the consumer buying requirement.

Technology interference has provided an opportunity for all industries to develop content, promote and customize as per the customer requirements. Even the mattress industry in India, like any other industry has shown a remarkable evolution in the last few years. As per a report from Statista Market forecast, \$223.40m is the revenue of the Indian mattress market revenue in 2022, where the branded market owns 38.9 percent. The report forecasts a growth of 9.79 percent (CAGR 2022-2026) annually.

In other words, the mattress industry has shown profound transformation in the last couple of years. Income levels, health awareness, the development of real estate and the boost of technology have contributed to the accelerated growth of India's mattress industry. According to the

**“A new mindset was developed post-colonial India in the mid-90s, where the definition of quality of sleep had been redefined. The mattress has started being considered as a quality of life, unlike a consumer durable.”**

statistics provided with a CAGR (Compound Annual Growth Rate) of 13 percent, the mattress industry is showing a projection to reach 40 percent of the market by 2026.

In spite of that, rural consumers have a very unique psychological and behavioural profile. This explains why they need separate marketing strategies and efforts at innovative ways to approach rural consumers. The conventional beds are slowly developing a new category from the perspective of the rural consumer known as the “Science of sleep”. With the onset of technology, consumers are becoming more aware of sleep and health-related issues. A predominant visible shift has been observed in the consumer's attitude, in which now a day's main focus is on the comfort and functionality of a product.

Rural India is also touched by the power of digital media and the networking population has started embracing the new media to communicate, explore and complement the brick and mortar culture. The online medium has become a versatile resource to promote, communicate and deliver a solution for customized issues of the consumer and explore the product on E-media. However, rural India has an entirely different perspective to the consumer services of online media as a delivery.

### ***Connecting the dots between Traditional and Modern Mattress Industry***

Dr. Devi Kumari, who is currently working as a faculty member in the area of General Management at Jaipuria Institute of Management, Indirapuram, Ghaziabad, Uttar Pradesh has incidentally done interesting research on rural India, finding that approximately two thirds of the population/ consumers of the country reside in rural areas. While agriculture is the major source of their income, they also do errands to accommodate their daily needs. She briefed that in the last few decades, there has been a significant change in the lives of rural India. People have improved their lifestyle with the change of time and market and significant lifestyle changes can be noticed. She described an instance where the rural population is becoming more conscious than ever towards their buying choices. An increase in their income status and a consciousness towards a comfortable and healthy life bring a change in their buying choices.

In one of her studies while pursuing her doctorate



from IIT Kharagpur, she established that when it comes to bedding preferences, there is also a considerable change in the way rural India takes decisions. Mattresses are an asset that gives both comfort and a sense of class, a feeling of a rich lifestyle to the rural folks. Mattresses are no longer considered a luxury or an asset to showcase; rather, they are being preferred as a necessity, a possession that indicates the quality of a good life.

Commonly, masses of rural India consider sleep as a necessity, yet they are unable to correlate the bridge between health and sleep. Despite that, the internet has been facilitated in rural parts of the country, but the sleep and health issues are not being sensitized by the authorities, locals and mattress players in rural areas of the country. It has also been identified that several factors are being identified into consideration before the buying process of a mattress among the rural population, but keeping in view various other challenges that rural India faces in day to day life. However, a rise in income levels, health consciousness, development in hospitality and real estate are accelerating the growth of the Indian mattress market. The consumers of rural India are not connected with the mattress, due to their disconnection and unawareness of the benefits of the mattress.

In spite of that, Indian rural consumers are also looking into quality products and also being recognized as price-sensitive consumers.

**“The mattress industry has started moving from an unbranded industry to a branded market in the rural market also. The key challenge here is changing the mindset of rural people and an entire re-innovation marketing strategy needs to be designed from a rural consumer perspective.”**

#### *Mystery of Mattress in Rural India*

India's rural development is significant to the overall progress in the economic and social-spheres of rural areas. The new medium has also manifested recognition of sleep propositions to the rural population too. However, the rural population have a lifestyle of going to bed early due to electricity, a work-life schedule and various more reasons to have a healthy sleep.

A majority of rural India still sleeps on hand-woven durees, rope-beds, home-made gadda, local mattresses, or bamboo chatais and charpai. Rural citizens have different perceptions when it comes to their traditional and foam



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- In the history of mattresses and beds of the late 50s and 60s, you will witness prominently soft cotton fillings, animal fur and down feathers of birds used for comfort, quality and royalty. While at that time, cotton beds and charpoyas (made of bamboo and jute) were used by others as a mattress/beds.
- With the advent of technology, a visible shift has been seen in the rural consumer focus towards comfort, quality and functionality of the mattress and the consumer product is prominent in the consumer buying requirement.
- Rural consumers have a very unique psychological and behavioural profiles. This explains why they need separate marketing strategies and efforts at innovative ways to approach rural consumers.
- A predominantly visible shift has been observed in the consumer's attitude, in which now a day's main focus is on the comfort and functionality of a product.
- The online medium has become a versatile resource to promote, communicate and deliver a solution for customized issues of the consumer and explore the product on E-media. However, Rural India has an entirely different perspective on the consumer services of online media as a delivery.
- In one of Dr Devi Kumari's studies, she established that there is a considerable change in the way rural India takes decisions. Mattresses are no longer considered a luxury or an asset to showcase; rather, they are preferred as a necessity, a possession that indicates the quality of a good life.
- The consumers of rural India are not connected with the mattress, due to their disconnection and unawareness of the benefits of the mattress. Indian rural consumers are also looking into quality products and are also being recognized as price-sensitive consumers.
- Brand Management expert of rural areas Sachidanand Chaturvedi mentioned the fact that a mattress buying decision depends on various factors ranging from



income status to the urgency of the requirement.

- Rural Indian consumers mostly haggle for a better price when purchasing a mattress because they typically do not have access to the same level of consumer protection or knowledge about prices as urban consumers as a result they often rely on the advice of family and friends.
- The rising health consciousness is driving the growth of the market as people are becoming more aware of the importance of a good night's sleep. In contribution to the growth of the market, the changing lifestyle is another factor as people are now opting for more comfortable and ergonomic products.
- A specific product and pricing strategy might disrupt the traditional pattern of promoting mattress products and cater to the needs and requirements of the mattress in rural consumers.
- Branded organizations might implement psychological pricing and adapt innovative sales promotional strategies for rural consumers, as this set of consumers is prone towards price sensitivity and trust in the mattress having a high lifetime value.
- Advertising via hoardings, wall paintings, mobile vans, kiosk setup and shop branding are some of the prominent strategies that can be used by marketers and branded industries while promoting the product in rural areas.

mattresses. Most of them still take a mattress as a highly expensive possession which can be compromised with other needs. In fact, there have been various elements responsible for their buying preferences of a mattress, such as, economic background, readiness for buying, affordability, managing with local mattresses.

There are several factors which have been identified when people in rural India plan to purchase a mattress.

Although there have been profound lifestyle changes experienced by rural India in recent times.

