



IC Market Forecast®  
& Company Profiles  
Mattresses in Europe  
2022

## Company Profiles



## Interactive Dashboards



## Market Drivers



automatically updated



*defining growth potential since 1998*

# more than just a report – A TOOL FOR SUCCESS!

## Detecting Market Potential



## GEO-Maps



## Benchmarks



## Strategic Workshops



on request

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### Market Data, Insights and Expertise...



#### MARKET ANALYSIS

- Historical market data from 2018 – 2021 for the total market development as well as
  - Product Groups
  - Mattress Sizes
  - Mattress Types
  - Purchase Types
  - Customer Segments
  - Distribution Channels
- Forecasts from 2022 – 2025 for the total market as well as each analyzed product group and segment
- Annual updates of the data

#### COMPANY PROFILES

- Top 15 Manufacturers

#### MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



#### Market Analysis

Market Volume

Market Growth

Trends

# What Do You Get - Your Benefits at a Glance

## Presentation of the Data and Deliverables

### Market Intelligence Tool Access and Deliverables



#### ONLINE-COCKPITS

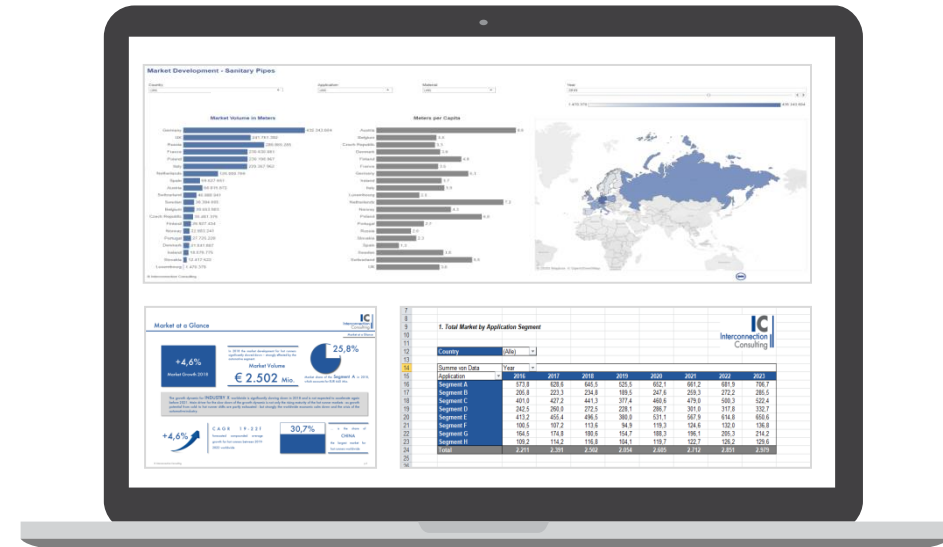
- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, all the time
- Download and extract of the data from the dashboards

#### EXECUTIVE REPORTS

- Executive report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts already integrated within Tableau

#### RAW DATA -TABLES

- Downloadable tables from MIS as xlxs. cvs. jpg. or other formats for your own integration
  - Graphs
  - Raw Data



