

Accent Rugs Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Accent Rugs Market was valued at USD 8.5 billion in 2024 and is estimated to grow at a CAGR of 4.9% to reach USD 13.6 billion by 2034.

Market growth is driven by the rising consumer interest in home décor and interior styling, as people place greater emphasis on creating comfortable and visually appealing living spaces. Accent rugs have become an integral part of modern home design due to their ability to enhance warmth, comfort, and aesthetics in any room. The growing enthusiasm for home personalization, particularly among younger consumers, has accelerated the adoption of accent rugs with bold designs, varied textures, and vibrant patterns. The influence of social media platforms has further strengthened this trend, as visually appealing home products continue to gain popularity online. Additionally, increasing residential construction and renovation activities worldwide are boosting demand for decorative items such as accent rugs. Rapid urbanization, especially in emerging economies like India and Brazil, is fueling the expansion of new housing projects and remodeling efforts. Since accent rugs are affordable and instantly transform interiors, they are often among the first decorative purchases made during new home setups or renovation projects.

The tufted category segment generated USD 3.8 billion in 2024 and is forecasted to grow at a CAGR of 4.6% between 2025 and 2034. Tufted rugs are produced using a fast, cost-efficient technique in which yarn loops are inserted through a backing material and later trimmed to create a smooth and plush finish. This manufacturing approach allows for large-scale production while maintaining detailed designs and premium aesthetics. Their ability to replicate the look and feel of hand-crafted rugs at lower prices has significantly contributed to their widespread popularity. These rugs have gained traction among budget-conscious consumers and new homeowners seeking stylish

home upgrades without incurring high costs.

The offline distribution channel segment held 76.4% share and is anticipated to grow at a CAGR of 4.8% from 2025 to 2034. This strong presence can be attributed to the preference among buyers to experience a product's texture, color, and quality in person before making a purchase. Physical retail outlets such as furniture showrooms, department stores, and specialty home décor stores enable consumers to visualize how rugs will fit within their interiors. Moreover, offline shopping provides advantages such as immediate product availability, personal assistance, and the ability to compare a wide range of options side by side, making it the preferred purchasing channel for many consumers.

U.S. Accent Rugs Market generated USD 1.77 billion in 2024 and is expected to grow at a CAGR of 4.3% between 2025 and 2034. Market growth in the country is supported by strong consumer spending on home improvement and interior design, along with a growing focus on comfort and aesthetic appeal. The increase in home renovation and redecoration activities has been reinforced by lifestyle changes and the expansion of remote work trends. As a result, demand for premium home furnishings, including accent rugs, continues to rise, driving innovation and product variety across the U.S. market.

Prominent players in the Global Accent Rugs Market include Beaulieu, Masland Carpets, Shaw Industries Group, Stark Carpet, Balta, Bentley Mills, Mannington Mills, Mohawk Industries, Oriental Weavers, Milliken & Company, Interface, J&J Flooring, The Dixie Group, Tarkett, and Engineered Floors. Leading companies in the Accent Rugs Market are focusing on expanding their product portfolios, investing in sustainable materials, and leveraging modern manufacturing technologies to strengthen their market position. Many are introducing eco-friendly and customizable rug designs to cater to evolving consumer preferences for personalized and sustainable home décor. Partnerships with interior designers, retailers, and online marketplaces are being used to enhance visibility and reach a broader audience. Manufacturers are also emphasizing digital marketing and omnichannel distribution to meet the growing demand for both online and offline purchasing experiences.

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