Dr. Devi Kumari, an expert in understanding the mindset of rural people and who also belongs to the rural area of Orissa, believes that comfort takes a step back so far as rural people are concerned. Decisions about buying a mattress still take time for rural people. People from rural India don't recognize sleeping as a comfort. The reason is that they

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**Band Messer**

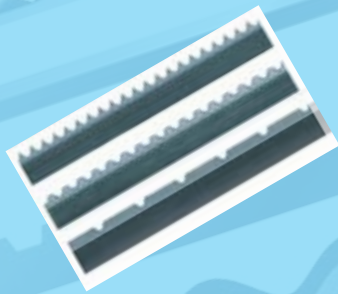
**Band Knife Blade**

**Bandknife Blade**

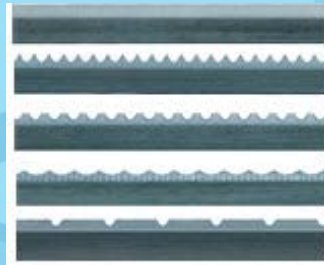


Block Cutter Blade, Vertical Machine Blade, Horizontal & Circular Machine Blade, Peeling Machine Blade, Looper Machine Blade,

**CNC Blade**



Oscilating Type CNC Blade

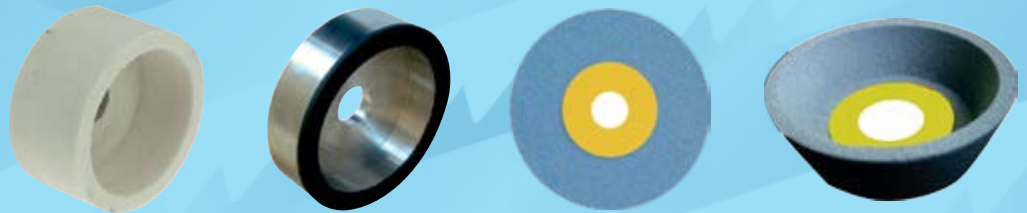


Band Type CNC Blade

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seldom give less preference to comfort, lifestyle and quality. Precisely, before thinking about buying a mattress for a family, they keep a stock of their budget, affordability of the mattress and necessity of the mattress. Their income status plays a significant role in deciding to buy a mattress. They prefer to take care of

Other necessary needs in their family, such as education of their children, grocery consumption of the family. When they are for various household needs, the need for a mattress for a better sleep takes a back foot.

Brand Management expert of rural areas Sachidanand Chaturvedi mentioned that the picture is not always the same in rural and urban areas. The deciding power of rural India cannot be generalized. There is a mix of consumers found in the rural sector. Some prefer to buy a long-lasting mattress, while some rely on brands as a matter of fact. This underlines the fact that a mattress buying decision depends on various factors ranging from income status to the urgency of the requirement.

When it comes to purchasing mattresses, rural Indian consumers have different buying habits than their urban counterparts. For one, they are more likely to purchase mattresses on sale or second-hand. The main occasion for buying is a wedding function in their family. They are also more likely to buy mattresses based on comfort and durability, rather than brand name or price.

**“Decisions about buying a mattress still take time for rural people. People from rural India don’t recognize sleeping as a comfort.”**

While in India, the market is flooded with innovative models of mattresses with beautiful designs, while there is no dearth of advertisements for branded mattresses, quite a time it is observed that high price tag could be a deterrent to buying a luxury bed. As for rural folks, it is not always brand driven, it is also product driven.

Sachidanand Chaturvedi observes that rural Indian consumers are also more likely to haggle for a better price when purchasing a mattress. This is because they typically do not have access to the same level of consumer protection or knowledge about prices as urban consumers. As a result, they often rely on the advice of family and friends when making a purchase.

He explains that with the increase in disposable income, urban people are spending on mattresses, yet rural people are still considering mattresses as a luxury product and not a necessary product to buy. However, the rising health consciousness is also driving the growth of the market as

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people are becoming more aware of the importance of a good night's sleep. The changing lifestyle is another factor that is contributing to the growth of the market as people are now opting for more comfortable and ergonomic products.


### *Cup of Tea for Branded Mattress Players*

Sachidanand Chaturvedi, Head, Training & Development at Ekon Solutions Pvt Ltd found that marketers may also look into the customized solution and one stop solution method while promoting mattress products to rural consumers. He explained that a focused kind of spending is required on consumer products, such as identifying competitive strategy, as the traditional mattress has captured a significant proportion of the mattress industry in rural areas of India.

A specific product and pricing strategy might disrupt the traditional pattern of promoting mattress products and cater to the needs and requirements of the mattress in the rural consumers. As rural consumers are looking forward to more value-based pricing, specifically for a product which is going to be them for a longer duration of time.

An important strategy of rural marketing specifically for the mattress industry is the proper segmentation of the rural market. The mattress industry has started moving from an unbranded industry to a branded market in the rural market also. The key challenge here is changing the mindset of rural people and an entire re-innovation marketing strategy needs to be designed from a rural consumer perspective. Branded organizations might implement psychological pricing and adapt innovative sales promotional strategies for rural consumers, as this set of consumers are prone towards price-sensitivity and trust in the mattress having a high lifetime value.

The mattress industry might need to start fiddling with their shops, websites and design content with customer expectation-based approaches to create a space in the rural market. Advertising via hoardings, wall paintings, mobile vans, kiosk setup and shop branding are some of the prominent strategies that can be used by marketers and branded industries while promoting the product in rural areas.

Exposure to television has increased the awareness of consumers. The rapid change in consumer purchasing is a complement on the economic front. It can be contended that with the changing mindset towards the market and mattresses and a growing need for a comfortable life, there will be an optimistic change in the coming times. Moreover, creating awareness, promoting and assuring a comfortable, healthy lifestyle is a prerequisite in order to find a change in the mindset of rural people. Nevertheless, in the coming times, rural India will be keen on expanding its buying preferences while buying mattresses. A collaboration of omni-channel marketing and price-savvy rural consumers brings brand loyalty, product innovation, customer satisfaction and need-based mattresses. 

## KEY TAKE-AWAYS

- The rural market is a scattered market. Classification of rural consumers is important.
- Text-message marketing is a highly effective marketing technique to create awareness and promote the branded mattress products, as they don't need the internet to be accessible.
- The way mall advertising in cities works for the urban consumers. In the same way, shop branding can be another strategy to advertise the brand.
- Marketers need to promote the products in alignment with the focus on the values of customer and brand.
- The languages, appearance, varieties of products must be relatable and in alignment with the price, durability and the product.
- Advertisers need to be highly calculative in delivering a tone of expression on 'sleep as a physiological need' while promoting it through different media.
- The associated pros and cons of online media are highly unpredictable, so a room for collaboration and innovation must always be open considering the perspective of rural consumers.
- Low-price and high value, delivery, warranty, guarantee, loyalty card, rebates, discounts must be the highlighted strategies in rural marketing and they must be delivered at the mention of the customer a timely manner.
- Marketers might need to collaborate with health-care centers.
- There would be more credibility through showing your presence and creating health awareness discussion in the medical camps. This can also induce social presence and increase visibility of customer participation.
- Consistency in marketing and distinctiveness from the competitor's strategy need to be taken care of.

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*Mr. Anooob Ebrahim, Managing Director, Periyar Polymers Private Ltd and Partner & CEO for Skyfoam Mattresses*

Skyfoam operates in the realm of providing sleep related solutions from the year 2003.