### Market Intelligence Tool and Reports



Online  
Dashboards

Executive  
Reports

# IC Market Forecast® & Company Profiles

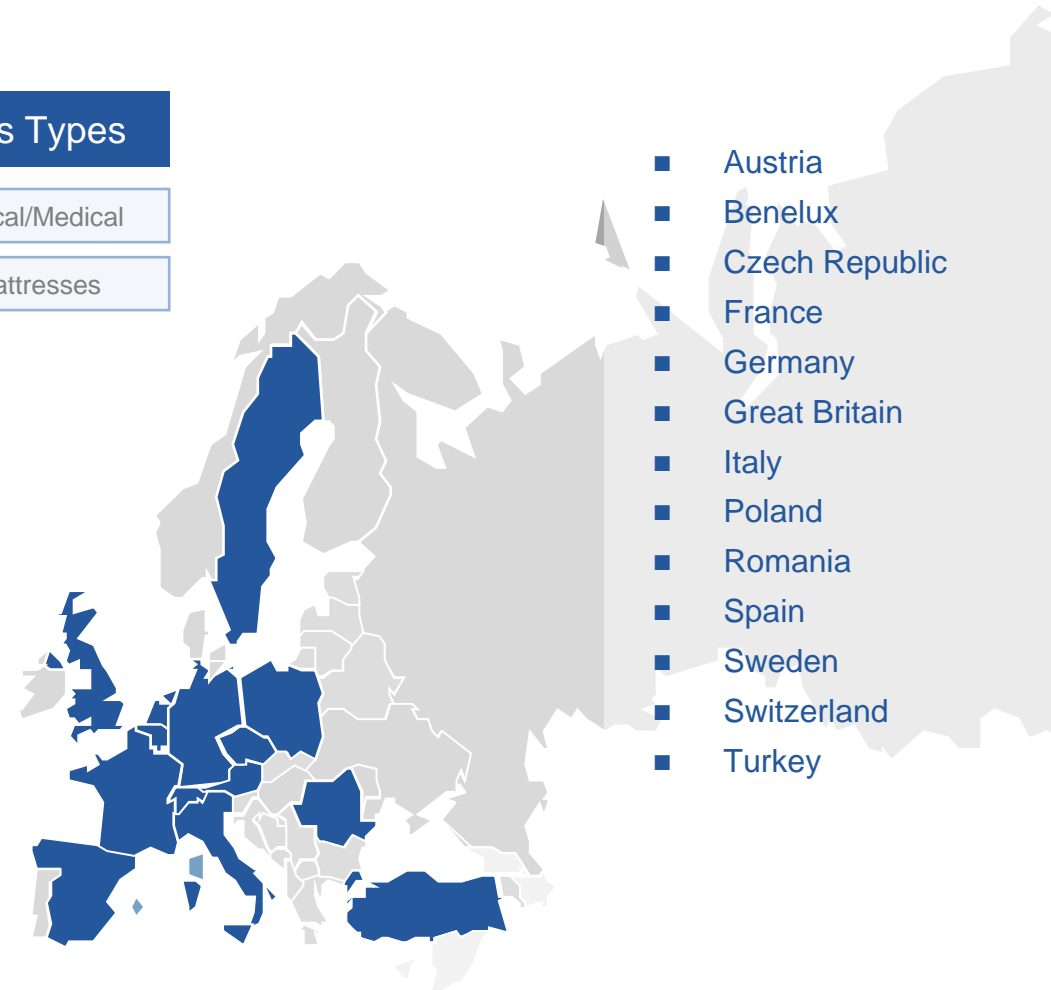
## Mattresses in Europe 2022

### Market Report Structure

### Available Countries

Product Groups	Distribution Channel	Mattress Types
Spring	Stores	Orthopedical/Medical
Foam	Online Sales	Other Mattresses
Latex	Others	
Others		

Mattress Sizes	Customer Segments
Small or Kids	Residential/B2C
80 x 180/220 cm	Hotels/B2B
90/100 x 180/220 cm	Others/B2B
110/140 x 180/220 cm	
150/180 x 180/220 cm	
Large & Untypical Sizes	



# Market Structure - Interpretation

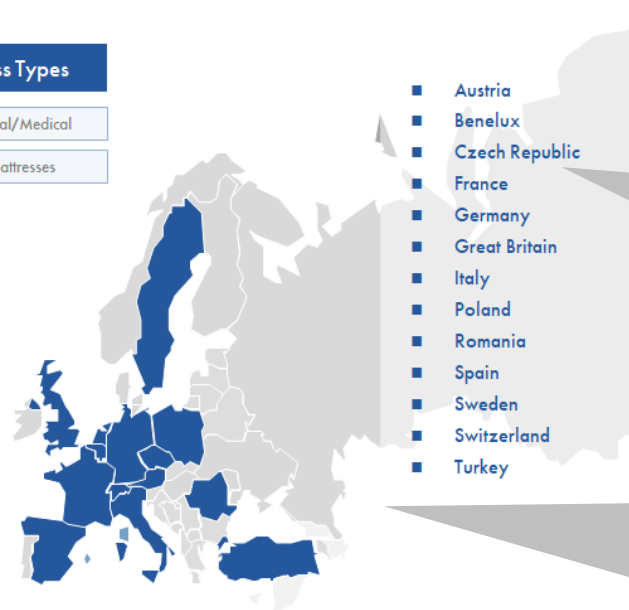
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- Market data is available for each country separately as well as aggregated for the country package purchased.
- Each country report includes data for product groups, mattress sizes, mattress types, purchase types, customer segments and distribution channels separately as well as aggregated for the total market of mattresses in terms of value and quantity.

