

Industry leaders share views on price trends

BY DAVID PERRY

HIGH POINT — Medium-priced beds, those retailing from \$500 to \$999, will show the greatest growth this year in units, while higher-end beds will show the greatest growth in dollars, according to a survey of leading bedding producers.

But the producers, responding to a Furniture/Today questionnaire, are not unanimous in those views.

Some say that entry-level beds, those retailing at under \$500, will lead the growth parade in units, while others say that beds retailing from \$1,000 to \$1,999 will be the unit growth leaders.

On the dollar side of the equation, producers are about evenly split about where the greatest gains will occur. Some say it will be for beds retailing from \$1,000 to \$1,999, while others say the greatest growth will occur with beds retailing at \$2,000 and up.

The producers were responding to this question: Which price band will show the greatest growth in 2015? Here are their answers:

Bob Naboichek, president, Gold Bond: "We see growth in



the \$500 to \$999 segment and the segment at \$2,000 and up. The pull of the market above \$2,000 is stretching the low-end now to above \$500. Now that the economy is improving, consumers are willing to make an investment in a better quality mattress because they understand the importance of a good night's sleep. The industry has been effective getting that message across and the economy is helping the consumer feel confident enough to write the check. The same holds true at above \$2,000. Even a better-heeled consumer is sensitive to economic news and they are more comfortable spending more to get more right now."