**Mr. Anooob Ebrahim, Managing Director, Periyar Polymers Private Ltd and Partner & CEO for Skyfoam Mattresses LLP** spoke to Comfort Times to share his plans to expand his business to more markets and eventually to become a major player in the country. Excerpts:

## Orthopaedic mattresses are stereotyped as extremely firm or rock hard ones

**Q** Recently you launched an orthopaedic mattress for the Aged, what made you decide to focus on mattresses for Aged people?

We do not focus on aged people as such, but we have introduced a product called 50+ which essentially is a premium orthopaedic mattress. We understand that majority of our customers have a change in preference of mattress when they reach their upper middle age, perhaps that is when the human body changes significantly. With rising awareness on healthy sleep, customers are looking for specific options where they can get good back support without compromising on the luxury experience they expect from a premium mattress.


**Q** What specific material do you use to make your mattress more apt than other brands in the market?

Crafting a mattress, as we all know is not rocket science. More than the specific kind of materials in use, it's the quality, grade and suitability of various materials for a certain kind of mattress that is more important. We use cool gel infused memory foam for better air circulation and reduced heat retention than normal memory foam. Antimicrobial fabric is used to make sure that the mattress remain hygienic. We also use bonding agents that emits no VOC fumes which make it very safe.

**Q** While researching the usage and need of an orthopaedic mattress for consumers, what analysis did you find which made you decide on the manufacturing of an orthopaedic mattress?

Orthopaedic mattresses are stereotyped as extremely firm or rock hard ones. Most customers feel that though orthopaedic mattresses offers good back support, they are too firm and hard and retains heat. While extra firm mattresses are beneficial to some sleepers in the short term, it is uncomfortable and causes pain in the long term due to the pressure points it creates. Also there are a very few offering in the luxury orthopaedic segment.

**Q** How much do you understand the market of orthopaedic mattresses in India? Please share some of your key analysis of market studies.

Share of orthopaedic mattress is increasing. I would estimate the present share to be around 10 percent of the total mattress market. 





## Good sleep leads to good health

ISPF pavilion in HGH India 2022 exhibition saw a record number of retailers visiting the event to learn more about importance of Sleep Health and Sleep Environment.



The World of Sleep pavilion has become a must-visit destination in HGH Exhibitions, for anyone interested in the latest trends and innovations in sleep products. With three successful editions already under its belt at the HGH India exhibition, this year's pavilion surpassed expectations. Visitors were treated to the latest mattress and pillow innovations from top brands, as well as a dedicated section on bedding accessories such as comforters and pillows.

One of the highlights of the World of Sleep pavilion was a separate section showcasing various sleep products and how they contribute to good sleep. The section was designed to educate consumers on the importance of sleep and how the right sleep products can make a big difference in their lives, and then make an informed purchase decision. With engaging exhibits and informative training sessions, visitors were naturally drawn to the exhibit, making it a much more inviting and interactive experience.





# DOCTOR RECOMMENDED

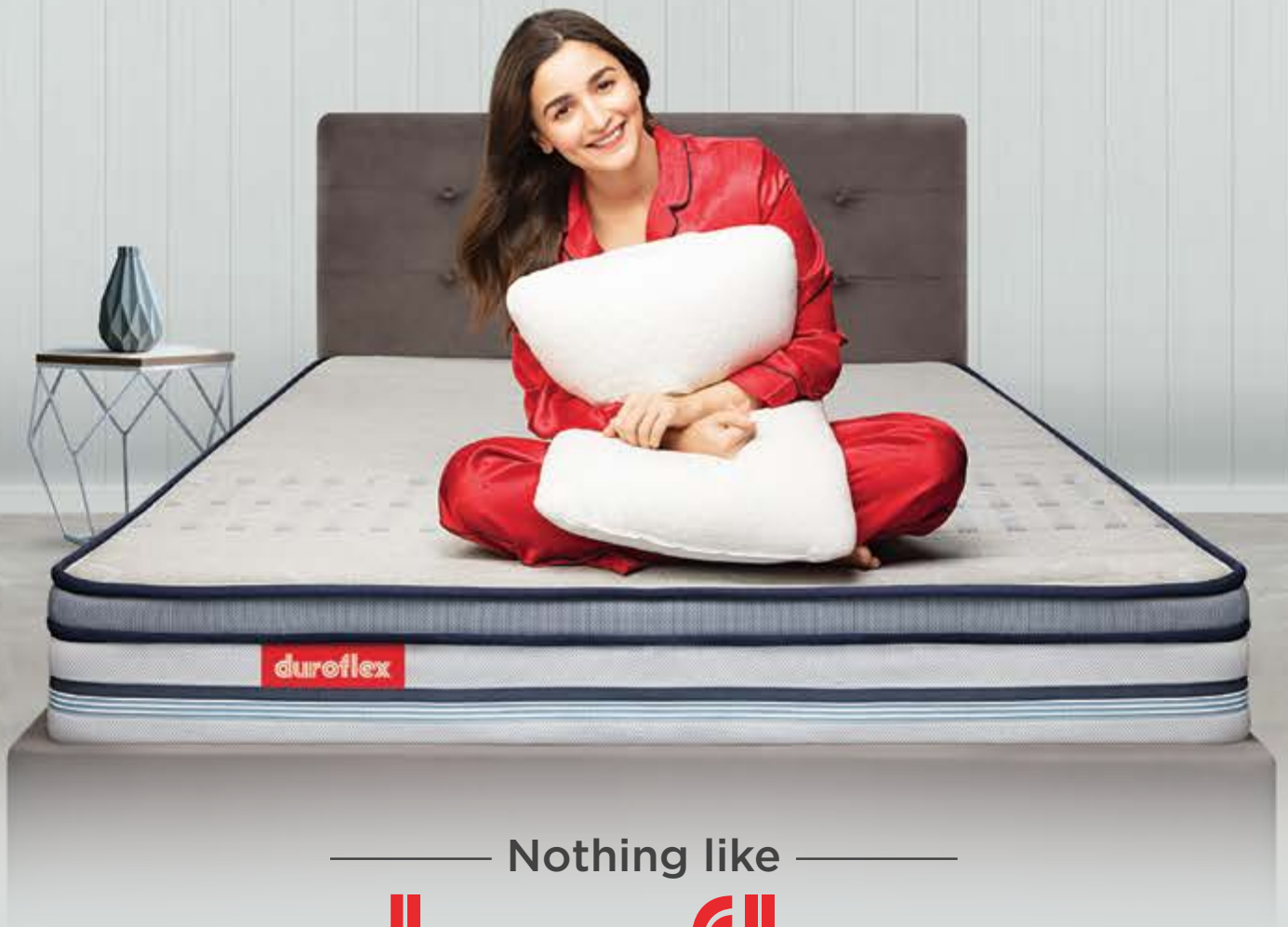
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The pavilion's island design was surrounded by various mattress companies showcasing their products, including Sleepwell, Kurl-on, Centuary Fibre, Famous Foam, Springfit, Sleepfresh, RP Foam, Repose Mattress, and more.

Most of the brands also displayed their latest pillow innovations which are suitable for the alignment of the neck and the spine for a relaxing sleep.

Another unique aspect of the World of Sleep pavilion was the free Retailer Training Sessions, where retail partners could receive training on consultative selling techniques. During the December 2022 session, a record number of 400 retailers were trained. This kind of training is invaluable for retailers, as it allows them to better understand their customers' needs and preferences and to offer more personalized recommendations that can lead to increased sales.

