

Carpet and Rug Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Carpet And Rug Market was valued at USD 51.7 billion in 2024 and is estimated to grow at a CAGR of 5.2% to reach USD 84.7 billion by 2034.

The growth is fueled by rising demand across both residential and commercial segments, with urbanization and increasing disposable incomes playing a central role. As consumers prioritize home décor and interior aesthetics, the demand for carpets and rugs has grown significantly due to their comfort, insulation, and visual appeal. In commercial spaces like retail outlets, hotels, and offices, these products are valued not only for their appearance but also for their ability to reduce noise and enhance safety. Recovery in hospitality and tourism sectors is further driving the need for high-end, customized flooring solutions. Innovations in design, materials, and sustainability are reshaping the market as well. Environmentally conscious consumers are leaning toward options made from recycled PET, wool blends, and nylon 6, thanks to their durability, antimicrobial benefits, and resistance to stains. The expanding reach of e-commerce and omnichannel retailing is also transforming how carpets and rugs are marketed and sold. Digital tools, including augmented reality and virtual room simulations, are elevating the online shopping experience by allowing buyers to visualize products in their spaces.

The tufted segment generated USD 32.2 billion in 2024 and is projected to grow at a CAGR of 5.1% through 2034. The simplicity and speed of the tufting process allow for cost-effective mass production, making tufted carpets the preferred choice for residential and commercial buyers focused on both performance and affordability. Their wide availability and competitive pricing position them strongly in price-sensitive markets.

In 2024, the residential segment held a 71.9% share and is expected to grow at a CAGR of 5.2% through 2034. Increased urban migration, higher household incomes, and greater attention to home styling are encouraging consumers to invest in carpets and rugs as essential lifestyle items. These products provide warmth, comfort, and acoustic benefits, which make them particularly suitable for spaces like living rooms, bedrooms, and hallways. Additionally, post-pandemic remodeling trends and renewed interest in home improvements are supporting sustained growth in residential flooring purchases.

U.S. Carpet and Rug Market generated USD 12.7 billion in 2024 and is anticipated to grow at a CAGR of 5.2% through 2034. This leadership is underpinned by a dynamic housing market, increased consumer spending on renovations, and a mature supply chain that supports local production and distribution. The U.S. also benefits from a robust commercial real estate industry, where carpets and rugs remain integral in spaces demanding both function and design, particularly in corporate offices, hospitality venues, and retail environments.

Major players shaping the Carpet and Rug Market include Genie Carpet Manufactures, Inter IKEA Systems, Interface, Beaulieu International Group, Shaw Industries Group, Saif Carpets, Mohawk Industries, Lowe's, Milliken & Company, Engineered Floors, Royalty Carpet Cleaning & Flooring, Dixie Group, Orientals Weavers, KarpetsbyRKS, Home Depot, Victoria, Marwar Carpets International, Taekett, Tai Ping, and Mohawk Industries. Leading carpet and rug manufacturers are focusing on sustainable material development, cost-efficient production techniques, and expanding their global reach to reinforce market presence. Many are incorporating eco-friendly fibers and recycled content into their product lines to align with shifting consumer preferences. Several companies are heavily investing in digital transformation, offering online customization tools and AR-based visualization technologies that allow customers to preview designs before purchase.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope and definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Data mining sources
 - 1.3.1 Global
 - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
 - 1.4.1 Base year calculation
 - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
 - 2.2.1 Regional
 - 2.2.2 Product type
 - 2.2.3 Type
 - 2.2.4 Size
 - 2.2.5 Material
 - 2.2.6 Price
 - 2.2.7 Application
 - 2.2.8 Distribution channel
- 2.3 CXO perspectives: Strategic imperatives
 - 2.3.1 Key decision points for industry executives
 - 2.3.2 Critical success factors for market players
- 2.4 Future outlook and strategic recommendations

