

Serta Simmons Bedding LLC in Home and Garden

September 2022

Table of Contents

INTRODUCTION

Scope

Executive Summary

STATE OF PLAY

Top companies at a glance

Serta Simmons Bedding explores digital strategies as it continues to lose share

Company overview: Share loss due to competitive pressure

Sales of mattresses drop in the US as prices rise and consumer demand softens

COMPETITIVE POSITIONING AND PATHS TO INNOVATION

Focus shifted from in-store to e-commerce as DTC companies gained share in the space

SSB working on sustainable partnerships but falling behind DTC competitors

Paths to sustainability can take various forms

Four main avenues for innovation and brand engagement

Beautyrest's new products focus on celebrity partnerships and luxury

Serta developing the coolest mattress to reduce consumers' stress levels during the day

Simmons relaunched to target Gen Z and Millennials

Serta Simmons Bedding LLC key messages in positioning, technology and sustainability

BUILDING ON SLEEP EXPERIENCES AND SLEEP ECOSYSTEM

Focus on products supporting physical or mental health has been rising through 2020-2022

US consumers sleeping more opens opportunities for bedroom-focused products

Mattress and bed textile brands are expanding from specialism towards sleep ecosystems

Tuft & Needle's approach to sleep as a system puts Serta Simmons ahead of the game in North America

SSB turning strategies into action by positioning itself as a thought expert on sleep

EXPOSURE TO FUTURE GROWTH

Exposure to growth

Serta Simmons recovers in North America but Asia Pacific requires serious attention

Chinese consumers' sleep awareness to provide the highest growth prospects for SSB

Tech drive in Chinese consumers to push innovation towards smart features

8H mattress Damo modernises personalised sleep management in China through AI

Retail strategy favours new technologies as e-commerce grows within furniture in Asia Pacific

IKEA testing store formats to adapt to consumers' phygital needs

KEY FINDINGS

Overview of Home and Garden: Product and brand coverage for Serta Simmons Bedding

Key findings

APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/serta-simmons-bedding-llc-in-home-and-garden/report.