Experts were also available throughout the expo days to share their views on good quality sleep and its relevance to better health, sleep hygiene, comfort, reduced stress levels





and enhanced productivity. As consumers today are looking for sleep solutions for their individual needs, retailers must keep pace with this. The World of Sleep initiative is designed to support retailers in this important task by providing them with the latest information and innovation on sleep products, and consumer trends, as well as training and tools on consultative selling techniques that can help retailers with a loyal customer base.

Overall, the World of Sleep initiative is much more than just a platform for selling sleep products; it is an opportunity to educate consumers and retailers alike on the importance of good sleep and the latest products and trends that can help achieve it. With its engaging exhibits, expert training, and personalized recommendations, the World of Sleep pavilion is a must-attend event for anyone interested in the latest innovations in sleep products. Good sleep leads to good health, and the World of Sleep initiative is here to help ensure that everyone gets the restful and rejuvenating sleep they deserve by choosing the right product .





Mr. Wasif Mohd, M.H. Polymers and the Founder of Fresh Up

**Wasif Mohd** is the *CEO of M.H. Polymers and the founder of Fresh UP*, a brand under which he started selling mattresses in 2016. Now, Fresh Up, is entering the South Indian market by setting up a factory near Bangalore. Wasif shares his business journey with Comfort Times: Excerpts:

## Fresh Up to establish a pan India presence with its new facility in South India

**Q** What made you to think about a mattress brand of your own?

Basically, we have been in the PU Foam industry for the past 30 years. And so, when I joined my family business, I decided to vertically integrate and start a mattress brand. Because in India, there are very few people that were actually sleeping on a quality mattress. That gives us a huge opportunity, having more than 130 cr people. And out of it, some 55 percent of people have not been sleeping on a mattress at all. And out of the 45 percent, half the market was in the organized sector and a half was in the unorganized sector. So that shows that the mattress Industry in India is still in its initial stages. In order to get the brand leverage, or get the leverage of building a brand, I decided to launch my own mattress brand by the name of "Fresh Up".

**Q** What are the challenges you faced in this journey?

And as far as the challenges are concerned, I would say the biggest challenge that any mattress brand in India faces is the perceived value of a customer. So, a customer, by and large, would spend a lot of money on different things like cars, cell phones and big, lots of different products. But mattress has a very low perceived value when it comes to consumers' mind. But that is the biggest challenge that I face, that consumers are not willing to spend that much on a mattress despite the fact that they're spending almost one-third of their lives on a mattress.

**Q** Looking at the product, which market is more potential for your brand?

Tier-one markets definitely have much higher potential, but they are much more difficult to tap into it. So, I would say in my case, tier two, and tier three cities have worked wonders for us.

**Q** What innovations are you planning to create in your brand in the coming days?

We have already pivoted from a mattress-only brand to a home solution brand. We already expanded our portfolio from a mattress exclusive brand to a home studio brand. So that's what we are focusing on in terms of further growth. **CT**

# CONSULTATIVE SELLING

## The Future of Sleep Product Retail

While brands constantly endeavor to train their Retail network, ISPF through its Retail Partner Training Program, delivers training to retailers on product presentation and consumer advantages with an objective to further enhance the consumer's buying experience





Consultative selling is a sales approach that focuses on building a relationship with the customer and understanding their needs and preferences before recommending products. In the context of sleep products like mattresses, pillows, and other sleep-related products, consultative selling is essential because it helps retailers understand the customer's specific sleep requirements, including their sleep habits, body type, and personal preferences.

By asking the right questions and listening to the customer's responses, retailers can recommend products that meet the customer's unique needs, ensuring they have a better chance of getting a good night's sleep. For example, a customer who has back pain may benefit from a firmer mattress, while someone who prefers a soft, cozy feel may be better suited to a memory foam pillow.

Consultative selling also helps build trust between the retailer and the customer. By taking the time to understand the customer's needs and recommending products that meet those needs, the retailer shows that they value the customer's satisfaction over making a quick sale. This, in turn, can lead to repeat business and positive word-of-mouth recommendations.

Overall, consultative selling is significant for retailers of sleep products because it ensures that customers get the right products for their specific sleep needs, builds trust and rapport, and helps establish the retailer as an expert in the industry.

To help retailers enhance their sales approach, ISPF offers training seminars and webinars on product presentation and consumer advantages through its Retail Partner Training

Program.


### *ISPF conducts Training Workshops at WOS Pavillion, HGH India:*

Recently, ISPF conducted Retail Partner Training Workshops at the World of Sleep Pavillion. (during the HGH India 2022 Expo.

Over 400 retailers participated in the program, which educated them on sleep products and prepared them to provide better information to consumers on the best-suited sleeping solutions for individual needs. The program also highlighted the importance of good quality sleep for better health, sleep hygiene, comfort, reduced stress levels, and enhanced productivity.

Renowned sleep health experts Dr. Himanshu Arora and Senior Corporate trainer Mr. Kalyan Kumar engaged the retailers in the session and introduced them to the concept of consultative selling in the bedding industry.

They also provided information on the importance of the right music, light, room temperature, wall colors, aromas and fragrances, air purifiers, and other factors for ensuring good quality sleep.

The World of Sleep Pavillion provided visitors and retailers with a unique opportunity to connect directly with brands and manufacturers to understand the features of the innovative products displayed. Overall, the Retail Partner Training Program and the Retail Partner Training workshops at HGH India 2022 Expo helped retailers build trust and rapport with customers, ensuring they get the right products for their specific sleep needs and establishing the retailers as experts in the industry. 





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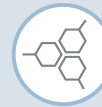


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*Mr. Ashok Narayan, Chief – Sales & Marketing, Industrial Adhesives, Pidilite.*

**Mr. Ashok Narayan** is keen on fostering a culture of innovation and creativity within Pidilite. In recent years, his company started to offer faster curing and eco-friendly adhesives for the mattress industry. Speaking to Comfort Times, he has shared his insights on Adhesive solutions for the Mattress industry. Excerpts

## How adhesives help manufacturers provide a better night's sleep

**Q** What adhesive products do you offer for the mattress industry? What characteristics of adhesive products does the mattress industry usually demand?

Our company offers a comprehensive range of adhesive solutions specifically tailored to meet the diverse gluing needs of the mattress industry. Our product offerings cut across 3 broad adhesive platforms - Solvent Based, Water Based, and Hotmelt chemistries. Each of these adhesives have unique properties that make it ideal for different applications in the mattress industry.

In recent years, we have observed a growing trend in the mattress industry towards the use of faster curing and eco-friendly adhesives. This shift is driven by the need to improve productivity while minimizing the environmental impact of adhesive use. Our product range is designed to cater to these evolving needs of the industry and provide customers with a wide range of options to choose from.

**Q** Can you share some key Product analysis insights for the mattress industry? What parameters do you usually take care of, especially for the mattress industry?

To provide comprehensive insights for the mattress industry, several key parameters must be taken into consideration for effective product analysis.

Firstly, compatibility with different types of substrates used by mattress manufacturers is crucial. This ensures that the products can be used with a wide variety of materials, without sacrificing quality or efficiency.

Additionally, it's important to consider the compliance requirements of the industry, to ensure that the products are safe and meet industry standards. This includes ensuring that the materials used are non-toxic, are fire safe and that the manufacturing process meets regulations and guidelines set by relevant authorities.