## Product Groups

Turnover is stated in Euro. Values are always Net-Turnovers (No List-Prices), discounts included, Quantities in 1.000.

Spring



Mattress made out of steel coil springs that support the sleeper's body. It includes Bonnell spring and pocket spring mattresses.

Foam

Mattress made out of viscoelastic memory foam and any other kind of foam.



Latex



Mattress made out of an inner latex foam structure. The material could be either natural or synthetic latex.

Others

Mattresses that use different elements such as cotton or coconut material filling or any alternative material. It also includes pillow top mattress, gel memory foam, air-water mattresses.

## Mattress Sizes

Small or Kids

Small / kid size bed, up to 70 x 140 cm.

80 x 180 / 220 cm

Bed size included between 80 x 200 to 80 x 220. It also implies 80 x 180 -190 - 210.

90 / 100 x 180 / 220 cm

Bed size included between 100 x 200 to 100 x 220. It also implies 90 to 100 x 180 -190 – 200 - 210 – 220.

110 / 140 x 180 / 220 cm

Bed size included between 140 x 200 to 140 x 220. It also implies 110 to 140 x 180 -190 – 200 - 210 – 220.

150 / 180 x 180 / 220 cm

Bed size included between 180 x 200 to 180 x 220. It also implies 150 to 180 x 180 -190 – 200 - 210 – 220.

Large & Untypical Sizes

Bed sizes larger than all the previous categories or out of the standards.



# Definitions and Demarcations

## Mattress Types

Orthopedical/Medical  
Mattresses

Orthopedical and Medical Mattresses, which specialised for customers with back problems. Such a technology could be foam mattresses with several firmness levels, memory foam and pocket spring mattresses which are designed to support the different body parts in a healthy way. However, it is only considered to be in this category if the manufacturer calls it an orthopedical /medical or ergonomical mattress.

Other Mattresses

Any other mattress type.

## Customer Segments

Residential/B2C

Private use for households.

Hotel Industry/B2B

Hotels, hostels and similar.

Others/B2B

Other commercial use, for example, elderly houses, student dorms and any other customers which do not fulfill the definition of a “residential” or “hotel” customer.



## Distribution

### Stores

Stores whose product range includes all kinds of home equipment and where a substantial part from the business comes from the sale of home equipment.

Stores whose product range includes all kinds of products in different departments, sizes can be around 10.000m<sup>2</sup>- 125.000m<sup>2</sup>

Retail establishments specialized in selling Mattresses as well as sheets, linens and all kind of bed accessories

### Online Sales

Sales to customers via online shops. It includes businesses which sell only mattresses and complementary products but also e.g. manufacturers which sell through their online shop.

Sales to customers via online retailers. Can be retailers with a very wide products (including electronic products and similar) or with a more narrow product range but with many different brands

### Others

Other distribution channels can include sales on street markets, through teleshopping channels, door to door sales conducted directly by a company or a hired sales agent, telephone sales or at the manufacturers 'premises, outsourced call centers and similar. In this category all the distribution channels which cannot be assigned to any other channel in the above mentioned categories will be counted.



# The Unique Mix of Methods and Approaches for Reliable Market Analysis



## SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



## Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.



## Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**  
“Only who talks with the industry knows what’s going on!”

