



# GLOBAL CONSUMER SURVEY

Furniture, Home decor & Garden - Germany



# Furniture, Home decor & Garden - Germany

<b>Country</b>	Germany
<b>Questionnaire type</b>	Brand KPI survey
<b>Number of respondents</b>	1248
<b>Age of respondents</b>	18 to 64 years old
<b>Type of respondents</b>	residential online population
<b>Survey time period</b>	06 November 2024 to 28 November 2024
<b>Available updates</b>	n.a.
<b>As of</b>	02 January 2025
<b>Download:</b>	25 June 2025



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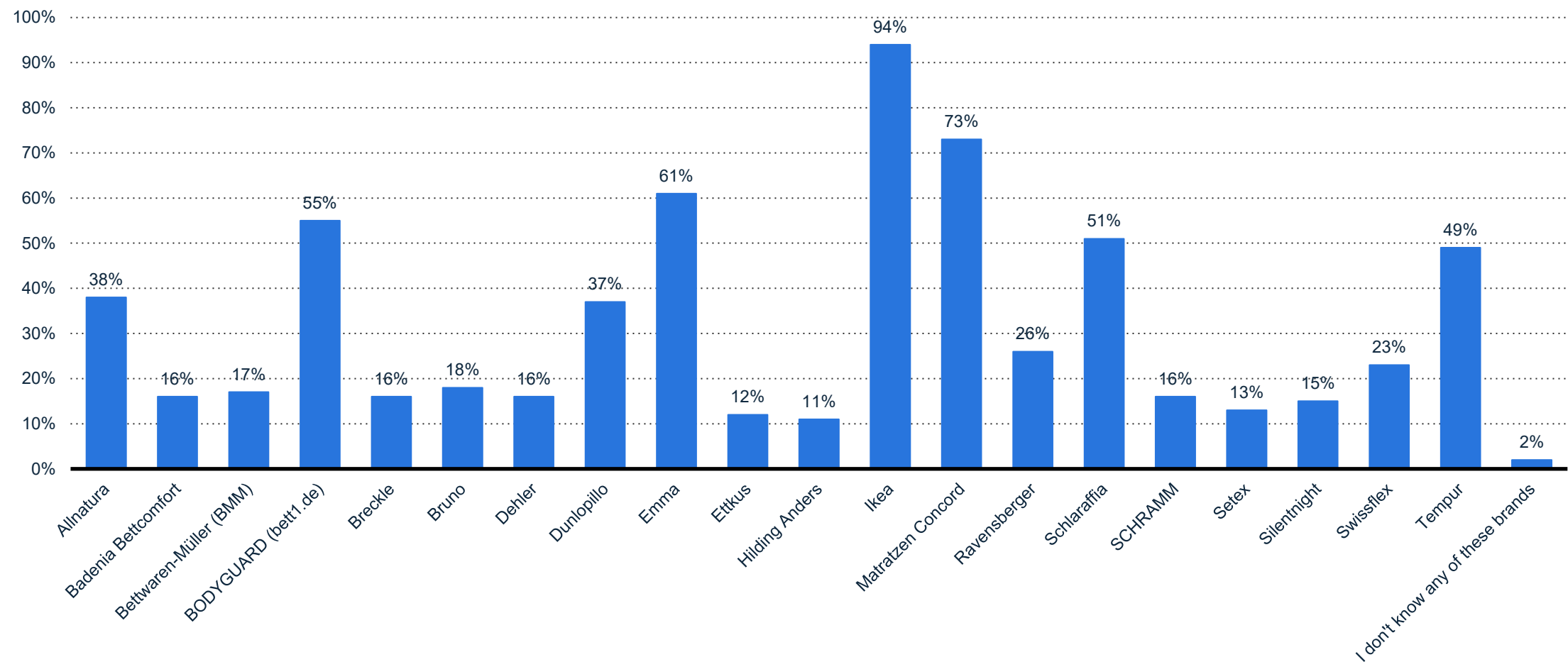
# QUESTIONS