Another key consideration is productivity, as the adhesives must be able to support the high-volume production needs of the mattress industry, while maintaining consistency and quality.

Overall, in order to provide effective product analysis for

the mattress industry, a balance must be struck between compatibility, compliance, and productivity, ensuring that the products meet the needs of the industry while providing value to customers.

**Q Which is the right mattress adhesive would you recommend for the industry, whether water based or hot – melt for the mattress?**

Choosing the right mattress adhesive can be a challenging decision, as each type of adhesive has its own advantages and disadvantages.

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 fast-paced 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.

In conclusion, the right mattress adhesive will depend on the specific requirements of the manufacturer and the type of components being glued.

**Q Are adhesives important for human health? Is there a risk of affecting human health negatively?**

Solvent-based adhesives manufactured using chlorinated solvents on long-term exposure, can be hazardous to human health. In addition to the occupational health risks associated with these types of adhesives, they can also pose fire hazards. Therefore, it is best to avoid the use of solvent-based adhesives to minimize the potential negative impact on human health.

**Q What challenges do you often face while storing and delivery of adhesives for the mattress industry? What is the best shelf life for the standard adhesives?**

The storage and delivery of adhesives for the mattress industry can be challenging, particularly with regards to maintaining the quality and shelf life of the products. It is important to store adhesives in a warehouse that is protected from the elements, such as extreme heat, cold, and moisture, to ensure that they remain in good condition up until usage.

The shelf life of adhesives can vary depending on the type of adhesive in use. Water-based adhesives typically have a shelf life of 6 to 9 months, while hotmelts can be stored for up to 2 years. To ensure optimum performance of the adhesive, it is important to store them properly and to use them well within its shelf life.

**Q What technological changes are you planning for your adhesive product to provide the best for the mattress industry ?**

As a leading provider of adhesives for the mattress industry, we are always looking for ways to improve our product offerings and stay at the forefront of industry developments. To this end, we are currently in the process of launching a range of cutting-edge solvent-based adhesives that will provide exceptional performance and benefits to the mattress industry.

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 compliant 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. 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. Overall, our focus is on delivering innovative and effective solutions for the mattress industry.

**Q What is the Unique selling point you provide in your product for the mattress Industry ?**

Our product offerings for the mattress industry have a unique selling point - they are user-friendly and compliant with regulatory frameworks. We take pride in delivering high-quality products that meet industry standards and regulations. We understand the importance of affordability and strive to provide our customers with products that are both functional and affordable.

The application of adhesives is dependent on various factors such as substrates, OEM's, weather conditions etc., what sets Pidilite apart is that we are solution providers in the Mattress Manufacturing space. Not only do we provide products for different applications for the manufacturing of mattresses, we also provide end-to-end technical service along with our expertise to cater to the complexities that can come along with the use of adhesives for mattress manufacturing

**Q Do you think there is any room for new players in the adhesives for the mattress industry?**

Yes, there is definitely headroom for more players in the adhesives market for the mattress industry. The growing market is in itself creating opportunities for new players to come in and participate in this growth. Moreover, advancements in technology and increased awareness among consumers about the importance of eco-friendly and sustainable products are creating new opportunities for players to enter the market with innovative products. 

# How good will be 2023 for the Indian mattress industry?

Based on our interaction with some industry experts, it could be deciphered that 2023 would be relatively a better year for the Indian mattress industry that has stood against all odds in the post covid era. While the industry is still under the threat of the dominating unorganized sector, brands are increasingly leveraging new strategies and innovating new products to attract consumers.



**Y**ear 2022 would be remembered primarily because of the Russian invasion of Ukraine. The war and the sanctions imposed changed the business dynamics across global markets, as it not only disturbed the direct supply chains with Russia and Ukraine but also the supply chain via Russia and Asia. This resulted in price hike of raw materials and transportation services. The ripple effect of the war was evident across all markets and every business did face its own set of challenges.

The Indian mattress market was no exception. The industry that is yet to witness its good days, was already battling challenges posed due to the covid induced global lockdown. Soon after that, it also had to deal with the changed market dynamics. Despite, all the challenges the Indian mattress industry did fairly well. At the risk of sounding cliché, it could be reiterated that the Indian mattress industry is still dominated by the unorganized sector, which pesters the organized players in the market to come up with new and innovative products and align their marketing strategies that would subtly contribute towards shifting the consumer mindset.

A vague analysis of the recent trends in the domestic mattress market gives us an impression that the consumer mindset towards mattresses as a product is gradually changing. People are now looking forward to invest in a good mattress and their main focus is on the comfort and functionality of the product that would in turn help them ensure their overall wellbeing. Based on the conversation, we had with some of the industry experts, one thing is clear that rise in income levels and growing health consciousness among people has contributed tremendously towards the growth of Indian mattress market in the recent years.

Mattress makers have been adopting innovative strategies both in the offline and online medium to deliver unique experiences to customers, who are now willing to experience new sleep products. Companies are leveraging new techniques to utilize their resources and technology. Increased infrastructural developments and growing number of residential facilities and hotels across the country is hiking the demand for luxury mattress brands in India.

However, the domestic mattress industry is still reeling under the pressure of the dominating unorganized mattress market that still commands a large part of the market pie. Taking cognizance of this threat, the organized players have been consistently floating new strategies to retain their existing consumers and create new ones. Industry experts are quite positive about the new financial year, and they do have some expectations from the government to give their strategies an aggressive push.

### **2023: A Sunrise year for the industry**

Having gone through turbulent times in the last two financial years, industry experts are quite positive about the industry's performance this financial year. The market is believed to

**"Despite, all the challenges the Indian mattress industry did fairly well. the Indian mattress industry is still dominated by the unorganized sector, which pesters the organized players in the market to come up with new and innovative products aligning their marketing strategies that would subtly contribute towards shifting the consumer mindset."**

get back on the track and the growing awareness about the importance of sleep among the consumers is expected to give the industry an upward push.

*"Post covid, the industry slowly came up in 2022 with the growth rate likely to be between 7 to 8 percent. In 2023, the scope is quite huge as numerous initiatives have been taken by the industry for the sake of consumers,"* say S Sundaresan, Secretary, Indian Sleep Products Federation (ISPF). The organised sector is taking several initiatives to battle against the dominant unorganized sector. As consumers are increasingly becoming aware about the variety of mattresses available in the market, the mattress manufacturers and retailers are arming themselves with the right set of knowledge to serve their customers better. Intensive training is being given to dealers who in turn will educate the consumers and help them find the right product, explains Sundaresan.

Though the market seems to be on an upbeat, mattress manufacturers still have to work hard towards tackling the unorganized market that again got active last year and brands need to rethink their innovation strategies. *"It's going to be a relatively tough year again and brands will have to do a lot of product innovation to make sure that they are able to maintain their growth momentum,"* says Uttam Malani, Executive Director of Century Mattress. *"In 2023, brands will not only have to do product innovation but also innovative marketing campaigns to be on top of mind of consumers and also defy conventional selling seasons and seasonality as it has been in the past,"* explains Malani.