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis

- 3.1.1 Supplier landscape
- 3.1.2 Profit margin analysis
- 3.1.3 Value addition at each stage
- 3.1.4 Factor affecting the value chain
- 3.1.5 Disruptions
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising demand from residential and commercial sectors
 - 3.2.1.2 Growth in construction and real estate
 - 3.2.1.3 Innovation in materials and design
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Maintenance and cleaning challenges
 - 3.2.2.2 Price volatility of raw materials
- 3.3 Growth potential analysis
- 3.4 Future market trends
- 3.5 Technology and innovation landscape
 - 3.5.1 Current technological trends
 - 3.5.2 Emerging technologies
- 3.6 Price trends
 - 3.6.1 By region
 - 3.6.2 By product type
- 3.7 Regulatory landscape
 - 3.7.1 Standards and compliance requirements
 - 3.7.2 Regional regulatory frameworks
 - 3.7.3 Certification standards
- 3.8 Porter's analysis
- 3.9 PESTEL analysis
- 3.10 Consumer behavior analysis
 - 3.10.1 Purchasing patterns
 - 3.10.2 Preference analysis
 - 3.10.3 Regional variations in consumer behavior
 - 3.10.4 Impact of e-commerce on buying decisions

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
 - 4.2.1 By Region
 - 4.2.1.1 North America

- 4.2.1.2 Europe
- 4.2.1.3 Asia Pacific
- 4.2.1.4 Latin America
- 4.2.1.5 Middle East & Africa
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
 - 4.6.1 Mergers & acquisitions
 - 4.6.2 Partnerships & collaborations
 - 4.6.3 New product launches
 - 4.6.4 Expansion plans

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Woven
- 5.3 Tufted
- 5.4 Knotted
- 5.5 Needle-punched
- 5.6 Flat weave
- 5.7 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TYPE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Accent rugs
- 6.3 Area rugs
- 6.4 Runner rugs
- 6.5 Bath rugs
- 6.6 Others

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY SIZE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Small (2x3, 3x5, 4x6)

7.3 Medium (5x7, 5x8, 6x9)

7.4 Large (8x10, 9x12)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021 - 2034, (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Nylon

8.3 Wool

8.4 Silk

8.5 Polyester

8.6 Acrylic

8.7 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 Low

9.3 Medium

9.4 High

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2034, (USD BILLION) (MILLION UNITS)

10.1 Key trends

10.2 Residential

10.3 Commercial

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034, (USD BILLION) (MILLION UNITS)

11.1 Key trends

11.2 Online

11.2.1 E-commerce websites

11.2.2 Company-owned websites

11.3 Offline

11.3.1 Supermarkets and hypermarkets

11.3.2 Specialty stores

11.3.3 Others

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034, (USD BILLION) (MILLION UNITS)

12.1 Key trends

12.2 North America

12.2.1 U.S.

12.2.2 Canada

12.3 Europe

12.3.1 Germany

12.3.2 UK

12.3.3 France

12.3.4 Italy

12.3.5 Spain

12.4 Asia Pacific

12.4.1 China

12.4.2 India

12.4.3 Japan

12.4.4 South Korea

12.4.5 Australia

12.4.6 Indonesia

12.4.7 Malaysia

12.5 Latin America

12.5.1 Brazil

12.5.2 Mexico

12.5.3 Argentina

12.6 MEA

12.6.1 Saudi Arabia

12.6.2 UAE

12.6.3 South Africa

CHAPTER 13 COMPANY PROFILES

13.1 Beaulieu International Group

13.2 Dixie Group

13.3 Engineered Floors

13.4 Genie Carpet Manufactures

13.5 Home Depot

- 13.6 Inter IKEA Systems
- 13.7 Interface
- 13.8 Karpets by RKS
- 13.9 Lowe's
- 13.10 Marwar Carpets International
- 13.11 Milliken & Company
- 13.12 Mohawk Industries
- 13.13 Oriental Weavers
- 13.14 Royalty Carpet Cleaning & Flooring
- 13.15 Saif Carpets
- 13.16 Shaw Industries Group
- 13.17 Tarkett
- 13.18 Tai Ping
- 13.19 Victoria

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