Furniture, Home decor & Garden - Germany



# Mattresses & beds awareness by brand

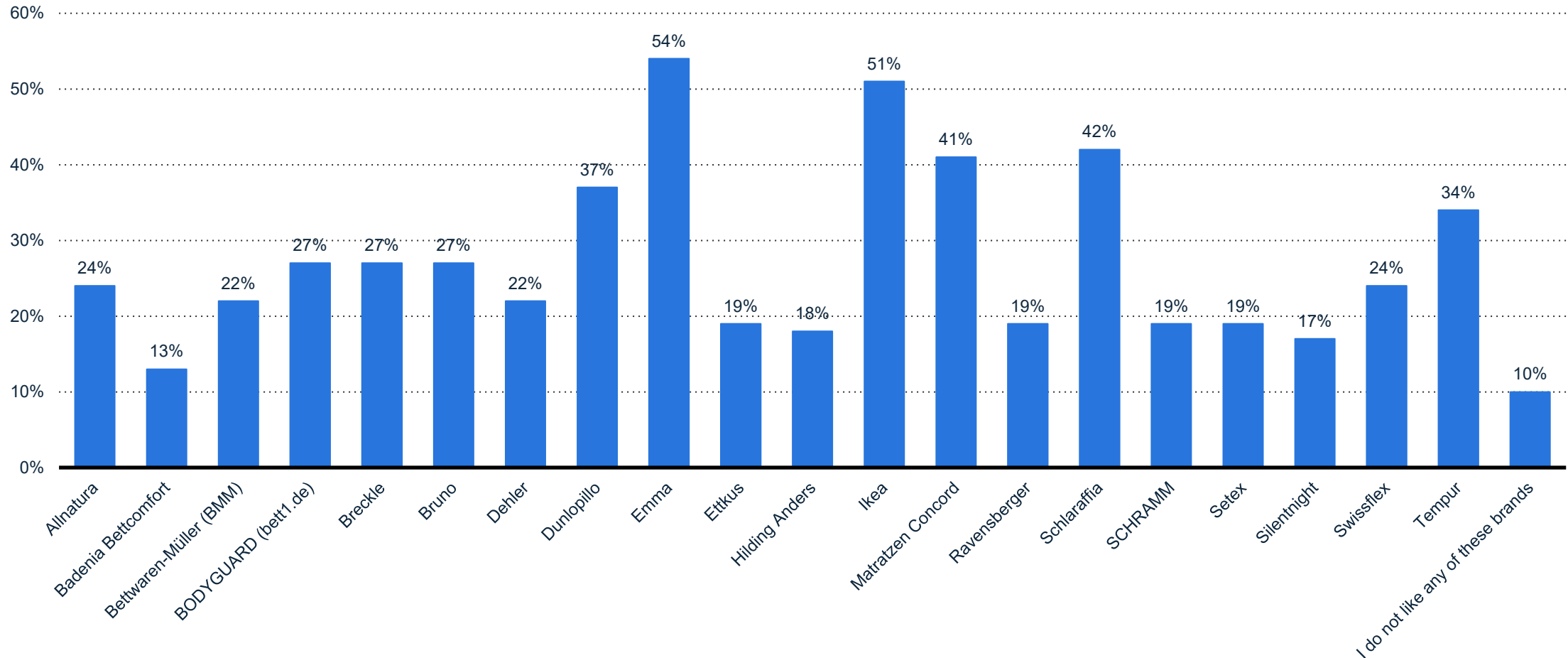
Do you know this brand, even if only by name? (multi-pick)



**Survey:** Furniture, Home decor & Garden - Germany  
**Base:** n = 1247  
**Target group:** No target group selected  
**Source(s):** Statista Global Consumer Survey

# Mattresses & beds popularity by brand

When it comes to mattresses & beds, which of the following brands do you like? (multi-pick)



