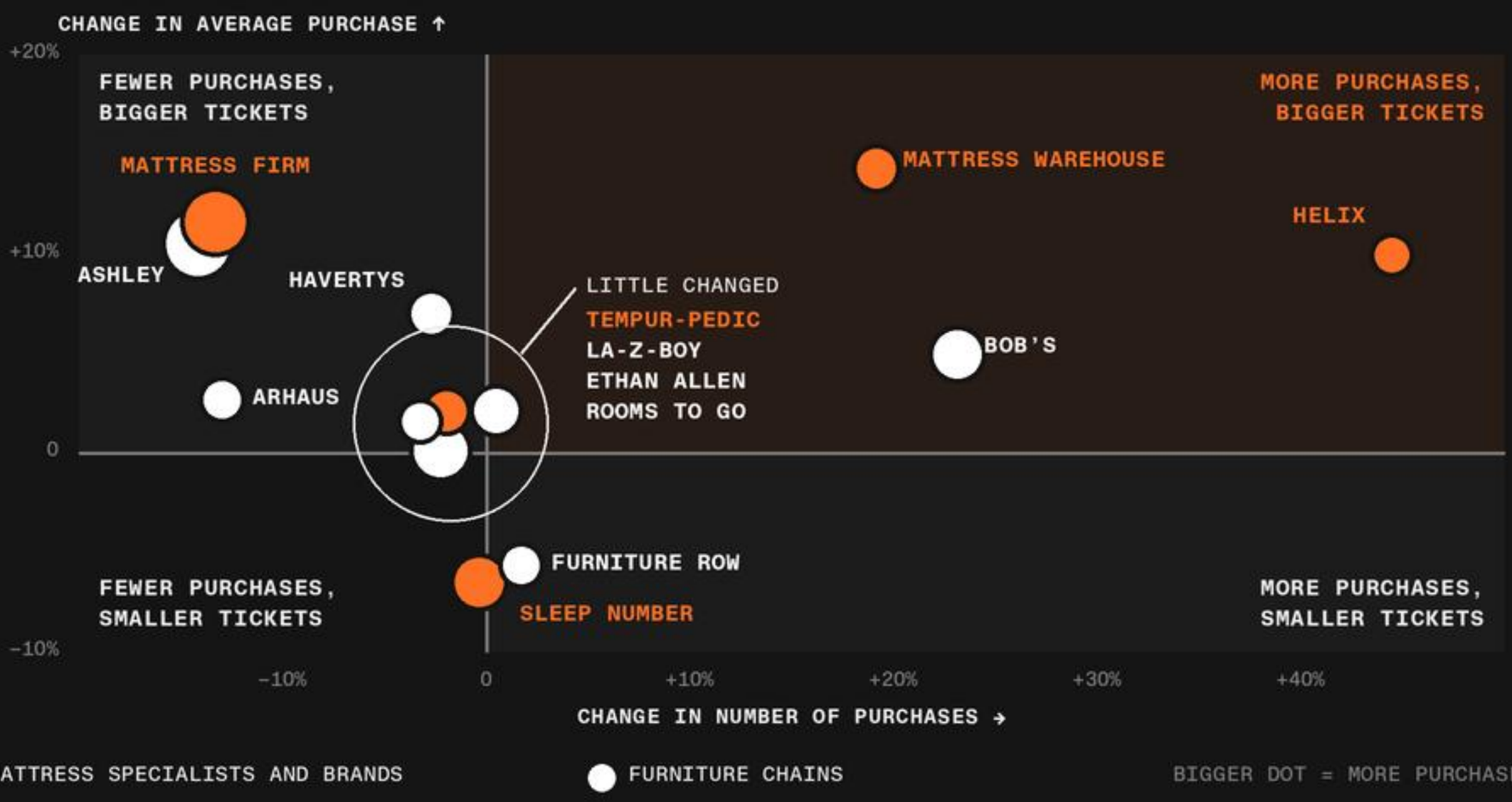
MATTRESSES THIS FALL · A RETAILER'S VIEW

Who's winning the mattress shopper?

Two of the biggest names are making fewer sales at bigger average tickets, while smaller chains and the online brand Helix are adding purchases.

EACH DOT IS A STORE CHAIN OR A BRAND THAT SELLS DIRECT



> "Traffic is the biggest challenge in the industry right now"
>
> C-SUITE, MATTRESS MANUFACTURER, US · OCTOBER
>
> Carbon Arc Transcripts ID: 4243cff2-cbb8-4d80-944e-4dc4a6aa28eb

Card purchases, Jan to Sep 2026 vs 2025. Furniture chains' figures cover all furniture. Sleep Number was sold to Sleep Country Canada in July after filing for Chapter 11.

Source: Carbon Arc Credit Card – US Complete Panel - CA0056 · Carbon Arc Transcripts · Sleep Number SEC filings

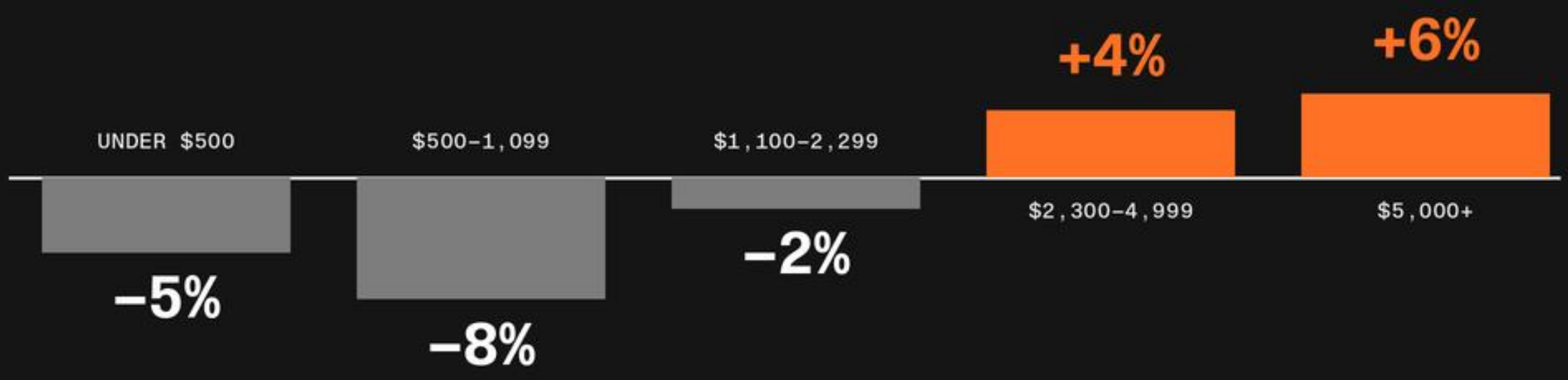
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CARBON ARC TRANSCRIPTS × THE CARBON ARC PLATFORM

01 WHO'S STILL BUYING · PRICE BANDS

Bigger purchases are holding up best.

SIX MATTRESS SPECIALISTS COMBINED · PURCHASES BY SIZE VS A YEAR AGO



BY CHAIN · $5,000+ AND $500–1,099 PURCHASES VS A YEAR AGO

	$5,000+	$500–1,099
MATTRESS FIRM	+12%	−11%
MATTRESS WAREHOUSE	+51%	+3%
TEMPUR-PEDIC	+1%	+9%
SLEEP NUMBER	−12%	+15%

> "when times are tough, the people with money still have money and they're still buying luxury goods"
>
> C-SUITE, MATTRESS MANUFACTURER, US · OCTOBER
>
> Carbon Arc Transcripts ID: f1849fb2-3982-4179-91cb-0cccd54af21a

Card purchases, Jan 1 to Oct 10, 2026 vs 2025.

Source: Carbon Arc Credit Card – US Complete Panel - CA0056 · Carbon Arc Transcripts

Carbon Arc

02 ONLINE SALES · AMAZON

More entry-level beds are selling on Amazon.

