

A special supplement to Furniture|Today

# SPOTLIGHT ON ADJUSTABLE BASES



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# Adjustable bed sales expected to grow

BY DAVID PERRY

**HIGH POINT** — Bedding retailers say their adjustable bed sales are on the upswing, and they expect another growing year for the category this year.

Those positive reports and projections come from both furniture stores and from bedding specialists, who are leading the charge in the ascending adjustable bed arena.

In its first detailed study of the adjustable bed category, Furniture/Today found that “attachment rates” for adjustable beds range from 10% at furniture stores to 14% at bedding specialty stores. Attachment rates reflect the percentage of sales that include an adjustable base, a key growth metric for bedding retailers, as adjustable bed bases typically add more than \$1,000 to a sales ticket.

There are two components in Furniture/Today’s adjustable bed research. The first, covered in this story, is a retail overview of the category, based on insights gleaned from a Furniture/Today retail bedding survey that garnered responses from bedding retailers of all sizes. The responding retailers operate more than 1,900 stores.

The second element of the research is based on consumer insights on mattress shoppers and their attitudes on adjustable beds. That data comes from a joint Furniture/Today/Apartment Therapy online consumer survey conducted earlier this year. The consumer data is presented in an accompanying story in this supplement.

The retail data reveals that a majority of furniture and bedding specialty retailers surveyed by Furniture/Today are carrying adjustable bed bases on their sales floors. The percentage is 65% for furniture stores (who carry a median of two adjustable bed lines) and 86% for bedding specialists (who carry a median of three adjustable bed lines).

The best-selling price points range from the lowest reported of \$799, at both furniture stores and bedding specialty stores, to a median of \$1,399 at furniture stores and bedding specialty stores. The highest reported best-selling price point for an adjustable bed is \$2,999 at furniture stores and \$1,999 at bedding specialty stores.

Furniture/Today asked the furniture and bedding retailers about their adjustable bed sales last year. Just over half of the furniture stores said their adjustable bed sales were higher last year than in 2012, while the figure was 62% for bedding specialists.

Just 10% of the furniture stores said their adjustable bed sales last year were lower than in 2012, while 15% of the bedding specialists gave that same answer.

But both types of retailers expect the category to perform well this year. Fully 75% of the furniture stores said they expect higher adjustable bed sales this year than last year, and the percentage was even higher for bedding specialists — 79%.

None of the retailers surveyed by Furniture/Today expect their adjustable bed sales to be lower this year than last. The remainder of those surveyed said they expect their adjustable bed sales this year to be about the same as last year.

Overall, 50% of the furniture stores said adjustable bed bases are the fastest-growing sleep accessory on their floors, while that was true for just over one third of the bedding specialists at 36%.

## ADJUSTABLE BASES ON THE SALES FLOOR

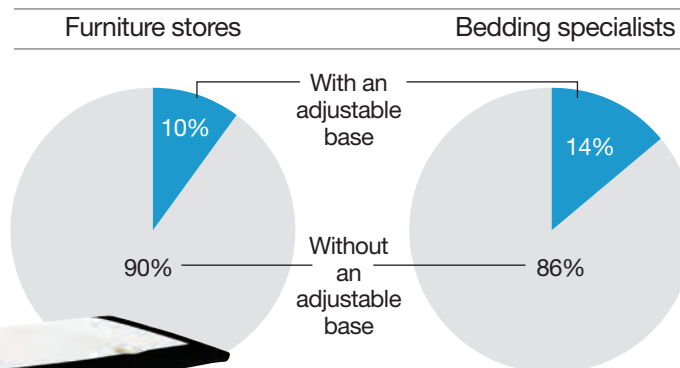
	Furniture stores	Bedding specialists
Percentage of stores selling	65%	86%
Median number of lines carried	2	3

## BEST-SELLING PRICE POINTS

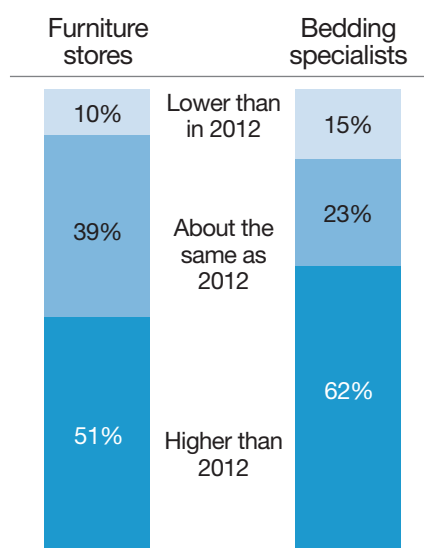
	Lowest reported	Median	Highest reported
Furniture stores	\$799	\$1,399	\$2,999
Bedding specialists	\$799	\$1,399	\$1,999