**Survey:** Furniture, Home decor & Garden - Germany

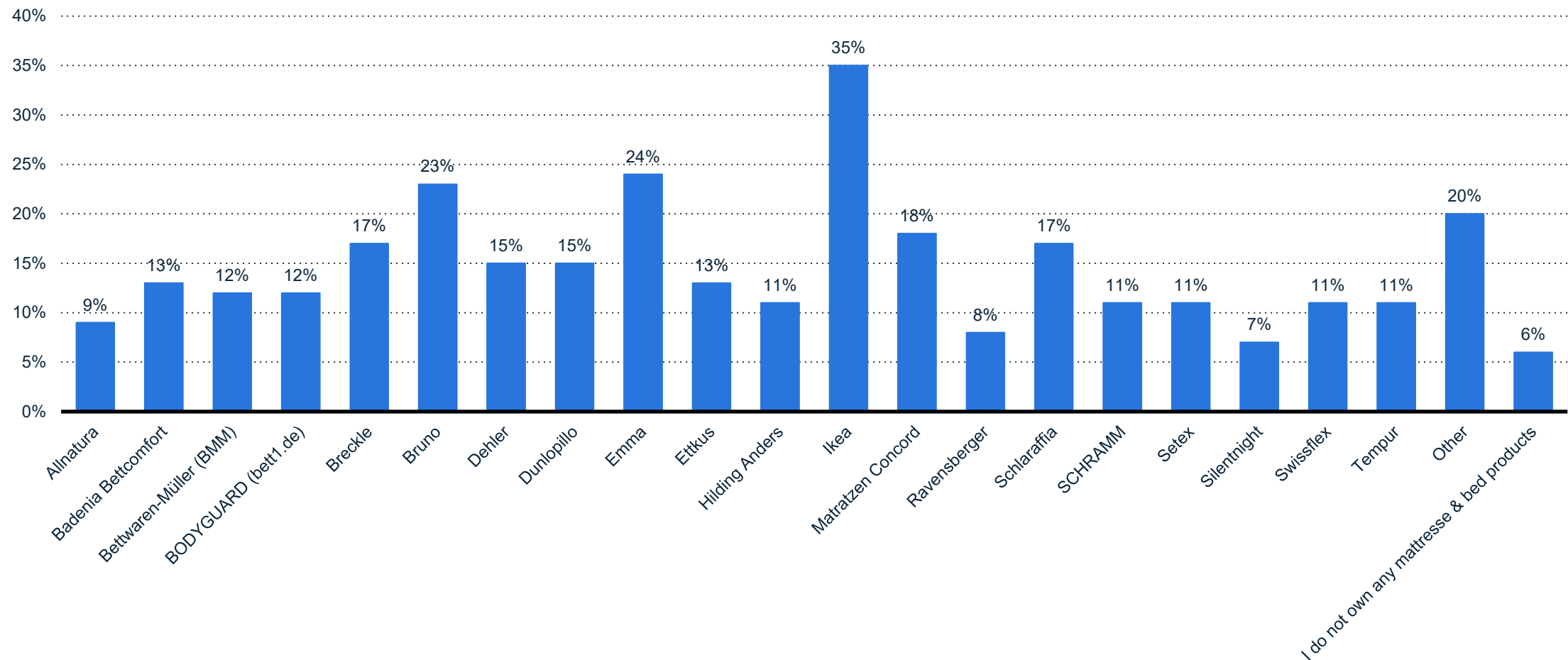
**Base:** n = 471, n = 202, n = 209, n = 685, n = 203, n = 222, n = 194, n = 457, n = 761, n = 152, n = 131, n = 1169, n = 913, n = 329, n = 631, n = 195, n = 159, n = 189, n = 287, n = 615, n = 1224