JAN TO SEP 2026 VS 2025

+22%

AMAZON MATTRESS UNITS

SAME TRACKED PRODUCTS

$214

AVERAGE PRICE PER UNIT

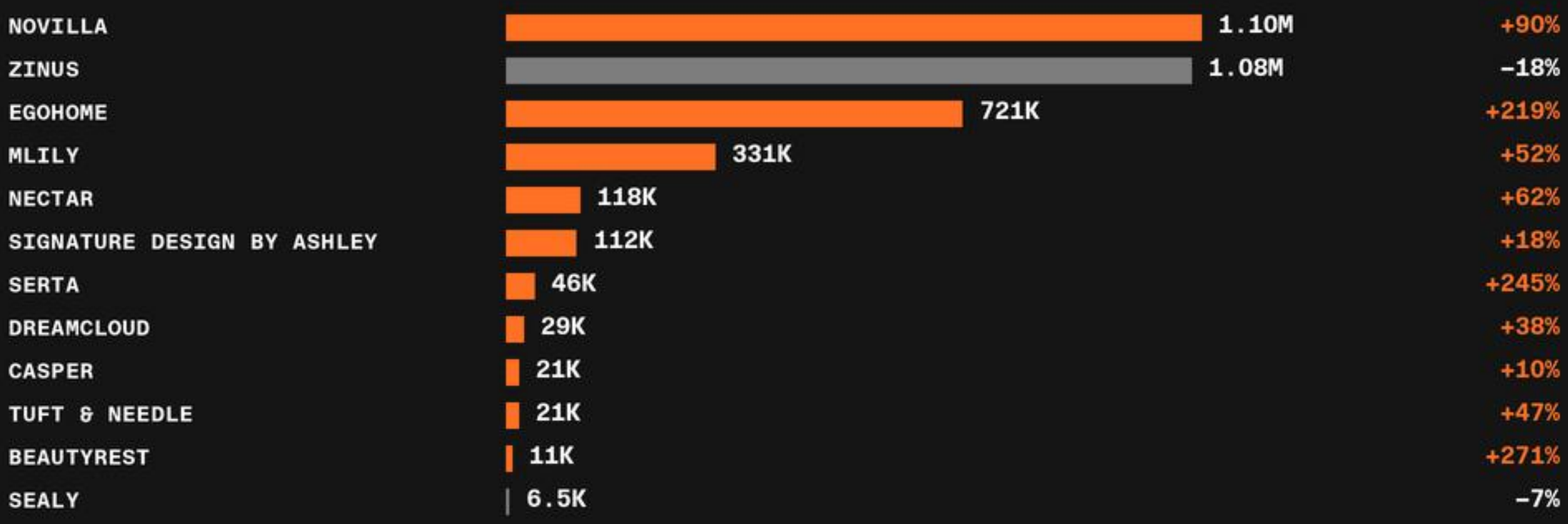
+3% VS 2025

84%

OF UNITS UNDER $300

2026

WHO SELLS THEM · ESTIMATED UNITS, JAN TO SEP 2026



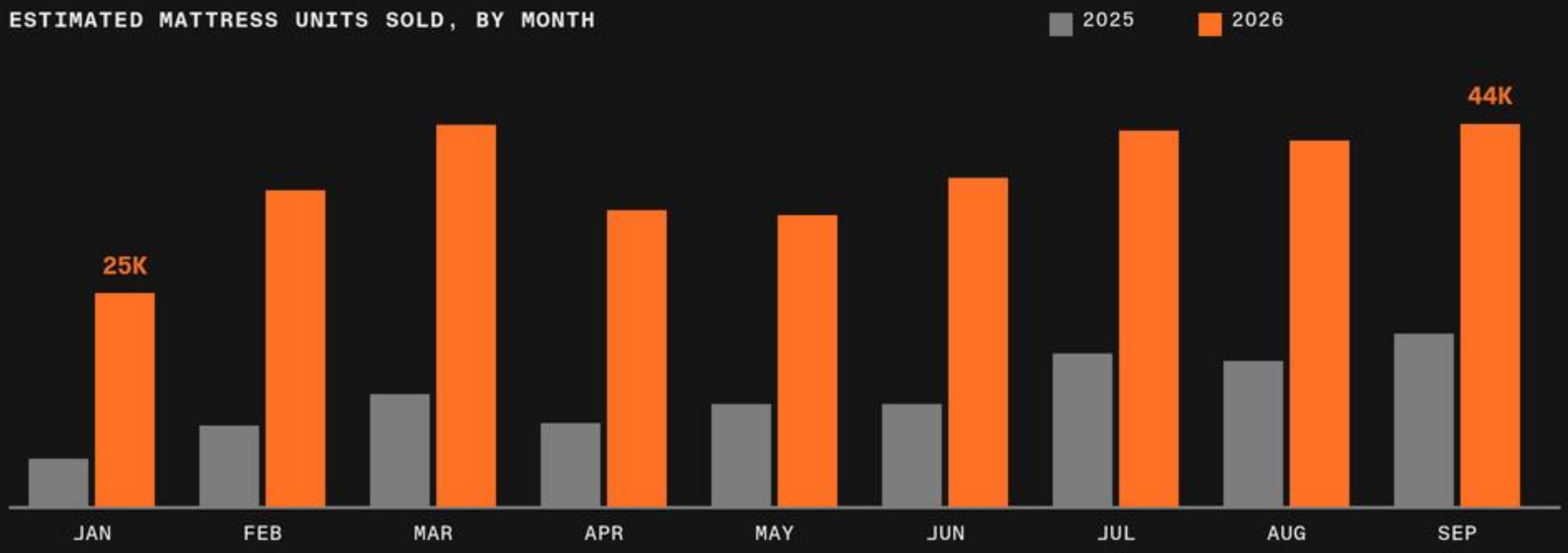
> “what’s really missing overall ... is the $1,000, let’s say, or less consumer. And I believe that those are going to e-commerce that’s not bedding retailers.”
>
> OWNER, MATTRESS RETAILER, US · OCTOBER
>
> Carbon Arc Transcripts ID: 41389d43-3ef1-4a7a-90f1-924160f0f9fd

Source: Carbon Arc Amazon Marketplace Intelligence - CA0083 · Carbon Arc Transcripts

03 SOCIAL SHOPPING · TIKTOK SHOP

On TikTok Shop, mattresses are small but growing fast.

Mattress sales grew faster than TikTok Shop as a whole. Most are low-priced beds, and the best-known mattress brands have almost no sales there.