## ATTACHMENT RATES

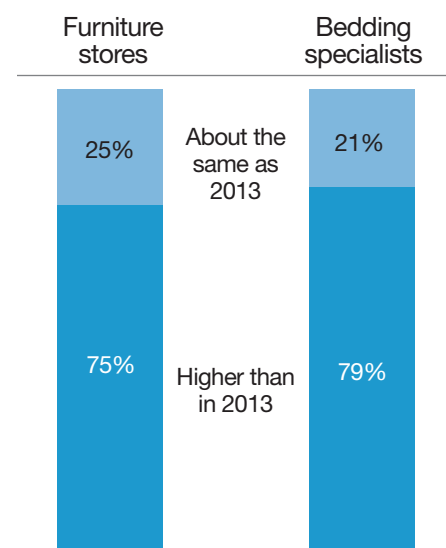
% of mattress sales



## 2013 SALES COMPARED WITH 2012



## EXPECTATIONS FOR 2014 SALES



Source: Furniture/Today Retailer Bedding Survey, 2014

### ABOUT THE DATA

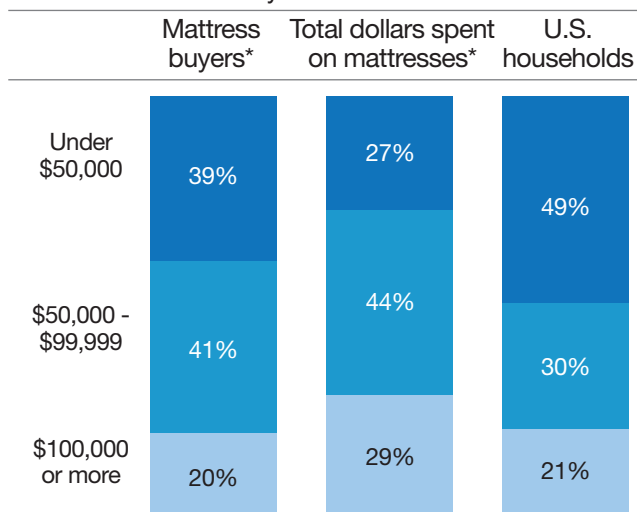
Furniture/Today surveyed bedding retailers in January about their bedding operations, including adjustable bases. Survey results provide retailers with benchmarks to measure adjustable base performance.

Responding retailers operate more than 1,900 stores. The majority of respondents either rank on Furniture/Today’s Top 100 U.S. Furniture Stores or are listed on the Beyond the Top 100. Included in the mix of retailers answering the survey are furniture stores and bedding specialty stores.

The sponsor of this presentation, Ergomotion, had no involvement in collecting, analyzing or reporting the data.

### MATTRESS BUYING BY INCOME

% share by household income



\*For 2012

Source: Furniture/Today 2013 Consumer Buying Trends Survey and U.S. Census Bureau

### AFFLUENT HOUSEHOLDS SPEND MORE

Household income	Under \$50,000	\$50,000 - \$99,999	\$100,000 or more
Amount spent on a <b>queen</b> mattress			
Less than \$400	37%	23%	21%
\$400 - \$599	21%	15%	25%
\$600 - \$999	26%	27%	21%
\$1,000 - \$1,499	9%	23%	16%
\$1,500 or more	7%	12%	17%

Amount spent on a **king** mattress

Household income	Under \$50,000	\$50,000 - \$99,999	\$100,000 or more
Under \$500	24%	16%	6%
\$500 - \$799	36%	13%	9%
\$800 - \$999	11%	18%	21%
\$1,000 - \$1,499	14%	24%	15%
\$1,500 - \$2,499	8%	21%	25%
\$2,500 or more	7%	8%	24%