**Target group:** No target group selected

**Source(s):** Statista Global Consumer Survey

# Mattresses & beds ownership by brand

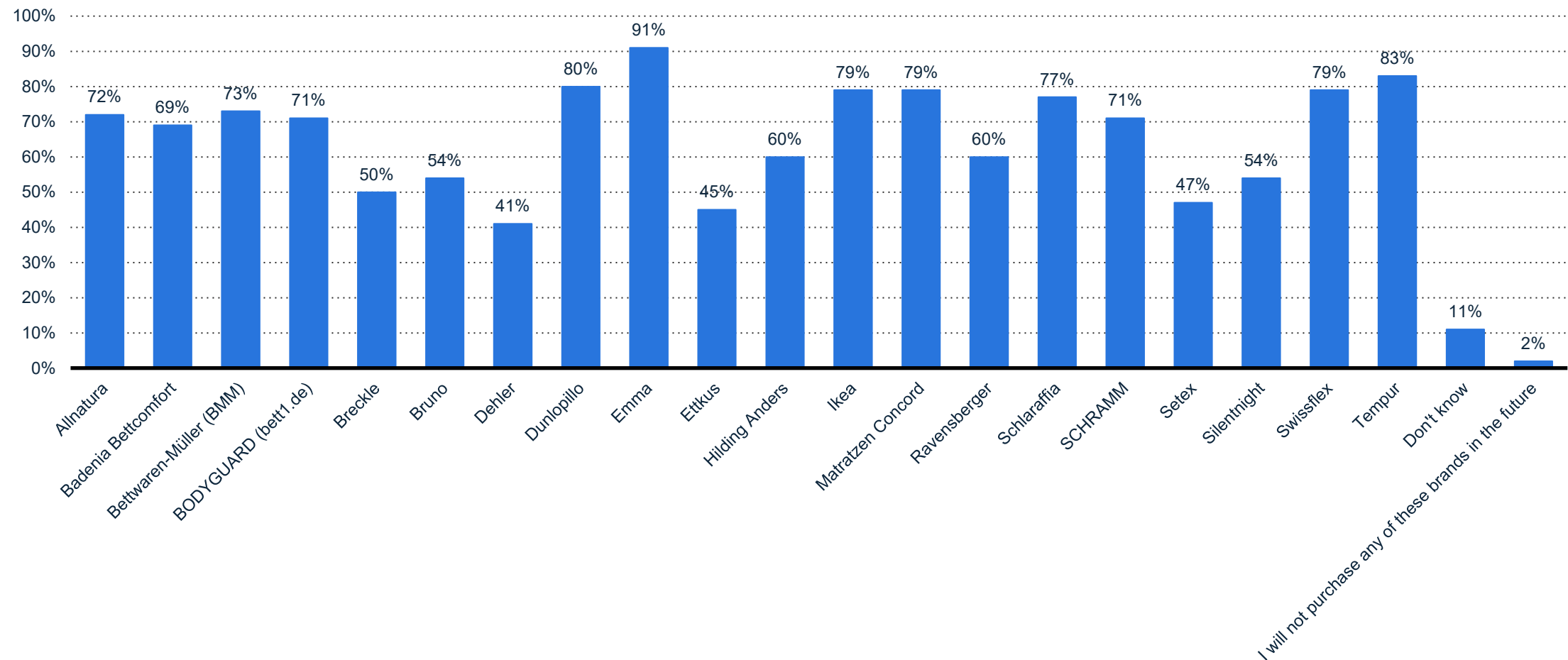
When it comes to mattresses & beds, which of the following brands do you own currently? (multi-pick)



**Survey:** Furniture, Home decor & Garden - Germany  
**Base:** n = 471, n = 202, n = 209, n = 685, n = 203, n = 222, n = 194, n = 457, n = 761, n = 152, n = 131, n = 1169, n = 913, n = 329, n = 631, n = 195, n = 159, n = 189, n = 287, n = 615, n = 1224  
**Target group:** No target group selected  
**Source(s):** Statista Global Consumer Survey

# Mattresses & beds loyalty by brand

When it comes to mattresses & beds, which of the following brands are you likely to purchase again in the future? (multi-pick)