# The Market Intelligence Tool

## Dashboards - The Best Way to Work with Data

A picture says more  
than 1000 words

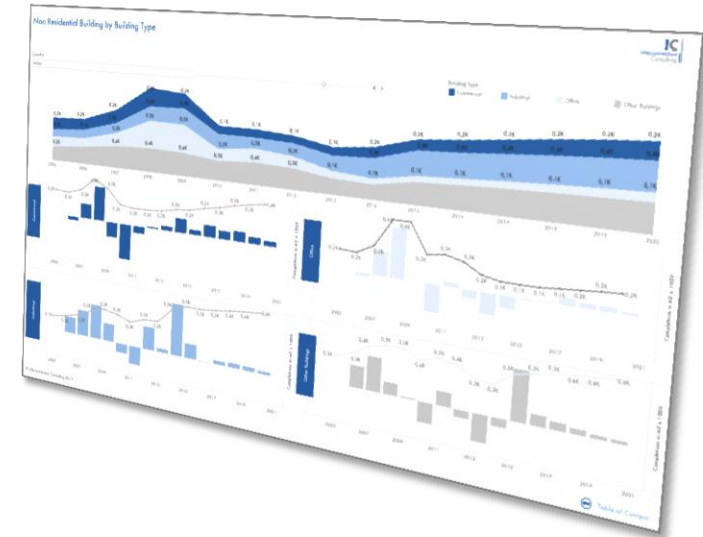
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive  
Dashboards

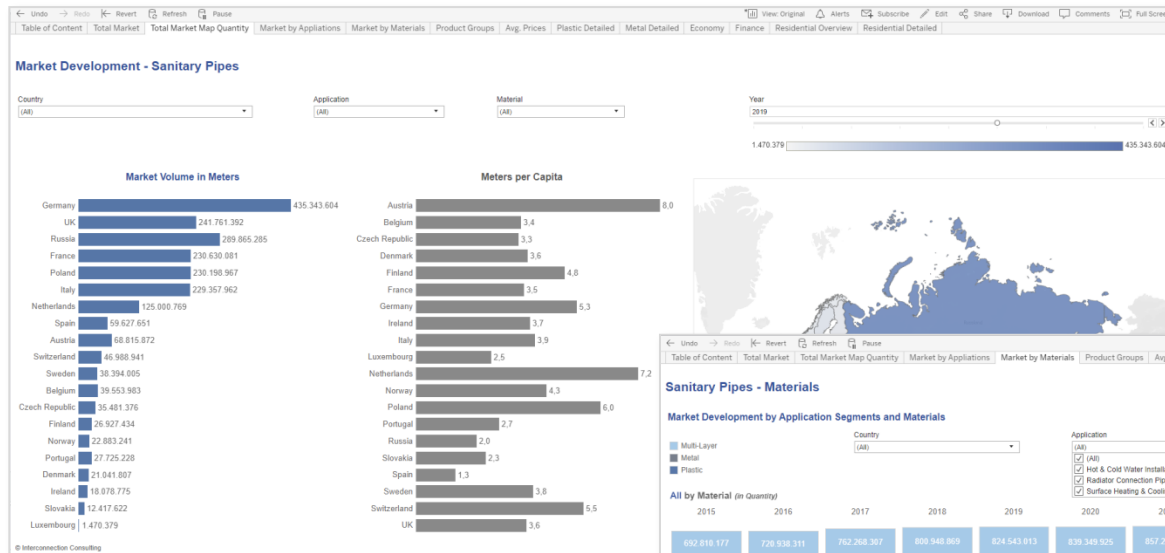
- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online  
accessability