0.16% → 0.25%

SHARE OF ALL TIKTOK SHOP SALES

90%

OF UNITS UNDER $150

66%

OF SALES VIA CREATOR VIDEOS

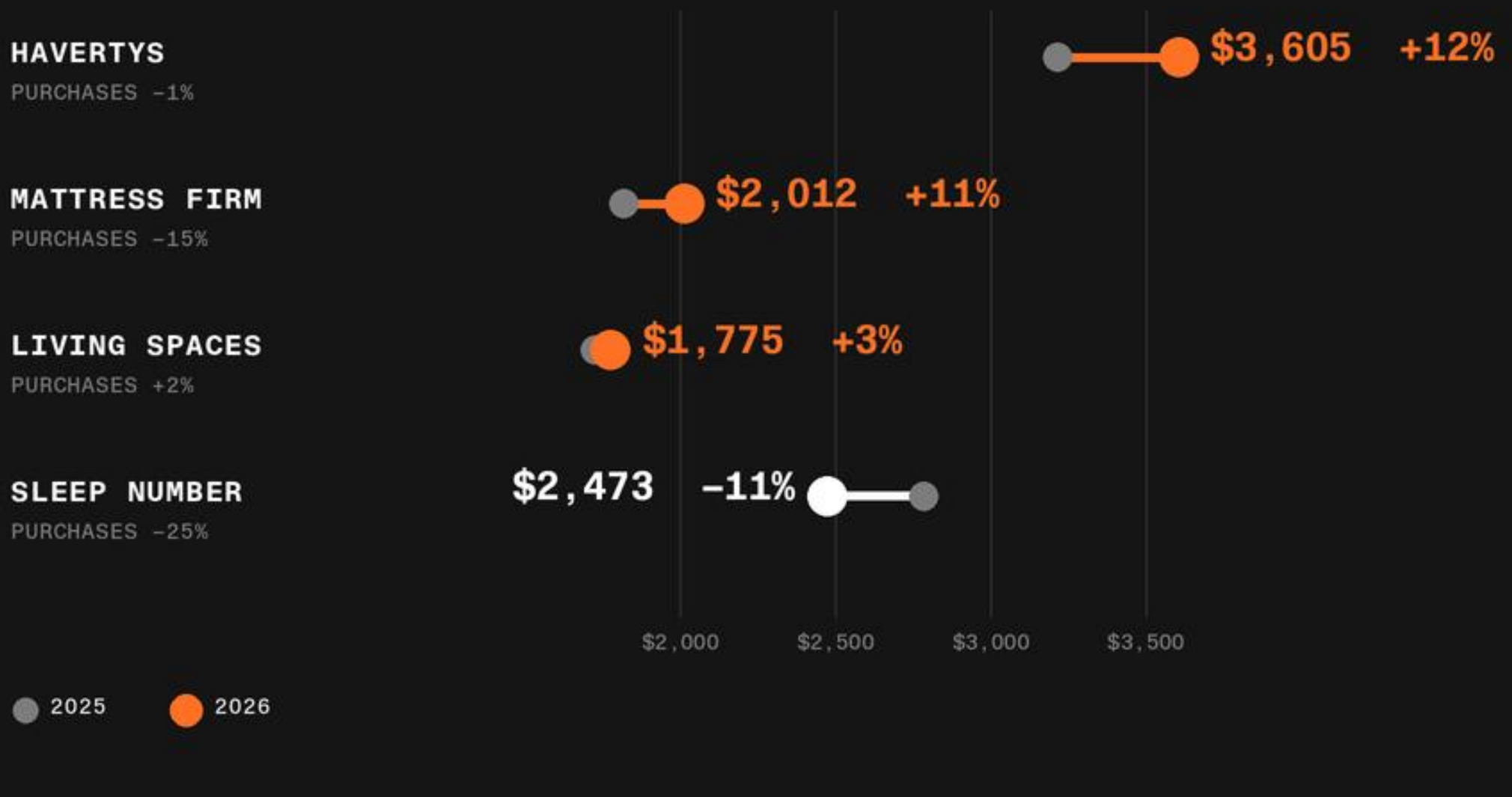
> “the micro influencers are probably better than the overpriced big influencers these days. The game’s changed.”
>
> OWNER, DTC MATTRESS COMPANY · OCTOBER
>
> Carbon Arc Transcripts ID: ef7dec25-af6d-402c-9646-c325065b6b5a

Source: Carbon Arc TikTok Shop - CA0045B · Carbon Arc Transcripts

04 HOW THEY PAY · STORE-CARD FINANCING

Financed tickets are up at three of four chains.

AVERAGE STORE-CARD PURCHASE, JAN TO SEP · 2025 → 2026



> “the best way to sell premium beds is to step somebody up from $1,000 to $2,000 or $3,000, and you do that through five year financing because they can afford the payment and that’s gotten so expensive they can’t do it anymore”
>
> C-SUITE, MATTRESS MANUFACTURER, US · OCTOBER
>
> Carbon Arc Transcripts ID: f1849fb2-3982-4179-91cb-0cccd54af21a

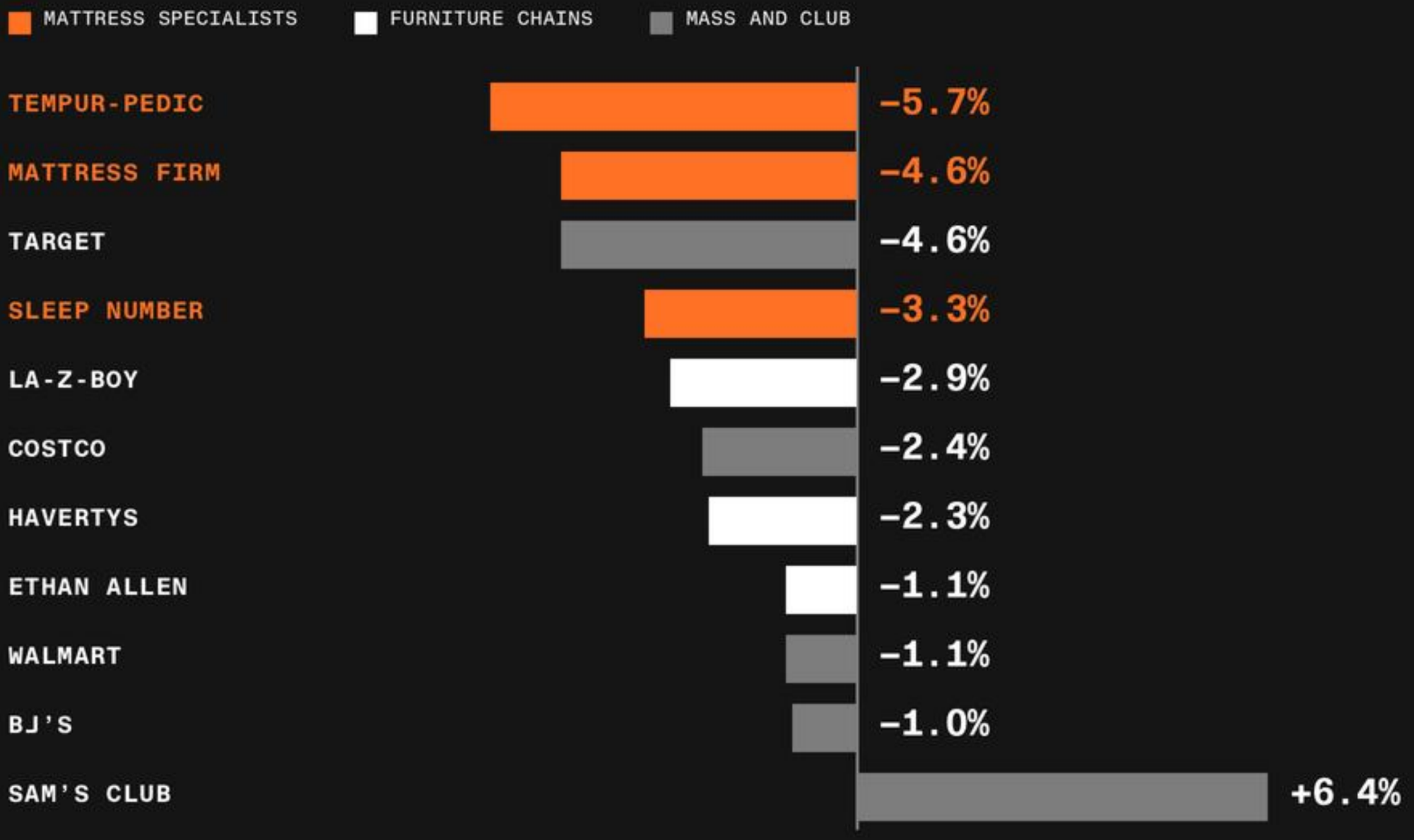
Sleep Number was sold to Sleep Country Canada in July after filing for Chapter 11.

Source: Carbon Arc Credit Card – US Private Label - CA0058G · Carbon Arc Transcripts · Sleep Number SEC filings

05 STORE TRAFFIC · FOOT TRAFFIC

Same-store foot traffic is down almost everywhere.

FOOT TRAFFIC AT THE SAME STORES, JAN TO SEP 2026 VS 2025



> "We didn't anticipate foot traffic to be down as much as it has been."
>
> OWNER, MATTRESS RETAILER, US · OCTOBER
>
> Carbon Arc Transcripts ID: 41389d43-3ef1-4a7a-90f1-924160f0f9fd

Sleep Number was sold to Sleep Country Canada in July after filing for Chapter 11.

