

# North America Residential Carpet Roll Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

North America Residential Carpet Roll Market was valued at USD 6.76 billion in 2024 and is estimated to grow at a CAGR of 4% to reach USD 10.06 billion by 2034, driven by the shifting consumer lifestyle preferences, coupled with advancements in design and material innovation. Increased attention to eco-conscious living has encouraged consumers to prioritize sustainable flooring solutions. As a result, manufacturers are investing in carpets made from recycled and renewable materials. In addition, production technologies have evolved, allowing brands to offer vibrant prints, textures, and design options that cater to a broader range of interior aesthetics, from minimalism to traditional elegance.

Currently, consumers are prioritizing flooring that not only elevates home aesthetics but also contributes to a healthier, more comfortable living environment. Residential carpets have become a favored choice, especially those made with plush fibers like nylon and polyester, thanks to their soft texture and inviting appearance. Buyers are increasingly conscious of indoor air quality and allergen control, leading to a rise in demand for carpet rolls with hypoallergenic features and antimicrobial finishes. Natural fibers like wool and sustainable options crafted from recycled materials are gaining traction as homeowners look for environmentally responsible alternatives that align with their values.

Loop pile carpet rolls held the largest share of the North America residential carpet roll market in 2024, recording USD 3.12 billion. Their tight, uncut loops create a resilient surface that resists wear and stains, making them especially suitable for homes with high foot traffic. These carpets retain shape over time, provide consistent texture, and require minimal maintenance—attributes that make them a practical and durable solution

for modern living spaces. Their functionality and low upkeep appeal to households looking for long-term flooring investments that deliver style and performance.

The indoor applications segment in the residential carpet roll market generated USD 5.91 billion in 2024 and is forecasted to generate USD 8.86 billion by 2034.

Homeowners consistently prefer carpets for living rooms, bedrooms, and staircases due to the comfort they offer underfoot and their ability to insulate against cold and sound. As multi-level homes become more common, the ability of carpet rolls to reduce noise between floors has added to their appeal. The warmth and softness of these carpets also make them a popular alternative to harder flooring surfaces.

U.S. Residential Carpet Roll Market generated USD 5.28 billion in 2024 and is projected to reach USD 7.95 billion by 2034. American homeowners show a strong preference for carpeting, particularly in single-family residences where comfort, thermal insulation, and affordability are important considerations. The widespread use of carpets across bedrooms and common areas continues to be supported by retailers and manufacturers offering designs, textures, and budget-friendly choices. To gain a stronger foothold in the competitive carpet roll market, companies are focusing on customizable and eco-conscious product lines.

Key players such as Masland Carpets, DH Floors, Interface, Brumark, Amer Rugs, Shaw Industries Group Inc., Home Depot, Mohawk Industries, and Beaulieu Canada are enhancing their positions through vertical integration, the launch of eco-label product lines, and investments in smart tufting technology. Companies are also expanding their retail footprint and collaborating with designers to develop trend-responsive product portfolios that cater to regional tastes and evolving lifestyle needs.

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