

Window Covering Market Size, Share & Trends Analysis Report By Type (Blinds & Shades, Curtains), By Application, By Distribution Channel, By Installation, By Technology, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Window Covering Market Growth & Trends

The global window covering market size is expected to reach USD 60.16 billion by 2030, registering a CAGR of 7.6% during the forecast period, according to a new report by Grand View Research, Inc. Rising income levels, changing lifestyles, and the influence of other cultures have all contributed to increased consumer expenditure on home décor. Over the forecast period, all of these aspects are expected to present considerable growth possibilities to market vendors.

Furthermore, with increasing urbanization and globalization, home décor has been gaining more prominence in developed countries, as well as emerging economies such as India, Brazil, and China. This scenario is boosting the demand for window coverings in the residential sector. Moreover, different technologies and improvements, such as sensor-based coverings, together with an increase in the number of smart homes, provide growth potential.

Smart solutions are bringing connected shades, blinds, and curtains to the home interior, significantly improving comfort and convenience, while always maintaining the right balance of natural and artificial light, occupant well-being, and convenience. For example, at the Consumer Electronics Show (CES) 2020, Somfy, a leader in smart

motorization solutions for homes and buildings, unveiled its new Smart Shading and Sonesse ULTRA 30 WireFree Zigbee Li-Ion motor.

The market faces a challenge from the easy availability of low-quality and counterfeit products at low rates, as well as the major slowing of the supply chain as a result of the COVID-19 pandemic. Moreover, with the outbreak of COVID-19 and the resultant restrictions, market sellers reported a drop in bespoke window covering sales. Additionally, a sizable DIY industry has evolved as a means of facilitating economical restoration.

The market is consolidated in nature, with the presence of a large number of international players and a few regional players. The market is driven by innovation in design, mergers & acquisitions, and joint ventures. Key players are focusing on smart solutions to expand their customer bases and stay ahead of the competition. Along with strong economic growth, these trends will contribute to market growth in the foreseeable term.

Window Covering Market Report Highlights

North America was the largest regional division in terms of revenue in 2021. The demand for window curtains and drapes for interior spaces is booming in the North American market due to the increasing penetration of smart technologies in households in the U.S. and Canada

The blinds and shades segment is projected to register the fastest CAGR of 7.9% during the forecast period. Due to technological developments such as remote control shades and automatic weather sensor shades, blinds and shades are becoming more popular

During the forecast period, the online segment is expected to expand at a faster CAGR. The increasing availability of a wide range of products from different brands, free delivery, and seasonal discounts on e-commerce platforms are among the major factors driving the segment

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Regional Outlook

CHAPTER 3. WINDOW COVERING MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of COVID-19 on the Window Covering Market
- 3.4. Industry Value Chain Analysis
 - 3.4.1. Sales/Retail Channel Analysis
 - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
 - 3.5.1. Driver Impact Analysis
 - 3.5.2. Restraint Impact Analysis
 - 3.5.3. Industry Challenges
 - 3.5.4. Industry Opportunities
- 3.6. Business Environment Analysis
 - 3.6.1. Industry Analysis – Porter's Five Forces
 - 3.6.1.1. Supplier Power
 - 3.6.1.2. Buyer Power

- 3.6.1.3. Substitution Threat
- 3.6.1.4. Threat from New Entrant
- 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of Window Covering Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. WINDOW COVERING MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Type Movement Analysis & Market Share, 2021 & 2030
- 5.2. Blinds & Shades
 - 5.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 5.3. Curtains
 - 5.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 5.4. Shutters
 - 5.4.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 5.5. Others
 - 5.5.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 6. WINDOW COVERING MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Application Movement Analysis & Market Share, 2021 & 2030
- 6.2. Residential
 - 6.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 6.3. Commercial
 - 6.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 7. WINDOW COVERING MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030
- 7.2. Online
 - 7.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 7.3. Offline
 - 7.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
 - 7.3.2. Supermarkets/Hypermarkets
 - 7.3.3. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
 - 7.3.4. Specialty Stores
 - 7.3.5. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
 - 7.3.6. Multi Brand Stores
 - 7.3.7. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 8. WINDOW COVERING MARKET: INSTALLATION ESTIMATES & TREND ANALYSIS

- 8.1. Installation Movement Analysis & Market Share, 2021 & 2030
- 8.2. New Construction
 - 8.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 8.3. Retrofit
 - 8.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 9. WINDOW COVERING MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS

- 9.1. Technology Movement Analysis & Market Share, 2021 & 2030
- 9.2. Automatic
 - 9.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
- 9.3. Manual
 - 9.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 10. WINDOW COVERING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 10.1. Regional Movement Analysis & Market Share, 2021 & 2030
- 10.2. North America
 - 10.2.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)
 - 10.2.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)
 - 10.2.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million,

Million Sq. Ft)

10.2.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7. U.S.

10.2.7.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.2.7.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3. Europe

10.3.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7. Germany

10.3.7.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.7.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8. U.K.