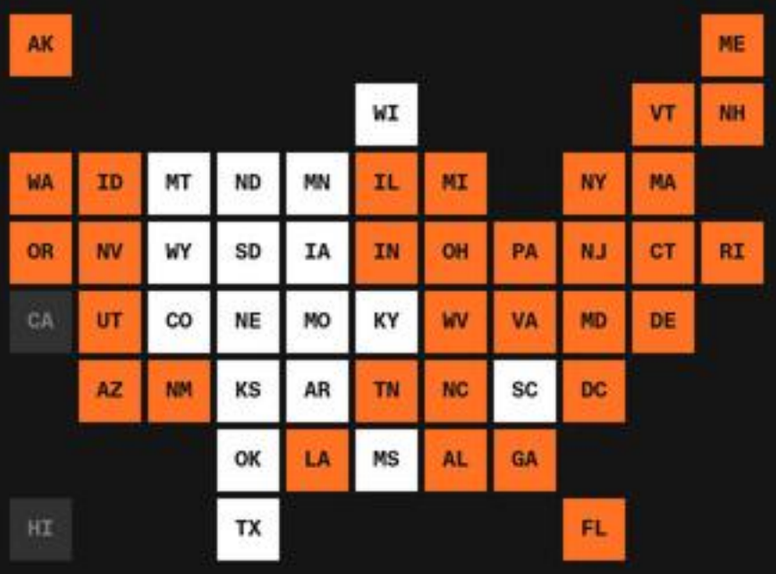
Source: Carbon Arc Foot Traffic - CA0060 · Carbon Arc Transcripts · Sleep Number SEC filings

06 GAS PRICES · C-STORE FUEL × FOOT TRAFFIC

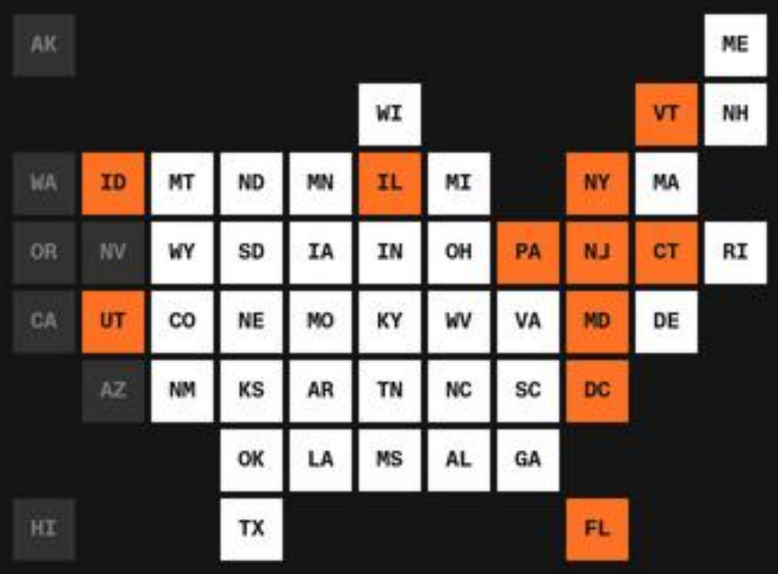
In both gas spikes, foot traffic didn’t hinge on $4.

In each spike, we compared states where regular gas had just passed $4 a gallon with states where it hadn’t yet. Mattress-store foot traffic moved the same way in both groups.

2022 STATES GROUPED BY GAS PRICE IN MARCH



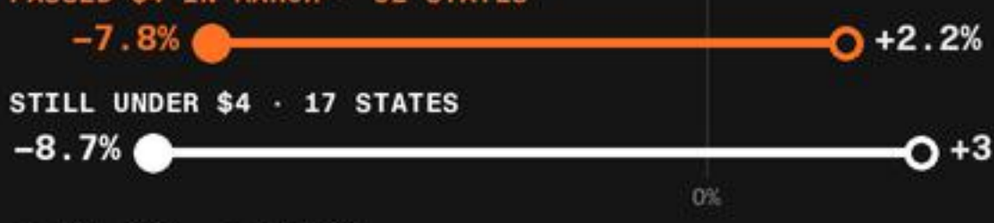
2026 STATES GROUPED BY GAS PRICE IN APRIL



JUST PASSED $4 THAT MONTH STILL UNDER $4 NOT COMPARED (ALREADY OVER $4 EARLIER)

MATTRESS-STORE FOOT TRAFFIC VS A YEAR EARLIER

PASSED $4 IN MARCH · 32 STATES



JAN–FEB MARCH

Both groups fell sharply in March, and the states still under $4 fell slightly more.

MATTRESS-STORE FOOT TRAFFIC VS A YEAR EARLIER

PASSED $4 IN APRIL · 11 STATES



JAN–MAR APRIL

Both groups improved in April by about the same amount.

> “In all the years I’ve been doing this, when gasoline prices in the areas that we do business go over that $4 a gallon mark, it seems to really slow down the customer traffic volume.”
>
> OWNER, MATTRESS RETAIL CHAIN, EAST COAST · OCTOBER
>
> Carbon Arc Transcripts ID: a3413aa3-4b28-4e78-bd97-cf5c5e687ce0

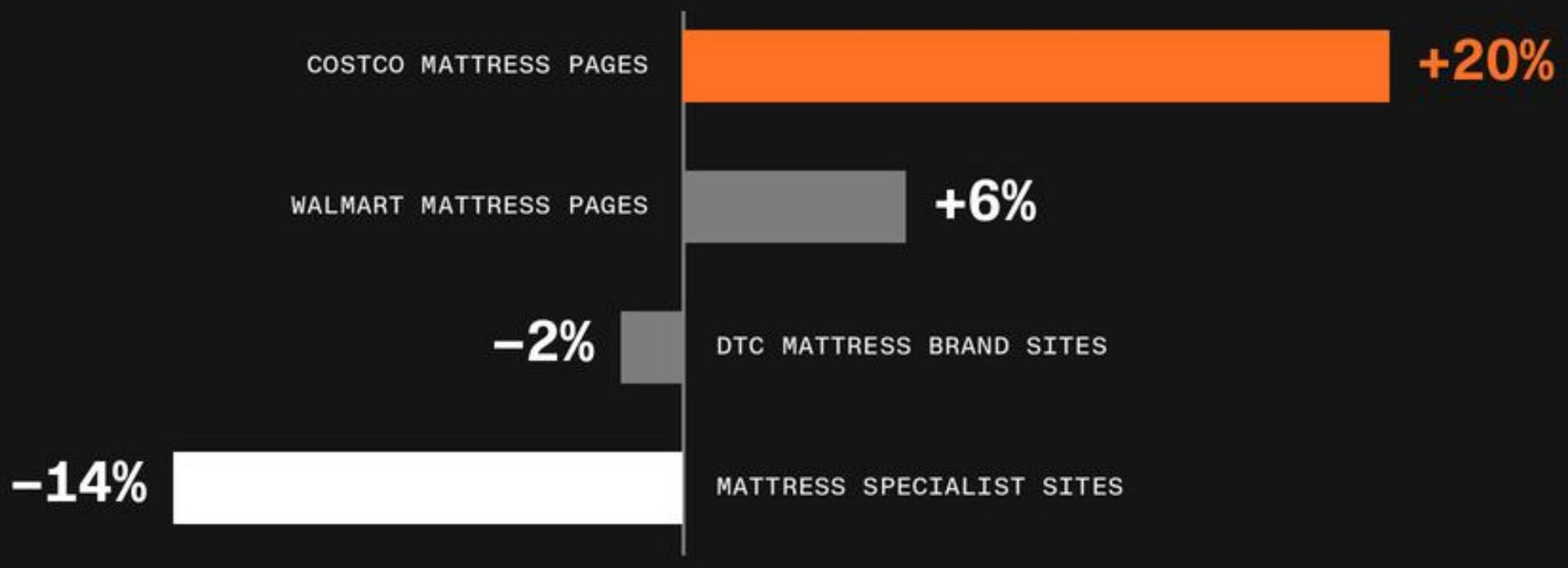
Mattress stores: Mattress Firm, Sleep Number and Tempur-Pedic.