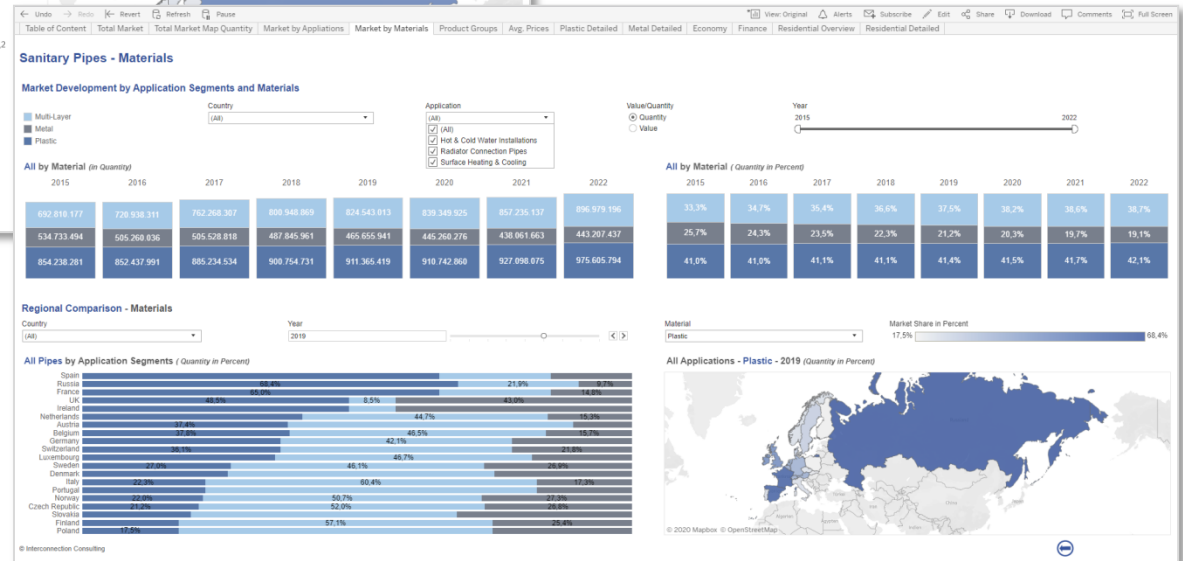
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