10.3.8.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.3.8.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4. Asia Pacific

10.4.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7. China

10.4.7.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.7.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million,

Million Sq. Ft)

10.4.8. India

10.4.8.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.8.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.8.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.8.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.8.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.4.8.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5. Central & South America

10.5.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7. Brazil

10.5.7.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.5.7.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6. Middle East & Africa

10.6.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7. Turkey

10.6.7.1. Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7.2. Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7.3. Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7.4. Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7.5. Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million, Million Sq. Ft)

10.6.7.6. Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million, Million Sq. Ft)

CHAPTER 11. COMPETITIVE ANALYSIS

11.1. Key Global Players, Recent Developments & Their Impact on the Industry

11.2. Key Company/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)

11.3. Vendor Landscape

11.3.1. Key Company Market Share Analysis, 2021

CHAPTER 12. COMPANY PROFILES

12.1. Hunter Douglas

12.1.1. Company Overview

12.1.2. Financial Performance

12.1.3. Product Benchmarking

12.1.4. Strategic Initiatives

12.2. Lotus & Windoware, Inc.

- 12.2.1. Company Overview
- 12.2.2. Financial Performance
- 12.2.3. Product Benchmarking
- 12.2.4. Strategic Initiatives
- 12.3. Bombay Dyeing
 - 12.3.1. Company Overview
 - 12.3.2. Financial Performance
 - 12.3.3. Product Benchmarking
 - 12.3.4. Strategic Initiatives
- 12.4. Insolroll
 - 12.4.1. Company Overview
 - 12.4.2. Financial Performance
 - 12.4.3. Product Benchmarking
 - 12.4.4. Strategic Initiatives
- 12.5. Mariak
 - 12.5.1. Company Overview
 - 12.5.2. Financial Performance
 - 12.5.3. Product Benchmarking
 - 12.5.4. Strategic Initiatives
- 12.6. Welspun India Limited
 - 12.6.1. Company Overview
 - 12.6.2. Financial Performance
 - 12.6.3. Product Benchmarking
 - 12.6.4. Strategic Initiatives
- 12.7. Skandia Window Fashions
 - 12.7.1. Company Overview
 - 12.7.2. Financial Performance
 - 12.7.3. Product Benchmarking
 - 12.7.4. Strategic Initiatives
- 12.8. MechoShade Systems, LLC
 - 12.8.1. Company Overview
 - 12.8.2. Financial Performance
 - 12.8.3. Product Benchmarking
 - 12.8.4. Strategic Initiatives
- 12.9. Lafayette Interior Fashions
 - 12.9.1. Company Overview
 - 12.9.2. Financial Performance
 - 12.9.3. Product Benchmarking
 - 12.9.4. Strategic Initiatives

12.10. Comfortex Window Fashions

12.10.1. Company Overview

12.10.2. Financial Performance

12.10.3. Product Benchmarking

12.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1. Window Covering - Market Driver Analysis

Table 2. Window Covering - Market Restraint Analysis

Table 3. Blinds & Shades Market Estimates and Forecast, 2017 - 2030 (USD Million)
(Million Sq. Ft)

Table 4. Curtains Market Estimates and Forecast, 2017 - 2030 (USD Million) (Million
Sq. Ft)

Table 5. Shutters Market Estimates and Forecast, 2017 - 2030 (USD Million) (Million
Sq. Ft)

Table 6. Other Window Covering Market Estimates and Forecast, 2017 - 2030 (USD
Million) (Million Sq. Ft)

Table 7. Residential Window Covering Market Estimates and Forecast, 2017 - 2030
(USD Million) (Million Sq. Ft)

Table 8. Commercial Window Covering Market Estimates and Forecast, 2017 - 2030
(USD Million) (Million Sq. Ft)

Table 9. Window Covering Market Estimates and Forecast Through Online Distribution
Channel, 2017 - 2030 (USD Million) (Million Sq. Ft)

Table 10. Window Covering Market Estimates and Forecast Through Offline Distribution
Channel, 2017 - 2030 (USD Million) (Million Sq. Ft)

Table 11. Window Covering Market Estimates and Forecast, For New Construction,
2017 - 2030 (USD Million) (Million Sq. Ft)

Table 12. Retrofit Window Covering Market Estimates and Forecast, 2017 - 2030 (USD
Million) (Million Sq. Ft)

Table 13. Automatic Window Covering Market Estimates and Forecast, 2017 - 2030
(USD Million) (Million Sq. Ft)

Table 14. Manual Window Covering Market Estimates and Forecast, 2017 - 2030 (USD
Million) (Million Sq. Ft)

Table 15. North America Window Covering Market Estimates and Forecast, 2017 - 2030
(USD Million, Million Sq. Ft)

Table 16. North America Window Covering Market Estimates and Forecast, By Type,
2017 - 2030 (USD Million)

