



MARKET UPDATES ON LATEX MATTRESSES IN DEVELOPED MARKETS OF EUROPE

GERMANY | UK | FRANCE | ITALY

DATE & TIME

26 Sept 2023
10am - 1pm

PLATFORM

Microsoft Teams

Free Registration for MRC Members

RM 100 Non-Cess Companies

SPEAKERS



Daniel Chow
Principal



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Business Analyst

Global latex mattress market was valued at USD 9.7 billion in 2021. This is projected to reach USD 20 billion by 2032, growing at a CAGR of 7% during the 2022-2032 forecast period. Europe made up about 22% of the world's latex mattress consumption. MRC have conducted a market study on four developed European countries namely Germany, UK, France, and Italy which consumed more than two-thirds of the continent's latex mattress. The four identified countries' latex mattress consumption is projected to grow by a CAGR of 8.1% during 2022-2027 period. Latex mattress industry is experiencing significant growth in these countries due to rising disposable income, increase in back pain, and awareness on natural and sustainable products are among the key driving factors.

MRC is pleased to invite industry members to participate in the upcoming market information seminar highlighting the updates on latex mattress in the developed European markets. The webinar will highlight findings of the study focusing on finished and semi-finished products by identifying the export opportunities for Malaysian companies, estimated market size, consumption patterns, procurement practices and buying requirements in these four European countries. Participants will acquire market intel on market competitiveness among key players and market entry strategies into the significant latex mattress industry. All these are brought to you at no charge so do not miss this opportunity and join us.

PROGRAMME OF THE DAY

9.30AM

Online Registration is Opened

10.00AM

Opening Remarks by MRC

10.10AM

Presentation by ADL

11.30AM

Q&A Session

12.00PM

Photo Session/
End of Programme