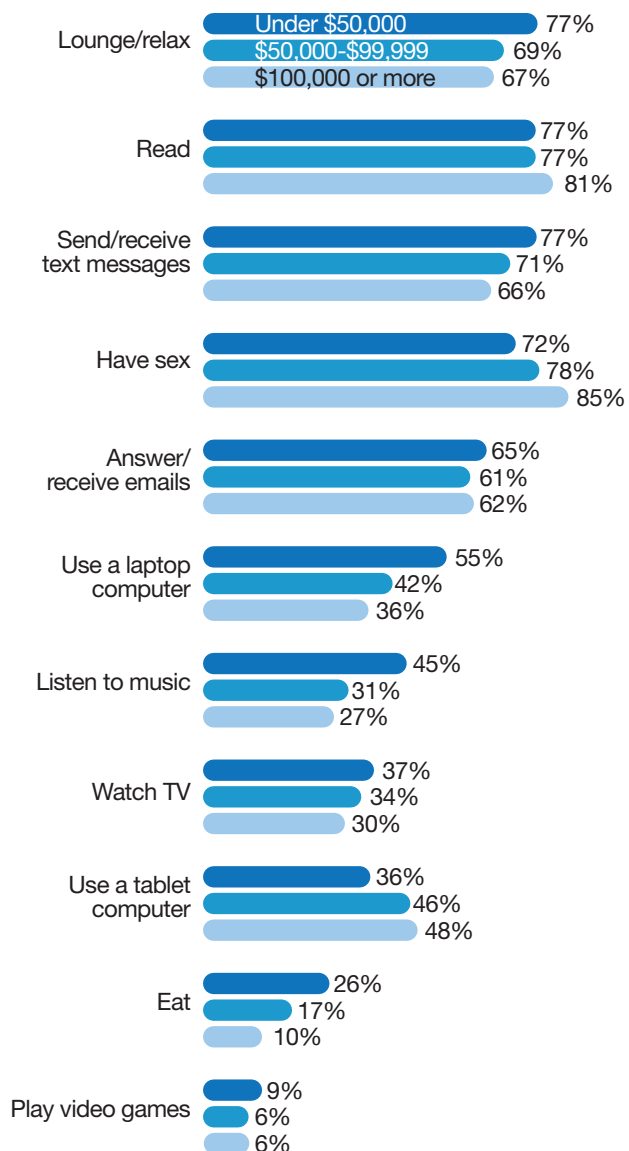
For a king-sized mattress, **affluent** households spend on average **2 times** more than lower-income buyers and **1.3 times** more than middle-income households.

Source: Furniture/Today 2013 Consumer Buying Trends Survey



### WHAT PEOPLE DO IN BED

Once a week or more, consumers with household incomes



Source: Furniture/Today and Apartment Therapy 2014 Bedding Survey

### KEYS TO SUCCESSFULLY SELLING ADJUSTABLE BASES

Furniture stores

“Showing the product and being convinced of the advantages in purchase.”

“Displaying as many as possible and ensuring RSAs are showing and explaining the benefits.”

“Getting the consumer to lie down on the bed and show the features.”

“Show how having the head/foot raised makes the bed more comfortable and provides health benefits.”

“Showing the product early in the presentation.”

Bedding specialists

“Displaying them on as many mattresses as possible.”

“Introducing them after the consumer has chosen the mattress they like.”

“Identify health needs in customers.”

“Touting warranty coverage and Made in USA.”

“Offering them to every customer.”

Source: Furniture/Today Retailer Bedding Survey, 2014

# Consumers cite back pain as top sleep concern

BY DAVID PERRY

**HIGH POINT** — An analysis of consumers' mattress buying behavior reveals that there are major opportunities for the adjustable bed category to increase its position in the market.

While the number of adjustable bed bases being sold with mattresses is relatively small — one in 10 at furniture stores and one in seven at bedding specialty stores, according to Furniture/Today retail research — a look at consumer demographics finds plenty of upside potential for the category.

That's because affluent households, those most able to afford the \$1,000-plus tickets that adjustable beds typically carry, spend significantly more on mattresses than other consumer groups.

For king-sized mattresses, for example, affluent households spend on average two times more than lower-income buyers and 1.3 times more than middle-income households.

While affluent households (those earning \$100,000 or more annually) accounted for 20% of all mattress buyers in 2012, those households actually generated 29% of the total dollars spent on mattresses.

**WHAT CONSUMERS**  
Like MOST about an adjustable bed

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“Adjusting the head so I can sit comfortably in bed.”

“It’s a low profile and individualized for two sleepers on the same bed.”

“Many positions available for sleeping and reading.”

“That it can adjust when reading and watching TV.”

“The dual adjustments are great for reading in bed.”