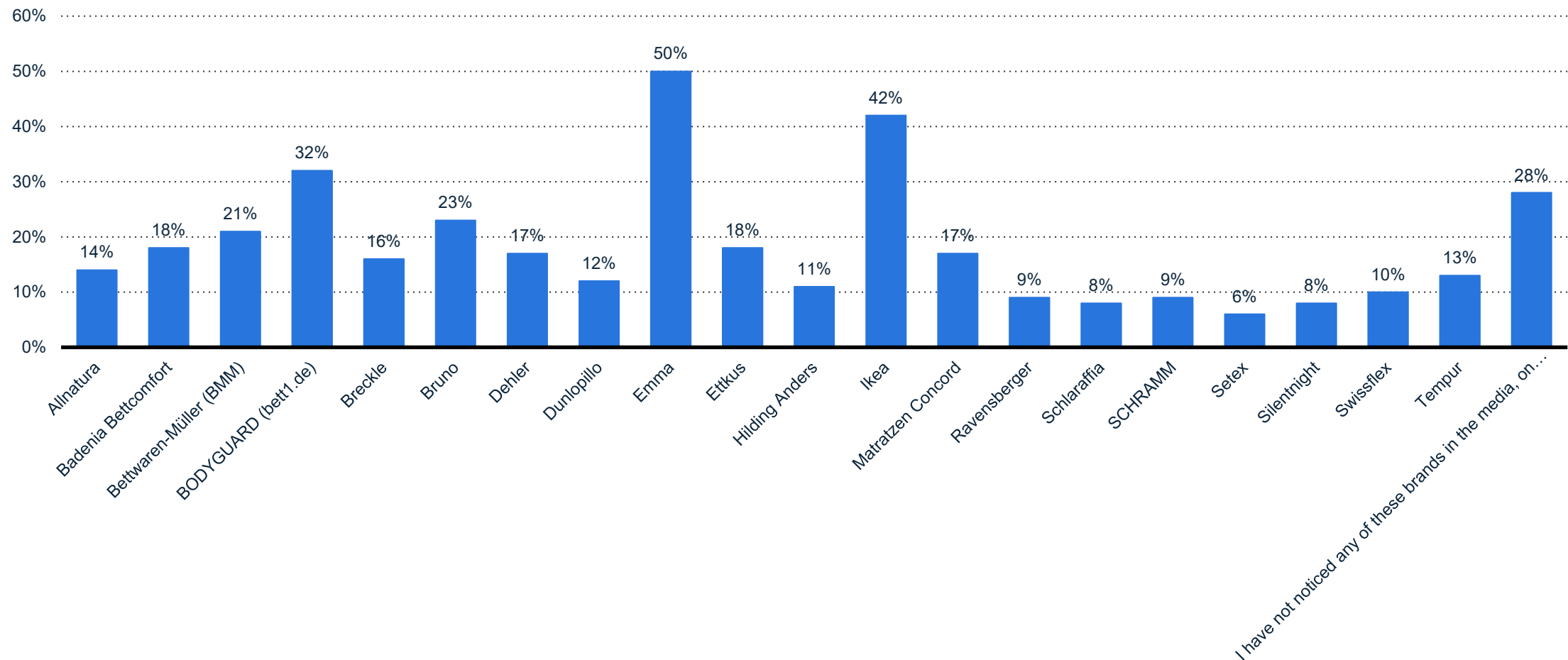


**Survey:** Furniture, Home decor & Garden - Germany  
**Base:** n = 43, n = 26, n = 84, n = 34, n = 50, n = 29, n = 70, n = 181, n = 20, n = 15, n = 405, n = 163, n = 25, n = 109, n = 21, n = 17, n = 13, n = 33, n = 65, n = 923  
**Target group:** No target group selected  
**Source(s):** Statista Global Consumer Survey



# Mattresses & beds buzz by brand

Which of the following brands have you noticed in the media, on social media, or in advertising in the past 3 months? (multi-pick)



**Survey:** Furniture, Home decor & Garden - Germany  
**Base:** n = 471, n = 202, n = 209, n = 685, n = 203, n = 222, n = 194, n = 457, n = 761, n = 152, n = 131, n = 1169, n = 913, n = 329, n = 631, n = 195, n = 159, n = 189, n = 287, n = 615, n = 1224  
**Target group:** No target group selected  
**Source(s):** Statista Global Consumer Survey

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