Table 17. North America Window Covering Market Estimates and Forecast, By Type,
2017 - 2030 (Million Sq. Ft)

Table 18. North America Window Covering Market Estimates and Forecast, By
Application, 2017 - 2030 (USD Million)

Table 19. North America Window Covering Market Estimates and Forecast, By

Application, 2017 - 2030 (Million Sq. Ft)

Table 20. North America Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 21. North America Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 22. North America Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 23. North America Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 24. North America Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 25. North America Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 26. U.S. Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 27. U.S. Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 28. U.S. Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 29. U.S. Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 30. U.S. Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 31. U.S Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 32. U.S Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 33. U.S Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 34. U.S Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 35. U.S Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 36. U.S Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 37. Europe Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 38. Europe Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 39. Europe Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 40. Europe Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 41. Europe Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 42. Europe Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 43. Europe Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 44. Europe Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030) (Million Sq. Ft)

Table 45. Europe Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 46. Europe Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 47. Europe Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 48. Germany Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 49. Germany Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 50. Germany Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 51. Germany Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 52. Germany Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 53. Germany Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 54. Germany Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 55. Germany Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 56. Germany Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 57. Germany Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 58. Germany Window Covering Market Estimates and Forecast, By Technology,

2017 - 2030 (Million Sq. Ft)

Table 59. U.K. Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 60. U.K. Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 61. U.K. Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 62. U.K. Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 63. U.K. Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 64. U.K. Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 65. U.K. Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 66. U.K. Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 67. U.K. Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 68. U.K. Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 69. U.K. Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 70. Asia Pacific Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 71. Asia Pacific Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 72. Asia Pacific Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 73. Asia Pacific Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 74. Asia Pacific Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 75. Asia Pacific Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 76. Asia Pacific Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 77. Asia Pacific Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 78. Asia Pacific Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 79. Asia Pacific Window Covering Market Estimates and Forecast, By Technology, 2017 - (Million Sq. Ft)

Table 80. Asia Pacific Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 81. China Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 82. China Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 83. China Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 84. China Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 85. China Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 86. China Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 87. China Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 88. China Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 89. China Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 90. China Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 91. China Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 92. India Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 93. India Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 94. India Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 95. India Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 96. India Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 97. India Window Covering Market Estimates and Forecast, By Distribution

Channel, 2017 - 2030 (USD Million)

Table 98. India Window Covering Market Estimates and Forecast, By Distribution

Channel, 2017 - 2030 (Million Sq. Ft)

Table 99. India Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 100. India Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 101. India Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 102. India Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 103. CSA Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 104. CSA Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 105. CSA Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 106. CSA Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 107. CSA Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 108. CSA Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 109. CSA Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 110. CSA Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 111. CSA Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 112. CSA Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 113. CSA Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 114. Brazil Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 115. Brazil Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 116. Brazil Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 117. Brazil Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 118. Brazil Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 119. Brazil Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 120. Brazil Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 121. Brazil Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 122. Brazil Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 123. Brazil Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 124. Brazil Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 125. MEA Window Covering Market Estimates and Forecast, 2017 - 2030 (USD Million, Million Sq. Ft)

Table 126. MEA Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 127. MEA Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 128. MEA Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 129. MEA Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 130. MEA Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 131. MEA Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (Million Sq. Ft)

Table 132. MEA Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 133. MEA Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 134. MEA Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 135. MEA Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

Table 136. Turkey Window Covering Market Estimates and Forecast, 2017 - 2030 (USD

Million, Million Sq. Ft)

Table 137. Turkey Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (USD Million)

Table 138. Turkey Window Covering Market Estimates and Forecast, By Type, 2017 - 2030 (Million Sq. Ft)

Table 139. Turkey Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (USD Million)

Table 140. Turkey Window Covering Market Estimates and Forecast, By Application, 2017 - 2030 (Million Sq. Ft)

Table 141. Turkey Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 - 2030 (USD Million)

Table 142. Turkey Window Covering Market Estimates and Forecast, By Distribution Channel, 2017 – 2030 (Million Sq. Ft)

Table 143. Turkey Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (USD Million)

Table 144. Turkey Window Covering Market Estimates and Forecast, By Installation, 2017 - 2030 (Million Sq. Ft)

Table 145. Turkey Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)

Table 146. Turkey Window Covering Market Estimates and Forecast, By Technology, 2017 - 2030 (Million Sq. Ft)

List Of Figures

LIST OF FIGURES

- Fig. 1 Window Covering Market Segmentation & Scope
- Fig. 2 Window Covering Market Key Opportunities Prioritized
- Fig. 3 Value Chain Analysis Window Covering
- Fig. 4 Window Covering Market Dynamics
- Fig. 5 Window Covering Market Porter's Analysis
- Fig. 6 Window Covering Market: Type Movement Analysis
- Fig. 7 Window Covering Market: Application Movement Analysis
- Fig. 8 Window Covering Market: Distribution Channel Movement Analysis
- Fig. 9 Window Covering Market: Installation Movement Analysis
- Fig. 10 Window Covering Market: Technology Movement Analysis
- Fig. 11 Window Covering Market: Regional Movement Analysis
- Fig. 12 Window Covering Market: Company Market Share Analysis, 2021 (%)

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