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Decorative Rugs Market Size, Share & Trends Analysis Report By Product (Machine-Made Rugs, Cotton), By Material (Wool, Cotton), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global decorative rugs market size was valued at USD 4.4 billion in 2025 and is projected to grow from USD 4.6 billion in 2026 to USD 7.1 billion in 2033, at a CAGR of 6.4% from 2026 to 2033. North America dominated the market, accounting for a revenue share of 35.0% in 2025. The demand for decorative rugs is increasing worldwide due to several factors. Firstly, there is a rising trend in home decoration and renovation, driven by higher disposable incomes and a desire for personalized living spaces. In addition, the growing popularity of online shopping has made decorative rugs more accessible to a global audience. Finally, increased awareness of the importance of interior design in enhancing living environments has led to a higher demand for decorative rugs as essential elements of home decor.

The trend of increased holiday spending, particularly on decorations, is driving up the demand for decorative rugs. As Americans dedicate more of their holiday budgets to decor, their desire to create festive, cozy atmospheres in their homes grows. A survey of 2,100 Americans conducted by Rainbow Restoration found that the average annual expenditure on holiday decorations is USD 147 per person. As consumers seek to enhance their holiday ambiance, decorative rugs have become a popular choice to complement festive home decorations, contributing to the growing demand for these products.

Shopping trends among Gen Z and Millennials, particularly their focus on home-related items, are also boosting the decorative rugs industry. For instance, YPulse released its

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"Shopping for the Home Report" in October 2025, noting that Gen Z and Millennials are actively transforming their living spaces through home decor purchases, DIY projects, and personalized design choices. The report highlighted that younger consumers use social media platforms for home inspiration and prioritize products that add personality and comfort to their homes. This shift supports the demand for decorative items, such as rugs and other interior accessories. As these demographics age and become more financially stable, they are likely to become even more significant segments in the home decor market, presenting a substantial opportunity for the decorative rugs industry to cater to their preferences and purchasing habits.

Sustainability is an increasingly important trend in this market, with consumers across generations showing a preference for eco-friendly products. Polypropylene rugs are gaining popularity due to U.S. government approval for consumer use and their perceived environmental benefits compared to other plastics. In 2026, RugVista Group emphasized its commitment to sustainable rug production by incorporating certified, reused, recycled, and recyclable materials across its product line. The company reported utilizing sustainable materials such as recycled cotton, jute, and recycled polyester to reduce environmental impact and promote responsible consumption. This trend towards sustainability is expected to boost the market as more consumers prioritize eco-friendly choices.

In addition, continuous product innovation and strategic collaborations are supporting market growth by introducing aesthetically differentiated and functionally advanced rug collections. For example, in January 2025, Ruggable launched the Architectural Digest x Ruggable collection, featuring washable area rugs inspired by contemporary interior design trends. Developed in collaboration with Architectural Digest Global Interiors & Garden Director Alison Levasseur, the collection combines premium design aesthetics with machine-washable functionality. Such product launches reflect the industry’s growing emphasis on innovation, convenience, and premium design positioning to address evolving consumer preferences and strengthen competitive differentiation.

Global Decorative Rugs Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global decorative rugs market report based on product, material, end-use, distribution channel, and region:

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Product Outlook (Revenue, USD Billion, 2021 - 2033)

- Machine-Made Rugs
- Hand-tufted Rugs
- Hand-knotted Rugs
- Flatweave Rugs
- Others

Material Outlook (Revenue, USD Billion, 2021 - 2033)

- Wool
- Jute
- Polyester
- Cotton
- Nonwoven
- Others

Application Outlook (Revenue, USD Billion, 2021 - 2033)

- Residential
- Commercial

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

- Hypermarkets & Supermarkets
- Specialty Stores
- Online

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Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

Spain

Italy

France

Asia Pacific

China

India

Japan

Australia

South Korea

Central & South America

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Brazil

Middle East & Africa

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