Meanwhile, Vipul Kumar, Vice President and Head - Product Engineering and Sustainability at Duroflex explained, *"the mattress industry did very well in 2022 till Diwali. The lower end of the bedding was doing well; however, the premium mattresses did not sell in the numbers that we had expected. In the 2023, we expect things to improve but it all depends on the macroeconomic situations."*

Harshil Salot, Co-founder of the Sleep Company, also



seems to be hopeful about the new year for the Indian mattress industry. According to Salot, *"2022 started out with a very positive note and the industry did well but from August or September, it had slowed down, in fact, it is in negative territory for both offline and online channels. This year, we are expecting growth to bounce back and we will see healthy growth across channels."*

### **Growth Drivers**

Rise in income levels and growing awareness about health and well-being are the two primary growth drivers for the Indian mattress market. *"Consumers are now more aware of the products and they understand different forms of mattresses. After covid, people have become health conscious and now they are willing to spend money on health and wellbeing. With the government is providing loan facilities, people have more buying power. So, there will be more sales this year,"* says Mohamed Kunhi, Managing Director at Sulfex Mattress.

The industry is also witnessing a change in the way consumers now view sleep products. Earlier, the consumers would be price sensitive, now they are more focussed on the comfort and functionality of the product. Sundaresan outlines various reasons that could drive growth in the mattress market this year. The industry is likely to do well this financial year as a lot of initiatives are being taken to impart training to the sleep retailers, who are now being

called the 'doctors of sleep'. The retailers are now trained adequately to make customers feel comfortable and discuss their requirements. Based on the customers requirement, the sleep retailers help their customers spot the right product. Secondly, there is a lot of emphasis on creating sustainability this year. The whole idea of recycling mattresses is being promoted

under the slogan *'#phekonahirecyclekaro'* (meaning don't throw but recycle). All these premium mattresses will now be sold by green stores by green dealers. Thirdly, the growing inclination among millennials to invest on the right product. They do their research before buying a product and with further discussion from retailers they ensure, they pick the right sleep product for themselves.

Meanwhile, Uttam Malani points out that the growth for the industry will largely depend on how the budget plays out. *"Given that there are multiple state election happening this year and general election is lined up for next year. There is an anticipation that the budget is going to be populist budget which might leave consumers or masses with more disposable income and more money to spare in their hand. In India, the budget plays a crucial role in determining the consumer sentiment. The other thing is product innovation. This category has not been very exciting in the last few years and there has to be something to excite the consumers and that's why product innovation should*



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**"The retailers are now trained adequately to make customers feel comfortable and discuss their requirements. Based on the customers' requirements, sleep retailers help their customers spot the right product. "**

*help."*

It would be safe to say that in 2023, the major growth drivers in the mattress industry would increase in disposable income of consumers, innovative products and effective sales and marketing strategies.

If we have to consider the categories of sales, the offline category commanded a larger share in the market last year. Going by a report, the offline category held the larger share in the market in 2022 because customers prefer getting suggestions from sales personnel and choose from a wide range of mattresses after getting to check the product from the stores. Besides that, consumers prefer the offline medium of purchase owing to preference for trusted aftersales and faster delivery services than online platforms.

The industry also looks hopeful about the online category to register highest growth in the forthcoming years. New entrants in the mattress industry use the roll-pack technology, which allows the mattress to fit into a compact form, which enables easy and safe shipping of the products.

Due to death of time, consumers are slowly shifting to the online medium of purchasing mattresses. This leaves immense scope for mattress makers to make the buying process more seamless and deliver a unique experience to buyers.

### ***Threat from the unorganized sector***

The unorganized sector dominates the mattress market. Going by a report from Research and Markets, the mattress category in India is worth Rs. 12,000 to Rs. 13,000 crore; out of which the organised segment commands only 60 percent share. The outbreak of covid contributed towards deactivating the unorganized players that maintained a low key during covid phase.

*"In the second half of 2022, we witnessed an increased involvement from the unorganized sector that was quieter in 2020 and 2021 because of the effect of covid and also due to the effect of higher input prices of foam and coir and everything. In the second half of 2022, the unorganized sector became very active because of lower foam prices and lower ticking prices and also capitalized on the greater sensitivity of consumers towards price points,"* explains Uttam Malani.

*"The threat will be from unorganized sector. The unorganized sector does not pay any tax or GST. The price difference between organized and unorganized sector mattresses will be almost 35 percent. To compete with the unorganized sector will be difficult. The organized players are going to face the biggest threat from the unorganized players. In every region, there are unorganized players who do not pay taxes or comply with other rules. So, government should be little strict in imposing taxes on every players in the mattress market. Only then this industry will flourish. Otherwise, we will not be able to compete against these unorganized players,"* explains Mohamed Kunhi of Sulfex mattress.

### ***Changing consumer mindset***

A lot of research reports indicate the changing consumer mindset as one of the biggest reasons to drive growth in this Indian mattress market. As per experts, consumers are no more price sensitive and are preferring quality over cost effectiveness. *"Now consumers want customization and personalization,"* says Sundaresan. *"Earlier, people were price sensitive, now they are looking for value in products, in terms of, comfort and support,"* explains Sundaresan who also feels that sustainability will be an important aspect in 2023. People are now looking for recyclable materials and hence, the effect of eco-friendly products is growing everyday.

Meanwhile, Uttam Malani feels *"it's hard to forecast for full year but at least in the starting of the year, we seemed to think that was going to be the case and only in the second half of the year, we may see a revival in the consumer spending and mindset. There is also a lot of dependence on the rural areas particularly in tier 2 tier 3 tier 4 markets. There is a lot of dependence on how the monsoon is and how the crop is, because these are primarily agriculturally run economies and in 2022 the crop output was low that caused a drastic drop in spending in rural areas. So, I think that will continue in first half of 2023. By second half we should see a rebound provided there is better monsoon and better crop."*

The consumer mindset is slowly changing with most of the buyers preferring good quality sleep products. Consumers who would earlier just pick up a cost-effective sleep product are now researching well about a mattress or other sleep products and then finalizing on a product. They now know the difference between different types of mattresses and enquire about the material that has gone into manufacturing a mattress.

### ***The road ahead for the Indian mattress market***

Product innovation, appropriate marketing strategies to promote the idea of good sleep and intensive training and development of the stakeholders in the domestic mattress segment is already contributing a lot towards shaping up the mattress industry in India.

According to India Mattress Market Outlook, 2022, market share of unorganized players is expected to drop drastically in coming years. The Indian mattress market,

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## Factors that will guide Indian Mattress Industry in 2023



- Based on the conversation, we had with some of the industry experts, one thing is clear the rise in income levels and growing health consciousness among people has contributed tremendously towards the growth of the Indian mattress market in recent years.
- Mattress makers have been adopting innovative strategies both in the offline and online mediums to deliver unique experiences to customers, who are now willing to experience new sleep products.
- Increased infrastructural developments and the growing number of residential facilities and hotels across the country are hiking the demand for luxury mattress brands in India.
- The market is believed to get back on track and the growing awareness about the importance of sleep among consumers is expected to give the industry an upward push.
- In 2023, the scope is quite huge as numerous initiatives have been taken by the industry for the sake of consumers. The organised sector is taking several initiatives to battle against the unorganized sector.
- The industry is also witnessing a change in the way consumers now view sleep products. Earlier, the consumers would be price sensitive, now they are more focussed on the comfort and functionality of the product.
- The whole idea of recycling mattresses is being promoted under the slogan '#phekonahirecyclekaro' (meaning don't throw but recycle). All these premium mattresses will now be sold by green stores by green dealers.
- A lot of research reports indicate that changing consumer mindset is one of the biggest reasons to drive growth in this Indian mattress market. As per experts, consumers are no more price sensitive and are preferring quality over cost-effectiveness.
- Consumers who would earlier just pick up a cost-effective sleep product are now researching well about a mattress or other sleep products and then finalizing on a product. They now know the difference between different types of mattresses and enquire about the material that has gone into manufacturing a mattress.
- Consumers have even started buying from international brands because of their high-quality and contemporary products. While the key players in the mattress space are constantly innovating new sleep products and devising marketing strategies to influence consumers' mindsets.
- Another reason that is helping the organized segment grow is the growing number of residential units across the country. With the growing number of hotels and real estate businesses, the demand for good quality sleep products will only grow with time.
- The entire ecosystem that has been built steadily over the years to pull more consumers towards the organized market is slowly reaping results.
- If the unorganized sector poses a challenge, then it also gives tremendous opportunity for the Indian mattress space to turn this problem to its advantage.