Source: Carbon Arc POS - Convenience Stores - CA0029 · Carbon Arc Foot Traffic - CA0060 · Carbon Arc Transcripts

07 WHERE THEY BROWSE · CLICKSTREAM

Online, Costco is drawing a bigger share of shoppers.

VISITORS, WEEKS OF MAR 30 TO OCT 4, 2026 VS 2025, NET OF A CONTROL



COSTCO'S SHARE OF ALL ONLINE MATTRESS SHOPPERS, JAN TO EARLY AUG

2024	2025	2026
7.0%	7.1%	9.0%

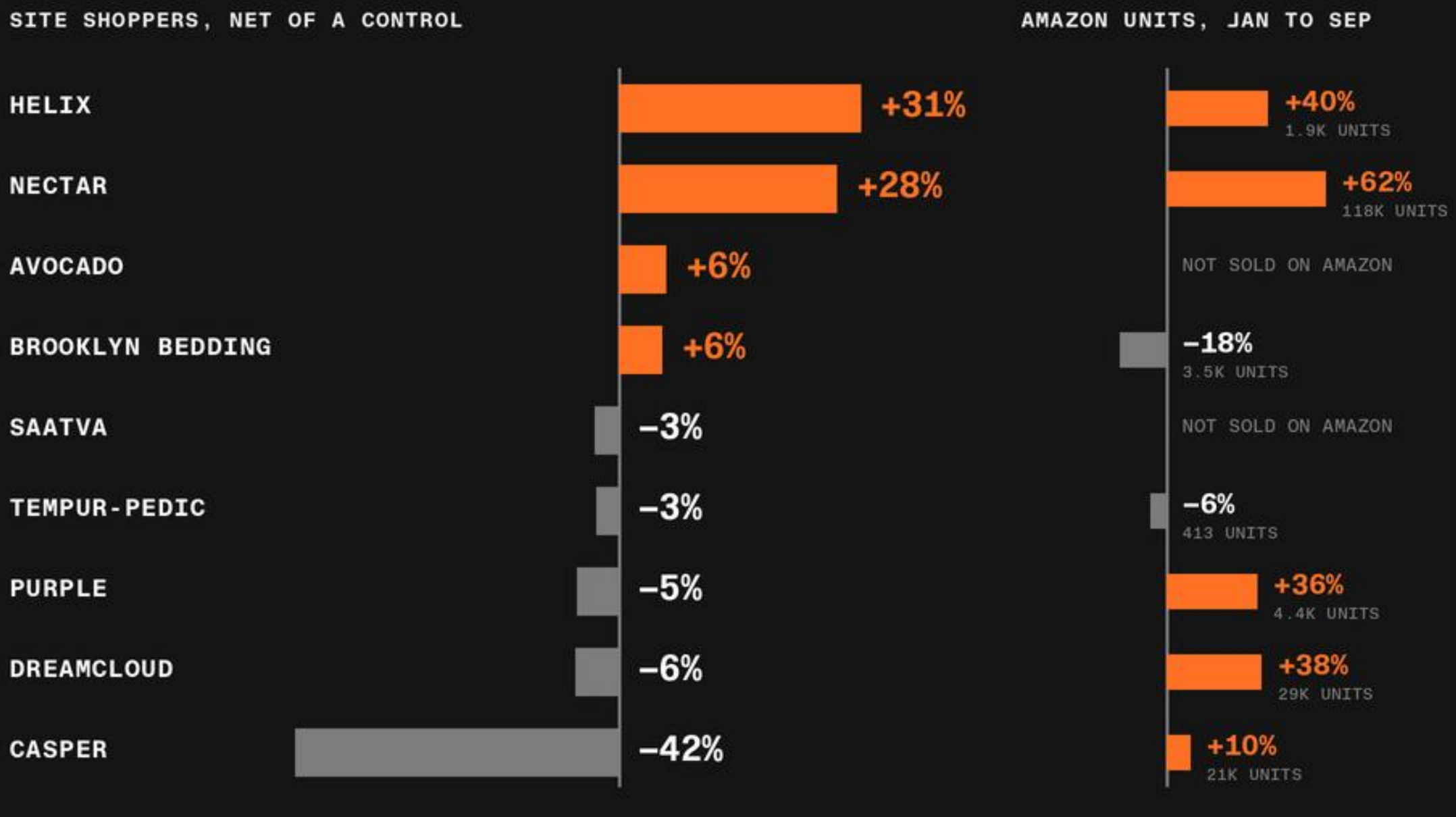
> "people say, 'Oh, it's cheaper at Costco. I'll buy it there. It's cheaper at Sam's.'"
>
> OWNER, DTC MATTRESS COMPANY · OCTOBER
>
> Carbon Arc Transcripts ID: ef7dec25-af6d-402c-9646-c325065b6b5a

Control: Home Depot, Best Buy and Lowe's. Sam's Club and Target have too few panel shoppers to read.
Source: Carbon Arc Clickstream - CA0030 · Carbon Arc Transcripts

08 DTC BRANDS · CLICKSTREAM AND AMAZON

On their own sites, Helix and Nectar gained; Casper fell back.

Shoppers on each brand's own website, set beside the brand's unit sales on Amazon.



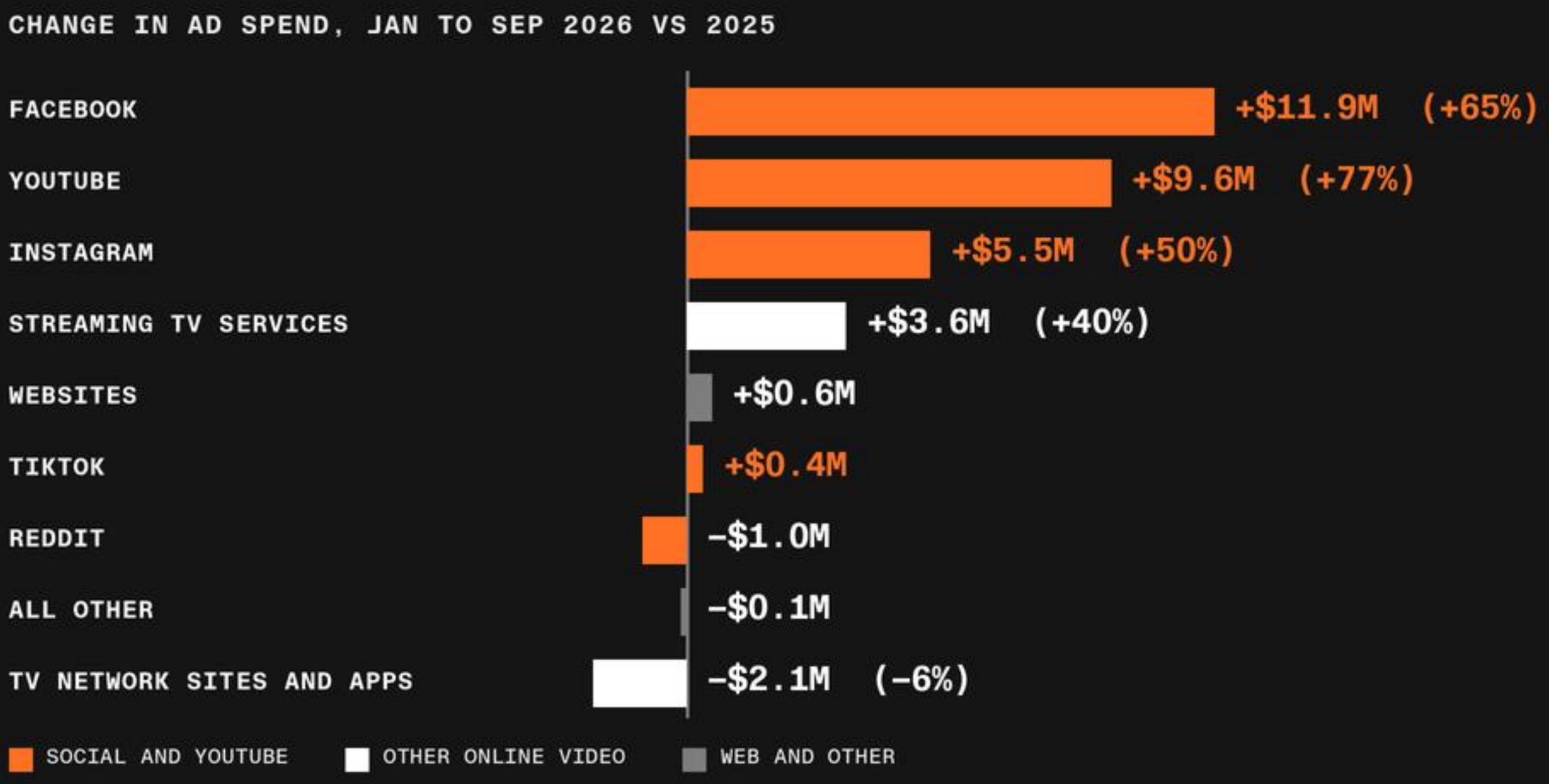
> "The online category, especially like I said with Amazon is having a massive impact. We hear it all the time. We see it all the time."
>
> C-SUITE, MATTRESS MANUFACTURER, US · OCTOBER
>
> Carbon Arc Transcripts ID: 4243cff2-cbb8-4d80-944e-4dc4a6aa28eb

