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Gold Bond Mattress Sees Consumer Trend Toward Better-Made, Higher-Priced Beds

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As the U.S. economy continues to rebound following the nationwide shutdown due to COVID-19, independent mattress manufacturer Gold Bond Mattress Co. is seeing growth in the demand for higher priced, better made mattresses. The company has seen a 23 percent uptick in sales of its high-end products over the last

few months.

Consumers who typically shop in the upper price points have experienced little impact from the pandemic, and many long-time city dwellers in the Northeast are fleeing to invest in luxury homes in the suburbs. Home buying, coupled with the amount of time consumers are spending at home, has resulted in a move to feather their nests with new home furnishings and mattresses. Those purchases have gravitated toward higher price points and increased demand for American-made mattresses.

“Upper-end consumers in today’s market are looking for better goods and our retailers are turning to us to fill the need. Let’s remember that for many families, staying home for six months or more means less money spent on clothes, commuting and vacations. They are investing that money into their homes and we are seeing the benefit of that trend,” said Robert Naboicheck, president of Gold Bond Mattress.

Gold Bond’s Smart Luxury and Smart Hybrid collections have been leading the company’s orders. Built with Leggett & Platt’s® Bolsa® unit with Quantum Edge® coils to provide

consumers an innerspring mattress that is comfortable, supportive, durable and crafted with in Connecticut with materials made in American – another key selling point for consumers. The company’s Venice, which offers one of the highest coil counts available, has also been in high demand.

The Smart Hybrid innerspring series retails from \$2,499 to \$2,999 in queen while the Smart Luxury innerspring models are priced to retail from \$1,999 to \$2,499 in queen. Venice is priced to retail at \$1,599 in queen.

“Retailers are looking for better goods to sell, not only to meet the wants and desires of consumers, but to help boost their overall margin,” Naboicheck said. “As mattress sales have continued to soar over the last few months, we’ve spent a great deal of time working closely with our partners to fulfill their product needs. With our exclusive, select distribution and little online presence, our retail partners are able to secure significantly higher margins.”

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