

Home Textiles Market Size, Share & Trends Analysis Report By Product (Bedroom Linen, Bathroom Linen, Carpets and Floor coverings, Others), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Home Textiles Market Growth & Trends

The global home textiles market is expected to reach USD 185.97 billion by 2030, registering a CAGR of 5.6 % during the forecast period, according to a new report by Grand View Research, Inc. The home textile & bedding industry is in a state of instability. Shifting retail models, along with changing consumer preferences, encourages manufacturers to continuously implement new strategies to combat challenges. The overall business arena is undergoing a disruption owing to the rapid adoption of online retailing.

Organic fiber-based materials have been witnessing increased demand in the past few years. Several consumers have been showing a preference for organic cotton as well as for the certifications such as Oeko-Tex, which ensure that no toxic chemicals were used while manufacturing the product. In January 2021, Mitchell Gold + Bob Williams launched its first exclusive bedding line, and the collection comprises an array of textures and subtle colors. Every piece in the line has Oeko-Tex Certification. Therefore, organic and natural products that are eco-friendly, as well as toxin-free, are gaining traction in the market.

To produce quality products, manufacturers have been using the most modern

technologies and are thus, continuously updating their manufacturing facilities. The production of home textile products can be initiated with low-to-medium capital investment and thus, a plethora of manufacturers have entered the picture in the country. With the changing buying behavior, high-class products have also been experiencing greater demand.

The e-commerce market is expected to progress at a faster rate than the offline market in the coming years. The concept of the bed-in-a-box has been gaining popularity among consumers, which is expected to contribute to the growth of online distribution channels during the forecast period. Benefits such as convenient and hassle-free purchasing, free delivery by many companies, and the availability of a wide variety of products to suit everybody's size and sleeping style have significantly contributed to the popularity of this trend.

Manufacturers and retailers in the industry have been leveraging all consumer touch points to move consumers beyond replenishment and inspire them to purchase new products, which has resulted in the collaboration and coordination of hundreds of workers at multiple companies around the globe. This complex and tightly interconnected network can have significant implications on the price, quality, and availability of the products that customers ultimately see at the end of the supply chain.

Home Textiles Market Report Highlights

Home textile products, including bed linen, manufactured using natural fabrics have been in demand for a decade now. However, demand for natural materials has seen significant growth since the pandemic and is expected to increase further in the future. For bed linens, Scandinavian designs in naturally grown fabric materials and stripped-down styles were trending in 2021. Most designer magazines featuring home décor highlight Scandinavian influence on bed linens, as they create light-and-bright bedrooms with an airy aesthetic while offering a superior feel and comfort owing to their natural fabric incorporation

Shifting retail models along with changing consumer preferences drive manufacturers to continuously form new strategies to combat the challenges. Manufacturers have been focusing on automating manufacturing plants and constant product innovation, to launch products that provide better solutions to the users

Companies in the North America home textiles have been implementing various

corporate strategies to achieve instant inorganic growth, with partnerships being one of the most vital strategies. For instance, in December 2020, WestPoint Home, Inc., partnered with asthma and allergy expert Robin Wilson to develop bedding and bath collections under the Clean Design Home x Martex brand. The assortment includes sheets, comforters, towels, and utility bedding

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