Control: Home Depot, Best Buy and Lowe's.
Source: Carbon Arc Clickstream - CA0030 · Carbon Arc Amazon Marketplace Intelligence - CA0083 · Carbon Arc Transcripts

09 AD SPEND · DIGITAL ADVERTISING

Mattress ad dollars shifted toward social and YouTube.

Mattress digital ad spend rose 30% to $123M, Jan to Sep. Facebook, Instagram and YouTube took 56% of it, up from 44% a year earlier.



> “I’ve moved away from Google AdWords in the last year. They’re so expensive and you’re just not getting results. You get results in YouTube”
>
> OWNER, DTC MATTRESS COMPANY · OCTOBER
>
> Carbon Arc Transcripts ID: ef7dec25-af6d-402c-9646-c325065b6b5a

Search and linear TV are not covered.

Source: Carbon Arc Digital Advertising - CA009 · Carbon Arc Transcripts

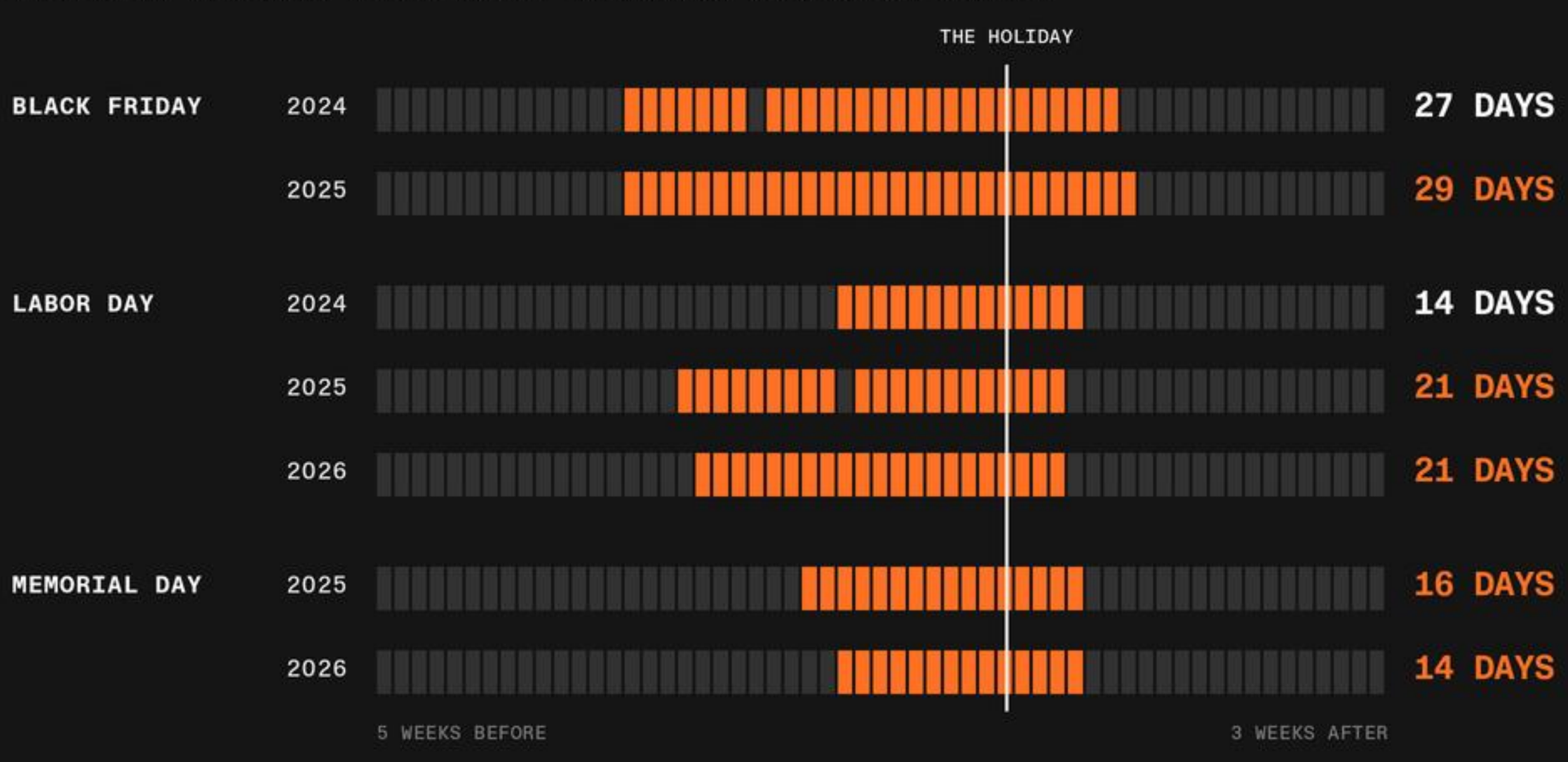
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10 THE CALENDAR · CARD SPEND

Black Friday sales now run about four weeks.

DAYS WHEN MATTRESS SPECIALISTS' SPEND RAN 30%+ ABOVE NORMAL



> "So not bigger discounts, but longer promotions."
>
> OWNER, MATTRESS RETAIL CHAIN, EAST COAST · OCTOBER
>
> Carbon Arc Transcripts ID: a3413aa3-4b28-4e78-bd97-cf5c5e687ce0

Source: Carbon Arc Credit Card – US Complete Panel - CA0056 · Carbon Arc Transcripts