“Zero-gravity setting.”

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Like LEAST about an adjustable bed

“It’s heavy.”

“Gap between the bed and wall.”

“Hard to access if you want to adjust it, but that’s more of a problem with the heavy mattress we have.”

“The mattress is so thick, it makes it awkward when I lift the head.”

That is real buying power, power that could easily be applied to adjustable bed bases.

The consumer insights gathered by Furniture/Today and its consumer research partner, Apartment Therapy, also show that as consumers age, they are more likely to develop health issues that make it difficult to sleep. Adjustable bed bases could help many of those consumers find relief, bedding marketers say.

Back pain or back injuries are cited by large numbers of consumers in all key demographic groups. Forty-five percent of Millennials (consumers between the ages of 18 and

33) say they suffer from back pain/injury, while the figure rises to 51% for consumers in Gen X (those between 34 and 49), and, somewhat surprisingly, drops down to 41% for Baby Boomers (those between the ages of 50 and 68).

Shoulder pain/injury is cited by 21% of the Millennials, 22% of Gen X consumers and 36% of Baby Boomers, while leg pain/injury is cited by 7% of the Millennials, 9%

of the Gen X consumers, and 19% of the Baby Boomers.

Adjustable bed bases could help many of those consumers, who may be struggling to find a comfortable sleeping position, bedding observers say.

The consumer data gathered by Furniture/Today and Apartment Therapy also reveals that consumers use their beds for many more activities than just sleep.

About eight in 10 consum-

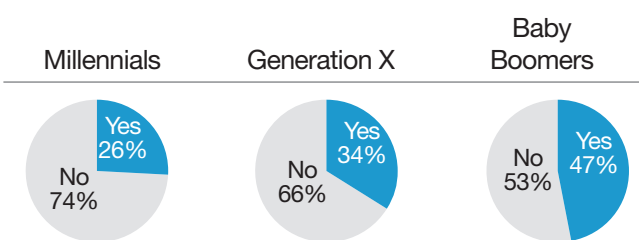
ers in households of under \$50,000, from \$50,000 to \$99,999, and over \$100,000 read in bed once a week or more. The figures are similar for consumers who say they send or receive text messages in bed once a week or more, and are somewhat lower for consumers who say they answer and receive emails in bed once a week or more.

TV-watching in bed once a week or more is cited by about one in three consumers in households with annual incomes in all three groups.

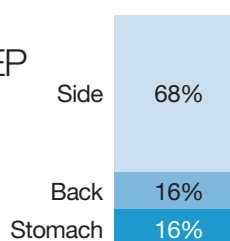
Sleep experts say consumers should be using their beds for sleep and sex only — and shouldn't be taking work to bed with them. But most consumers are not heeding that advice, and have turned their beds into work and text stations, the Furniture/Today research reveals.

And many of those consumers, obviously, would benefit from adjustable bed bases, which increasingly offer features designed to make it easier to read in bed and to hop on and off a laptop or tablet, bedding marketers say.

## DO YOU HAVE HEALTH CONCERNS THAT MAKE IT DIFFICULT TO SLEEP?



## CONSUMERS MOSTLY SLEEP ON THEIR



Source: Furniture/Today and Apartment Therapy 2014 Bedding Survey

## HEALTH CONCERNS

% of each generation	Millennials ages 18-33	Generation X ages 34-49	Baby Boomers ages 50-68
Back pain/injury	45%	51%	41%
Stress	45%	34%	21%
Insomnia	21%	25%	19%
Shoulder pain/injury	21%	22%	36%
Snoring	16%	24%	23%
Acid reflux	13%	15%	22%
Asthma	12%	10%	7%
Other*	8%	8%	5%
Leg pain/injury	7%	9%	19%
Restless leg syndrome	7%	11%	10%
Sleep apnea	7%	16%	19%
Obesity	4%	9%	10%
Hot flashes	3%	13%	30%

\*Includes sleep walking, arthritis, pregnancy, limited mobility, anxiety and allergies.

## ABOUT THE DATA

Furniture/Today and New York-based Apartment Therapy fielded an online consumer survey in February, asking Apartment Therapy readers about mattresses and adjustable bed bases. The survey garnered responses from 1,504 consumers.

Founded in 2004, Apartment Therapy reaches more than eight million unique readers online each month.

The sponsor of this presentation, Ergomotion, had no involvement in collecting, analyzing or reporting the data.





# Life

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