# Sample Cockpits for Market Analysis Data

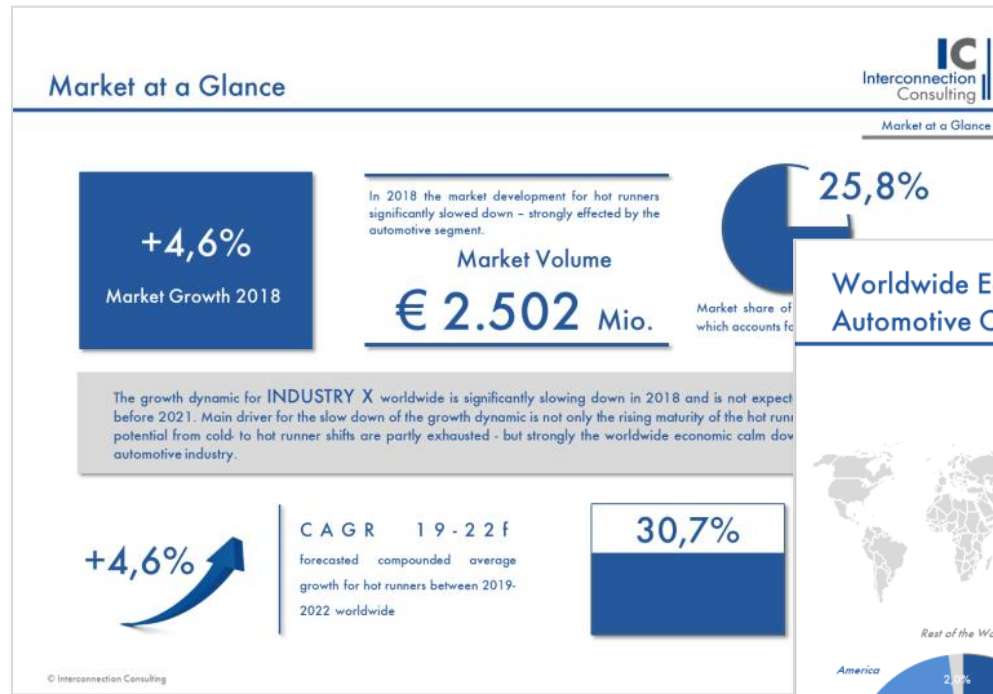


*This chart contains fictive data*

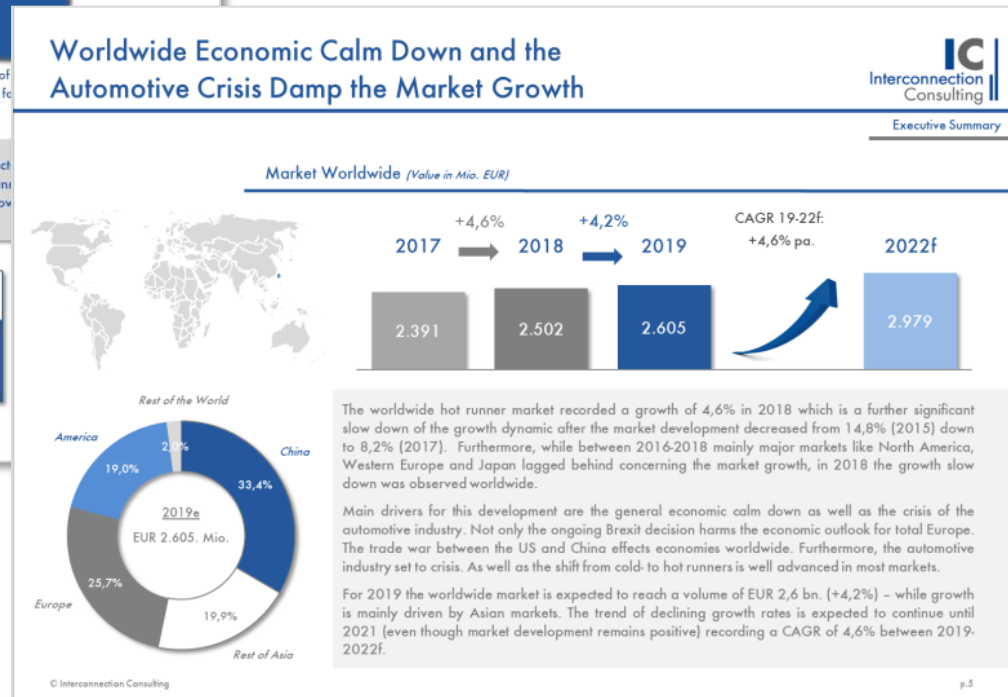


# Additional Deliverables

## Executive Summary and Pivot-Tables



Executive Summary as part of Tableau (fictive data)




Executive Summary as part of Tableau (fictive data)

# Investment Plan for Your Market Research

IC Market Forecast® & Company Profiles Mattresses in Europe 2022

Prices & Conditions

	Subscription*	
3 Countries of Your Choice	€ 5.950,-	 <a href="#" style="background-color: #d9d9d9; padding: 10px; border-radius: 10px; text-decoration: none; color: #0056b3; font-weight: bold; font-size: 1.2em;">BUY NOW</a>
6 Countries of Your Choice	€ 9.950,-	
All Countries	€ 18.950,-	

Available Countries

- Austria
- France
- Italy
- Spain
- Turkey
- Benelux
- Germany
- Poland
- Sweden
- Czech Republic
- Great Britain
- Romania
- Switzerland

- **Subscription:** 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit (Software for Online Dashboards) is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,- per license per year.