11 WHEN THEY BUY · INTRADAY CARD

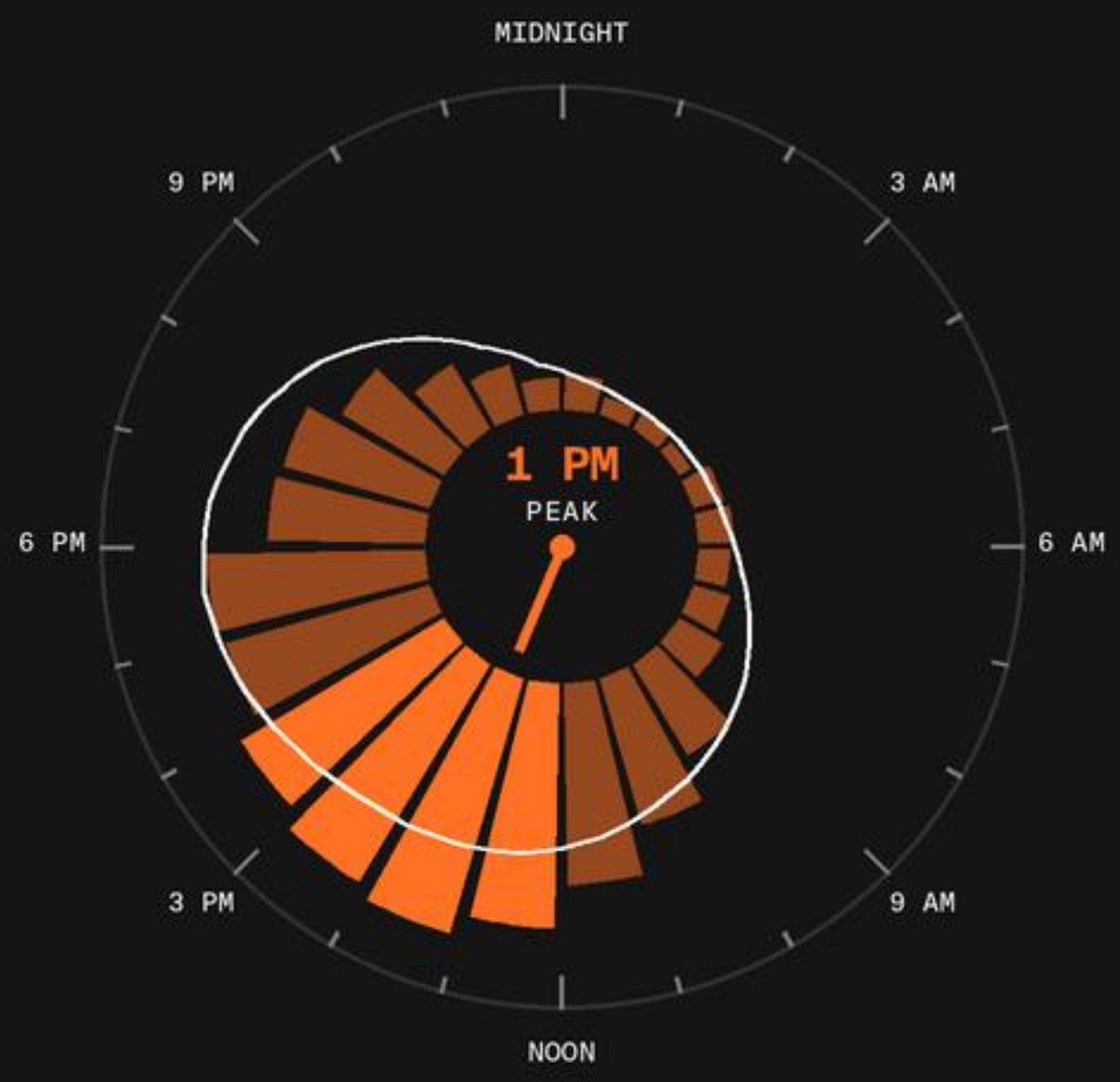
Saturday afternoons are the busiest stretch.

All six of the week's busiest hours fall on Saturday, between noon and 6 pm.

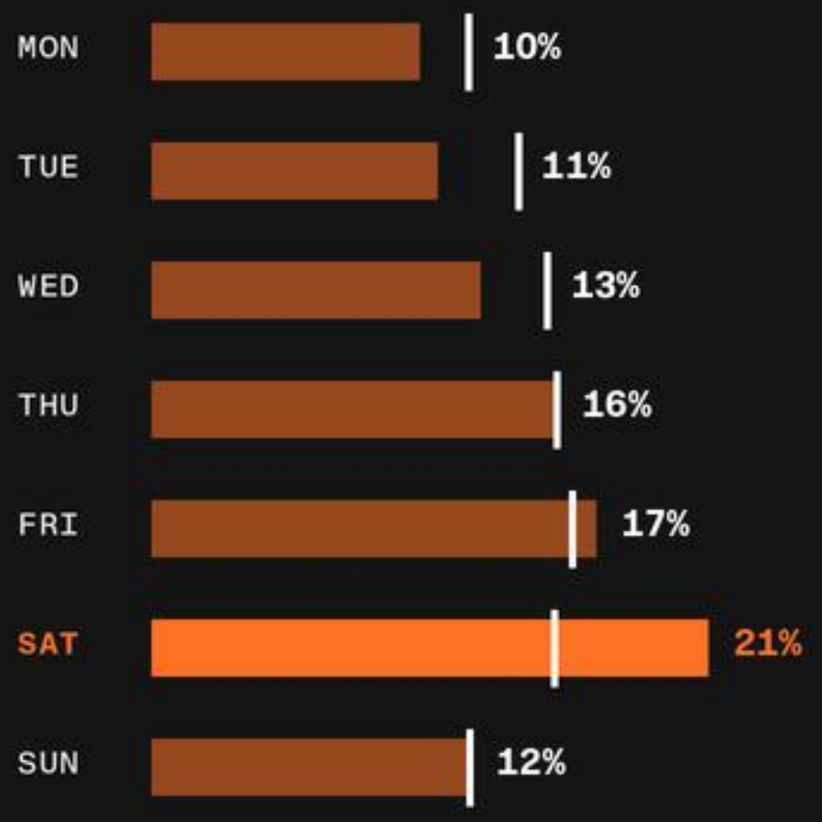
FURNITURE + MATTRESS PURCHASES

ALL RETAIL SHOPPING, FOR COMPARISON

BY HOUR OF THE DAY



BY DAY OF THE WEEK



SHARE OF THE WEEK'S PURCHASES

> "you sell it on Saturday, Sunday, you order it on Monday, it gets to you within 10 days to two weeks"
>
> C-SUITE, MATTRESS RETAILER, US · OCTOBER
>
> Carbon Arc Transcripts ID: 1fc0bca3-3307-4720-b7d3-58f17c9e2ee9

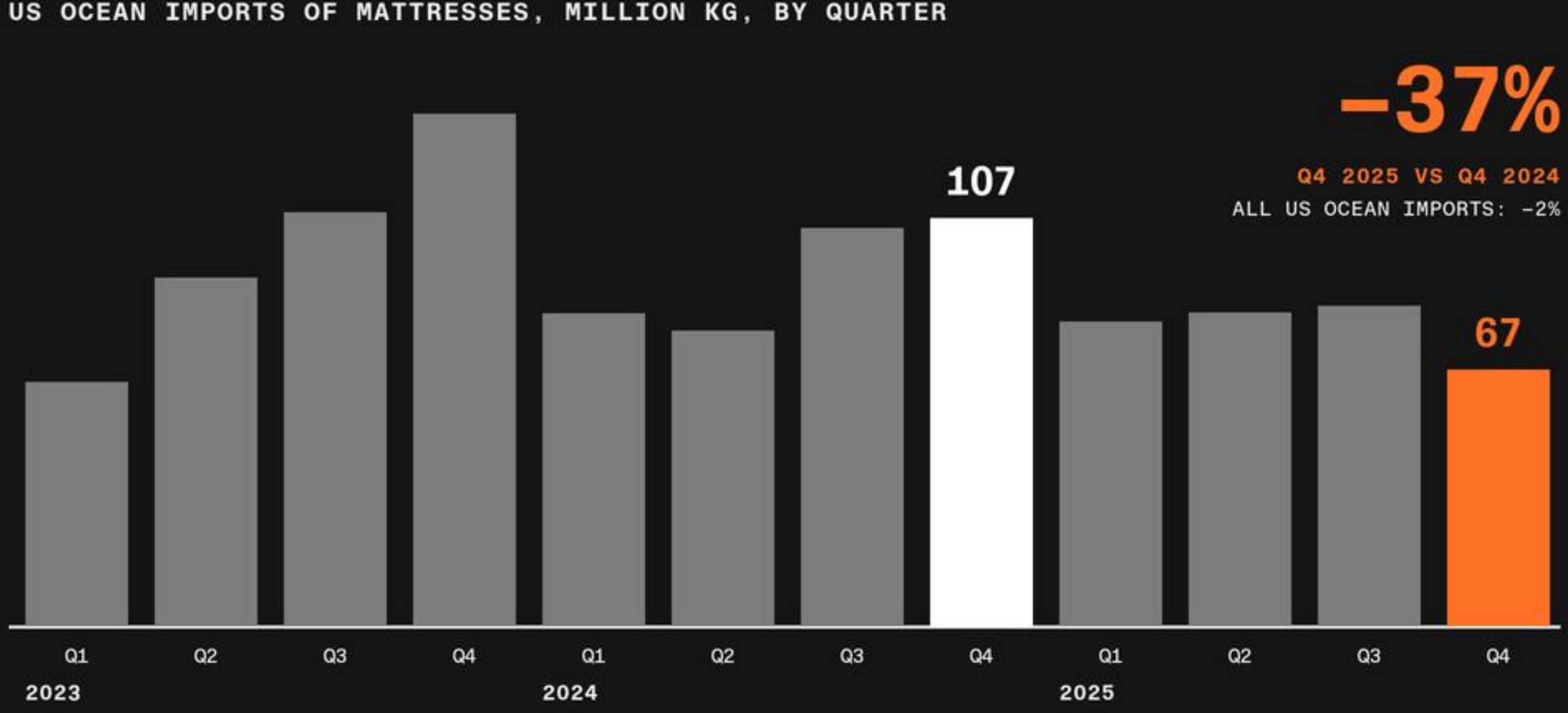
Card purchases, Jun 1 to Oct 11, 2026. The panel skews younger.