■ Sulfex Group of Companies founded in 1994, with a passion to create lasting impressions in the hearts of clientele around the globe, Sulfex has flourished as the first preference for customers. With unswerving commitment to customer satisfaction, the Sulfex Group has witnessed a fast and steady growth in the past 30 years.

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**Product innovation, appropriate marketing strategies to promote the idea of good sleep and intensive training and development of the stakeholders in the domestic mattress segment is already contributing a lot towards shaping up the mattress industry in India. The consumer mindset is slowly changing with most of the buyers preferring good quality sleep products.**


which is largely dominated by the unorganized sector led by the street-side shops and local players, is fast shifting towards branded mattresses. The organized sector is growing with rising demand of good quality mattresses among Indian consumers. Consumers have even started buying from international brands because of their high quality and contemporary products.

While the key players in the mattress space are constantly innovating new sleep products, devising marketing strategies to influence consumers' mindset, they still feel threatened by the unorganized players. This problem can be tackled with government's interference.

Other reasons that could contribute towards the growth of the mattress industry is the increased presence of brands in the online medium. We have witnessed established brands taking the online route and new players in the mattress segment building their customer base online. Gradually, these brands are also taking the offline route and they are trying their best to offer unique in store experience to their customers. Besides that, convenient return policies, packaging and competitive pricing are some of the key reasons making the mattress market more vibrant. Another reason that is helping the organized segment grow is the growing number of residential units across the country. With the growing number of hotels and real estate businesses, the demand for good quality sleep products will only grow with time.

If we consider the global scenario, a recent report from psmarketresearch.com has also indicated that the Asia Pacific region is leading the global mattress industry with a revenue share of approximately 40 percent in 2022. The reason behind such good numbers is attributed to the huge population of India, Indonesia, and China. As the purchasing power of the middle-class population from this region is increasing, their urge to spend more for improved standards

of living is also surging.

Going by all the numbers and the ground level scenario in the Indian mattress segment, one thing is clear that the Indian mattress segment is all set to grow in the coming years. The entire ecosystem that has been built steadily over the years to pull more consumers towards the organized market is slowly reaping results. If the unorganized sector poses a challenge, then it also gives tremendous opportunity for the Indian mattress space to turn this problem to its advantage. What is already being done is working well towards benefitting the industry but the effort to make this segment still goes on. It would be interesting to watch out the Indian mattress industry this year and we hope new products with new technology, effective sales strategies and seamless after sales services make way to this segment. 

### KEY TAKE-AWAYS

- The year 2022 would be remembered primarily because of the Russian invasion of Ukraine. The war and the sanctions imposed changed the business dynamics across global markets, as it not only disturbed the direct supply chains with Russia and Ukraine but also the supply chain via Russia and Asia which resulted in a price hike for raw materials and transportation services.
- The domestic mattress industry is still reeling under the pressure of the dominating unorganized mattress market that still commands a large part of the market pie.
- Mattress manufacturers and retailers are arming themselves with the right set of knowledge to serve their customers better. Intensive training is being given to dealers who in turn will educate the consumers and help them find the right product, explains Sundaresan.
- New entrants in the mattress industry use roll-pack technology, which allows the mattress to fit into a compact form, which enables easy and safe shipping of the products.

# India's First Mattress Recycling Campaign is gearing up to go bigger and better!



## #phenkonahirecyclekaro

**A**fter a successful pilot run in Bhopal, Hyderabad, and Ernakulam, the Indian Polyurethane Association (IPUA), Indian Sleep Product Federation (ISPF), and The Kabadiwala are all set to take their recycling mission to three more cities: Bhopal (going for a scale-up) Nagpur, and Indore.

During the pilot phase, the team learned a lot about the challenges and opportunities of mattress recycling in India. They've used that knowledge to refine their logistics and operations, making the process smoother and more efficient for consumers and recycling partners.

"This project is very much appreciated by the MSME and Coir Board. The Pollution Control Board of Kerala has openly declared to assist this project with transportation of used mattresses from the dealers shops to the recycling centers. The district collectors in Kerala have helped in creating awareness to the residents of thickly populated areas about sustainability factors. Most educated people prefer to dispose of old beds safely rather than dumping in the landfill," said S Sundaresan, Secretary, ISPF.

The MSME has organized two seminars at Chennai and Bangalore to spread the concept of recycling to the consumers. The scale-up of the project is expected to give a high momentum to take it up to next 10 cities in the near future.

Now, the scale-up of the mattress recycling initiative will have an even bigger impact on the environment and pollution control, benefitting more consumers and stakeholders. The program's retail partners will be certified as sustainable retail shops, promoting a greener economy.

#phenkonahirecyclekaro has been registered with the trademark authorities, and all participating retail partners will be given the title of "Partners in Sustainability," encouraging them to stay involved.

The scale-up will run for six months starting in February 2023, with brands sponsoring around 50 dealers per city. They aim to collect around 500 mattresses per city per month for recycling, which will mean collecting approximately 9,000 mattresses during the scale-up Pilot Campaign.

The Indian Polyurethane Association (IPUA) and Indian Sleep Product Federation (ISPF) are showing their commitment to promoting sustainable products and processes, driving innovation and advancement in the Indian bedding industry.

The Kabadiwala has played a crucial role in bringing efficiency and traceability to the recycling process. Their transparent waste management value chain uses technology and logistics optimization to streamline post-consumer waste collection and recovery, making recycling easier and more accessible.

The goal of this campaign is to promote environmental sustainability and pollution control by recycling used mattresses, preventing them from ending up in landfills. By expanding to other cities across India, the campaign aims to create a mattress circular economy. Participating dealers will be certified as sustainable retail shops, promoting the Indian mattress industry as a green industry. The program has received great support from the Government of India. 

# India mattresses + upholstery supplies expo (IME) concludes with record-breaking attendance

The 2023 edition of IME featured over 110 exhibitors from India and other countries, who displayed their products and services related to latest technology in the mattress and upholstery industry



The 7th edition of INDIA MATTRESSTECH + UPHOLSTERY SUPPLIES EXPO (IME), concluded its highly successful 2023 edition on 5th March 2023 at India Expo Mart & Centre, Greater Noida, DELHI NCR. The event saw a drawing record attendance and showcasing the latest trends and innovations in the industry. The exhibition witnessed an impressive turnout of over 6,363 visitors, including industry experts, manufacturers, suppliers, distributors, and buyers from India and abroad.

