

MARKET STUDY ON

# LATEX MATTRESS

IN LATIN AMERICA ( BRAZIL AND MEXICO )

DATE & TIME

**24 July 2025**  
10 am - 12 pm

PLATFORM

**Microsoft Teams**

WEBINAR FEE

**MRC MEMBERS – COMPLIMENTARY**  
**NON-MEMBERS – RM250**

The latex mattress market in Latin America is rapidly expanding, moving beyond its current niche status. Driven by increasing consumer awareness of health and sustainability benefits, this sector is poised for significant growth. Brazil's market is projected to reach USD 1.2 billion by 2029, while Mexico's market is expected to gain USD 0.5 billion in the same time frame. This growth trajectory signals a pivotal shift, offering businesses a prime opportunity to capitalise on the rising demand for eco-friendly and high-quality sleep products in the region.

The market encompasses all types of latex mattresses, including those made from Natural Latex, Blended Mix, and Synthetic Latex. Key demand regions include major urban centres like Mexico City, São Paulo, and Rio de Janeiro, where growth is fuelled by disposable incomes and tourism.

## KEY HIGHLIGHTS

- + Market size and consumption trends in Brazil and Mexico
- + Procurement practices and buying requirements of latex mattress sector
- + Gain insights into major industry players in Brazil and Mexico

## WHAT YOU'LL GAIN

- + Market insights and growth opportunities in Latin America
- + Understanding of procurement standards and buyer preferences
- + Strategies to enhance competitiveness and market entry

For more information, please contact:  
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## SPEAKER



**LILY CHOW**

Deputy Director, Information Services  
**Malaysian Rubber Council**

Join us for an exclusive webinar exploring  
the market opportunities for latex mattresses  
in Brazil and Mexico!

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To Register**



**RSVP By 10 July 2025**