

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

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Abstracts

The Global Decorative Rugs Market was valued at USD 3.8 billion in 2024 and is estimated to grow at a CAGR of 6.6% to reach USD 7 billion by 2034.

The market is experiencing strong expansion as consumers increasingly focus on home décor and personalized living spaces. Rising demand for high-quality, sustainable, and artisanal rugs is driving innovation in materials, production techniques, and design methods. Brands are responding by adopting eco-friendly fibers, modern weaving techniques, and advanced textile manufacturing technologies to enhance both aesthetic appeal and product durability. Collaborations with designers, artisans, and lifestyle influencers are expanding consumer reach, while e-commerce and direct-to-consumer channels make customization and variety more accessible. Augmented reality (AR) technologies are transforming the shopping experience, enabling customers to visualize rugs in their own homes before making a purchase. Growing emphasis on craftsmanship and sustainability is fueling competition and growth among leading market players.

The traditional segment accounted for a 32.8% share in 2024 and is expected to grow at a CAGR of 6.3% through 2034. Traditional rugs remain dominant due to their timeless designs, cultural significance, and ability to complement diverse interior styles. These rugs appeal to consumers seeking intricate patterns, long-lasting quality, and heritage-inspired aesthetics. Handmade rugs reflecting regional weaving traditions continue to drive the segment's popularity.

The residential segment held a 47.5% share in 2024 and is anticipated to grow at a CAGR of 6.2% from 2025 to 2034. Homeowners are increasingly investing in rugs to enhance comfort, aesthetics, and personalization in their living spaces. Rising

disposable incomes, home improvement trends, and interior design awareness are key factors driving the adoption of decorative rugs for residential use.

China Decorative Rugs Market held a 32.8% share, generating USD 751.6 million in 2024. The Asia Pacific region leads the industry, supported by a rich cultural heritage in textiles and craftsmanship, rapid urbanization, and rising disposable incomes. Expanding retail networks and growing online sales in China, Japan, South Asia, and Southeast Asia offer additional opportunities for market growth.

Key companies in the Global Decorative Rugs Market include Jaipur Living, Mohawk Industries, Shaw Industries, Beaulieu International Group, Nourison, Oriental Weavers, Surya, Interface, Wayfair, Rugs USA, The Rug Company, Safavieh, Tarkett, Milliken, and Loloi Rugs. Companies in the Decorative Rugs Market strengthen their position by investing in sustainable and innovative materials, advancing weaving and textile technologies, and enhancing design aesthetics. Collaborations with designers, artisans, and influencers help boost brand visibility and consumer engagement. Businesses are also leveraging e-commerce platforms, AR-enabled shopping tools, and direct-to-consumer strategies to expand reach. Emphasis on limited-edition and custom-designed collections, along with targeted marketing campaigns and regional expansion, ensures they capture diverse consumer segments and maintain a competitive edge.

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