Sonia Prashar, Managing Director, NuernbergMesse India said, "We are thrilled with the success of this year's IME, which was bigger and better than ever before. The mattress manufacturing industry has the potential to create jobs, boost exports, and contribute to the overall growth of the Indian economy."

The 2023 edition of IME featured over 110 exhibitors from India and other countries, who displayed their products and services related to latest technology in the mattress and upholstery industry. The expo also had various panel discussions, workshops, and seminars, which provided a platform for the attendees to exchange notes and insights on the latest industry trends, challenges, and opportunities.

Speaking on the occasion Rakesh Chahar, Chairman, Indian Sleep Products Federation said, "The mattress industry is undergoing changes in both product development and retail strategies. Consumers are becoming increasingly aware of the crucial role that a good mattress plays in promoting quality sleep. To cater to this demand, retail outlets are investing in experience centres that showcase the latest mattress offerings and emphasize the importance of quality sleep. The exhibition organized by NuernbergMesse India is very impressive, with a professional layout that highlights the latest advancements in the industry".

The sentiment was also echoed by Mathew Chandy, Managing Director, Duroflex Mattresses, "The customer is much more aware now and therefore the importance of offering them a great product and experience that is also value for money, is of utmost importance. The best part is that the industry is growing and modernizing so the number of vendors, suppliers and partners are also growing in the industry. Being here at IME and seeing all of them here is a great sight for us and we are happy that now we do not have to go to other countries to source and that it's all available right here".

The next edition of the expo, is scheduled to take place in Bangalore from the 22 – 25 February, 2024. [CT](#)



# ISPF participates in the inaugural edition of MUF Technology Expo 2023 in Nepal

MUF Technology Expo 2023 was held concurrently with the 4th Nepal Furniture and Home Décor Expo 2023 and the 8th Nepal Wood International Expo 2023.



**M**attress and upholstery exhibitions in Nepal have become a popular platform for businesses to showcase their latest products, meet potential customers and investors, and network with industry leaders. Such exhibitions provide a unique opportunity for companies to gain exposure and increase their brand awareness among a targeted audience.

The demand for mattress upholstery and furnishings in Nepal has been growing rapidly in recent years, driven by a combination of factors including population growth, rising disposable incomes, and increasing awareness of the importance of good quality sleep.

Nepal has a large and growing middle class, which is increasingly looking for high-quality and stylish furnishings for their homes. This has led to an increased demand for a

wide range of products, including comfortable and supportive mattresses, stylish and durable upholstery, and quality bedding and linens.

To meet this growing demand, many local and international companies have started to invest in the Nepalese market, offering a range of high-quality products to suit different budgets and styles. The increase in competition has led to greater innovation and better-quality products, with companies investing in advanced technologies such as memory foam and organic materials.

In addition, the Nepalese government has also been supporting the growth of the mattress upholstery and furnishings industry by providing incentives and subsidies to companies investing in the sector. This has encouraged more investment, leading to greater competition, lower prices, and more choices for consumers.

The largest mattress and upholstery exhibition in Nepal is the Nepal Mattress and Upholstery Exhibition, which is held annually in the capital city of Kathmandu. This event attracts exhibitors from across the country and around the world, showcasing a wide range of products including mattresses, pillows, bedding, sofas, chairs, and other upholstery products.

Visitors to the exhibition can explore the latest trends and innovations in the industry and take advantage of special offers and discounts from participating exhibitors. They can also attend seminars and workshops, where industry experts share their insights and knowledge on topics such as design, production, marketing, and distribution.

In conclusion, mattress and upholstery exhibitions in Nepal play a crucial role in promoting and advancing the industry and provide a valuable opportunity for companies to connect with potential customers and partners. Whether you are a business looking to showcase your products or a consumer looking for the latest products and trends, a mattress and upholstery exhibition is the place to be. [CT](#)

## Women likely to get more affected due to poor sleep

When it comes to health, men and women have different set of problems. In terms of sleep, the two genders too, are likely to have different set of issues. According to a study conducted by the researchers at the Duke University Medical Center, women are likely to have more cardiovascular issues than men due to poor sleep. While sleep deprivation impacts men, women are more likely to suffer more consequences. Researchers speculated that the reason could be associated to the difference in naturally occurring hormone levels in men and women.

While poor sleep is linked with psychological distress and higher levels of biomarkers associated with increased risk of heart disease and type 2 diabetes, researchers of the study have figured out that these associations are stronger in women than in men.vv

## Your age could impact the colour in which you dream

Numerous research studies on sleep have pointed out that people are more likely to dream in 'black and white'. However, a study by University of Dundee had revealed that people of different age groups are likely to dream in different colours. While aged people are more likely to dream in black and white, the newer generations have more possibility of dreaming in technicolour.

The reason behind how we experience dreams is largely attributed to our exposure to television. Older people who grew up watching television in black white mode are more likely to dream in black and white.

## Younger people experience frequent 'hypnic jerks'

'Hypnic Jerks' also known as 'sleep twitch' is a brief and sudden involuntary contraction of our muscles which occurs when a person is all set to fall asleep. This often pesters a person to wake up suddenly for a moment during sleep. Hypnic jerks that happen the entire night with most of them failing to wake you up most of the times, is said to be more frequent among younger people. Research studies have indicated that people aged between 8 to 12 years' experience an average of 4 to 7 hypnic jerks per hour when compared to those aged between 65 to 80 years

old individuals who experience 1 to 2 hypnic jerks per hour. The exact reason behind hypnic jerks is still unknown. While some researchers explain that it occurs due to an old thought reinforced in our minds to prevent our forefathers to fall off the stress while they slept. There is also a scientific theory explaining that hypnic jerks occur just as our bodies get paralysed by sleep and just as we begin to dream. As we start dreaming before sleep paralysis begins, our body reacts to the actions in our dreams and that causes our body to jerk.



## All that you need to know about 'Somnambulism'

According to a revelation by scientists from the Washington University School of Medicine, roughly one in 10 children and one in 50 adults are sleepwalkers. This condition is known as 'Somnambulism'. This condition could prove to be dangerous as some adults and children tend to do regular activities like riding, driving while they are asleep.

Somnambulism usually occurs soon after a person gets into sleep. It takes place during a deep, non-dreaming, non-rapid eye movement phase characterized by slow brain waves. This condition gets triggered due to stress. Typically, a sleepwalking episode usually lasts for few minutes and it gets over with the sleepwalker getting back to the bed without waking up. However,

the sleepwalker cannot recollect any instance of sleepwalking the next day.

Somnambulism or sleepwalking is considered to be genetic. Scientists from the Neurology Department of Washington University School of Medicine had conducted a genome-wide search to establish a genetic basis for the sleep walking condition. According to their findings, a section of the DNA on chromosome 20 was related to sleepwalking.

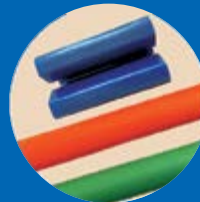
Individuals with the faulty DNA sleepwalked and those who did not carry the faulty DNA were not diagnosed with this condition. Besides that, individuals with the condition had 50 percent chance of passing this condition to their offsprings.

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