# Chosen References

MATRATZEN **CONCORD**

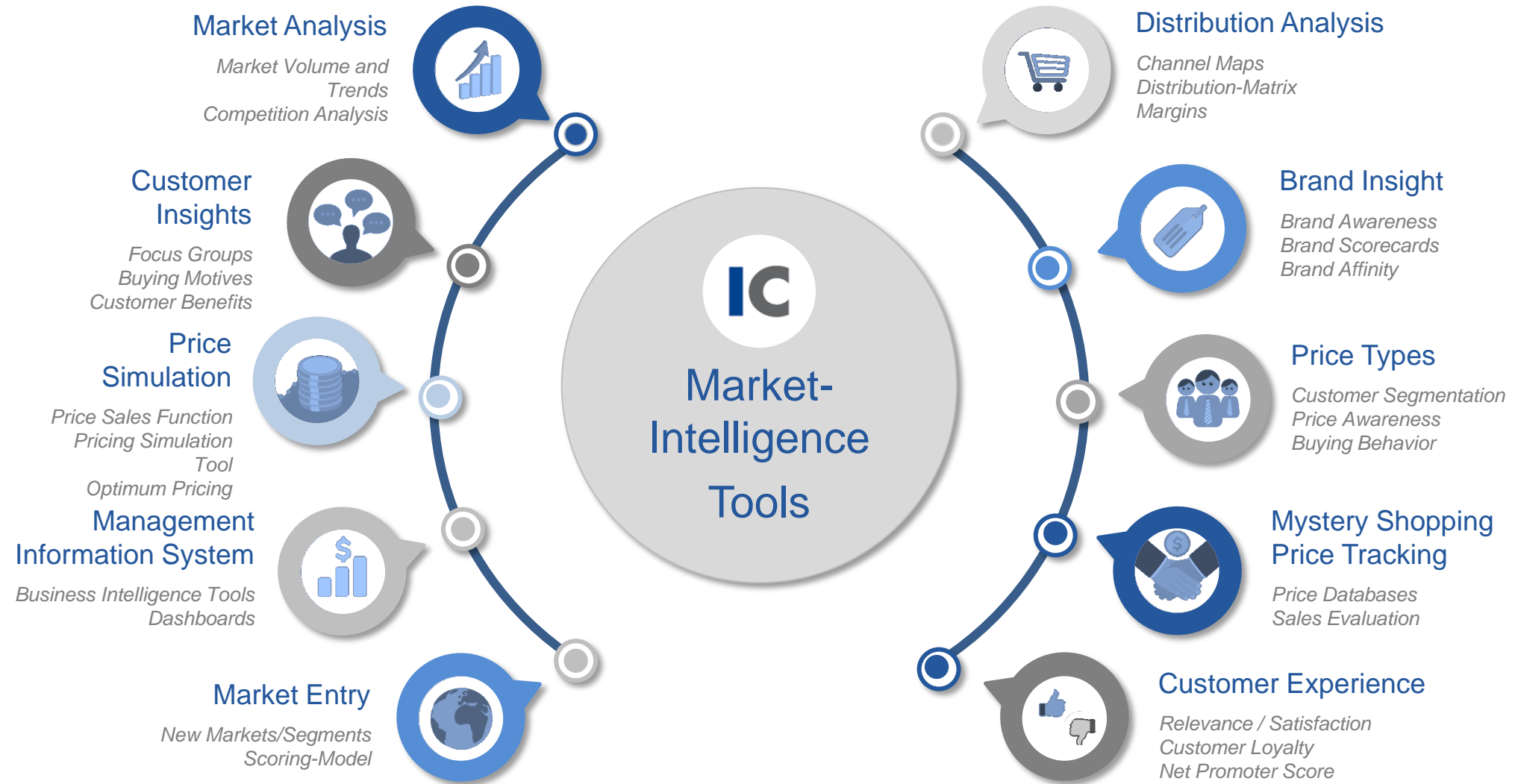




# Interconnection Provides Data for Corporate Decisions



# Our Market-Intelligence Tools



If there are any questions please  
do not hesitate to contact us!

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## Yes, we would like to order the IC Market Forecast® & Company Profiles Mattresses in Europe 2022

(Please, print out the order form and mark your desired products)

Please choose from the available countries

- |   |  |                                      |                                 |
|---|--|--------------------------------------|---------------------------------|
| <input type="checkbox"/> Austria        | <input type="checkbox"/> Germany       | <input type="checkbox"/> Romania     | <input type="checkbox"/> Turkey |
| <input type="checkbox"/> Benelux        | <input type="checkbox"/> Great Britain | <input type="checkbox"/> Spain       |                                 |
| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Italy         | <input type="checkbox"/> Sweden      |                                 |
| <input type="checkbox"/> France         | <input type="checkbox"/> Poland        | <input type="checkbox"/> Switzerland |                                 |

- ☐ 3 Countries of Your Selection\* .....EUR 5.950,-
- ☐ 6 Countries of Your Selection\* .....EUR 9.950,-
- ☐ All countries\* .....EUR 18.950,-

	Single Issue	Subscription*
25% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

### Billing Address: (please fill in the data completely)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

VAT identification number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date

Name

Signature

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The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of a subscription.

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