

Core Desirability

Marketplace comparisons

There are currently about 25 active crib mattress manufacturers in the US. Current retail crib mattress prices range from approximately \$50 for ultra-inexpensive Sealy/Kolcraft innerspring designs sold through high-volume/department stores/bulk retailers (e.g., WalMart, Costco, Target, JC Penney, Sears

and Amazon) to between \$400 and \$625 for high-end mattresses with organic/latex/exotic components. These are most often sold in boutiques or via scores of manufacturer and intermediary/re-seller websites. Various manufacturers also produce private label mattresses for boutiques and re-sellers.



Three Players To Watch

Colgate

The 54-year-old Atlanta-based manufacturer offers a wide range of innerspring and latex mattresses at ten retail price points from \$150 to \$370, including the new EcoClassical made from plant-based foam. (8% plant-based/92% petroleum).

Naturepedic

The Cleveland-based upper-middle-market volume leader, relentlessly markets its ‘natural, non-toxic and organic’ mattresses (despite its use of polyethylene mattress guards and very dated steel coil/inner-spring mattress designs) at four key price points from \$259 up to \$359.

Natural Mat

The UK-based manufacturer has an aggressive eco positioning and is the current high-price leader at \$625. Along with Colgate and Naturepedic, Natural Mat offers specialty oval mattresses that fit high-end Stokke cribs, and also align with the crib brand in their primary marketing.