Source: Carbon Arc Credit Card – US Neo - CA0086 · Carbon Arc Transcripts

12 INVENTORY · IMPORTS

Mattress imports fell sharply late last year.

US OCEAN IMPORTS OF MATTRESSES, MILLION KG, BY QUARTER



−37%

Q4 2025 VS Q4 2024

ALL US OCEAN IMPORTS: −2%

WHERE THEY SHIPPED FROM, H2 2025 · SHARE OF WEIGHT

33% INDONESIA

14% MALAYSIA

11% CHINA

9% THAILAND

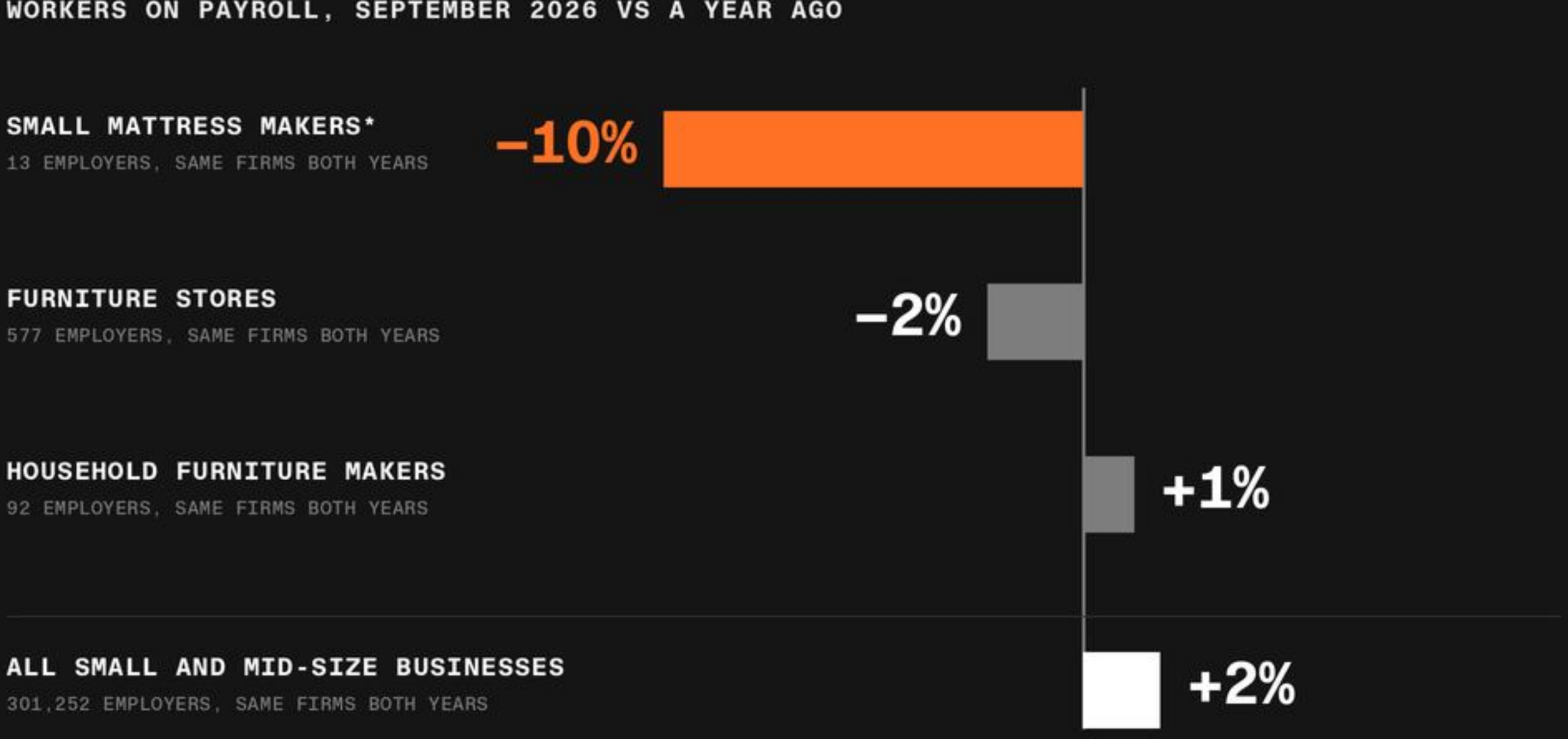
> “No, mostly made to order. We do keep a small percentage of finished goods. It’s less than 10% of total sales.”
>
> C-SUITE, MATTRESS MANUFACTURER · OCTOBER
>
> Carbon Arc Transcripts ID: 8c446636-d9e4-4563-964b-0564955a9eda

Source: Carbon Arc Trade Claims - CA0040 · Carbon Arc Transcripts

13 WHO BUILDS IT · PAYROLLS

Payrolls are shrinking fastest at small mattress makers.

WORKERS ON PAYROLL, SEPTEMBER 2026 VS A YEAR AGO



> “This is the toughest I’ve seen it since 2008, but it’s not as bad as then.”
>
> OWNER, MATTRESS RETAILER, US MIDWEST · OCTOBER
>
> Carbon Arc Transcripts ID: a1eeb111-9a63-4fd2-806b-01dcef197125

*Excluding the largest mattress employer, whose reported payroll fell 90% in a year. Including it, small mattress makers are down 31%.

Source: Carbon Arc SMB Workforce - CA0055 · Carbon Arc Transcripts

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A RETAILER'S VIEW · THE FULL PICTURE

Carbon Arc provides the full story.

From card spend, store-card financing, foot traffic and gas prices to site traffic, ad spend, Amazon and TikTok Shop sales, imports and payrolls, the Carbon Arc platform brings 500+ data assets together with Carbon Arc Transcripts. The numbers show what's happening, and the operators tell you why.

CARBON ARC TRANSCRIPTS

Eight mattress interviews since October 1, and counting: retailers, manufacturers and a direct-to-consumer brand, each asked the same questions about their own numbers.

TO GET THE FULL INTERVIEWS FROM TRANSCRIPTS, REACH OUT TO support@carbonarc.co

Experts confirm they will not disclose material non-public information. Views are their own.
Source: Carbon Arc Transcripts