

# **Area Rugs Market Report by Type (Wool Area Rug, Synthetics Area Rug, Sisal, Jute and Sea Grass Area Rug, Animal Skins Area Rug, Silk Area Rug, Cotton Area Rug, and Others), Weave Type (Handmade Area Rugs, Machine-Made Area Rugs), Distribution Channel (Online, Offline), Application (Commercial, Residential), and Region 2024-2032**

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## **Abstracts**

The global area rugs market size reached US\$ 34.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 54.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032. The growing demand for aesthetic products in the residential areas, wide availability through various distribution channels, and rising adoption due to improving living standards of people represent some of the key factors driving the market.

Area rugs refer to a thick floor covering that is manufactured from various materials, such as wool, cotton, nylon, jute, silk, sisal, seagrass, polyester, viscose, leathers, and polypropylene. They are widely available as needlepoint, loop pile, shag, cut and loop, flat weave, cut pile, and oriented rugs and in different sizes, shapes, colors, textures, and designs. They are lightweight, portable, easy to install, clean, and remove at any time, and have a sound-dampening effect, which reduces noise. They are also durable, cost-effective, have a longer shelf life, and protect the floors from damage or scratch marks. They assist in enhancing the appearance of a place, warming up the room space, providing comfort, and adding aesthetic value to the floor. Besides this, they aid in reducing the risk of various allergies, increasing safety, and preventing injuries, especially for young children. As a result, area rugs are widely utilized in the residential and commercial sectors across the globe.

### Area Rugs Market Trends:

At present, the increasing demand for area rugs due to the improving living standards of people around the world represents one of the key factors impelling the growth of the market. Besides this, the growing adoption of carpet tiles in offices and commercial places worldwide is positively influencing the market. Additionally, the rising number of renovation and residential construction activities is bolstering the growth of the market. Apart from this, the increasing demand for decorative, bold, attractive, and colorful area rugs that provide luxurious appeal to individuals is propelling the growth of the market. In addition, the rising consumer preference for improved interior design and enhanced home appearance is contributing to the growth of the market. Moreover, the growing adoption of environment friendly area rugs on account of the rising awareness about pollution among the masses across the globe is offering a favorable market outlook. In line with this, the wide availability of area rugs through various distribution channels, such as hypermarkets, supermarkets, and specialty stores, around the world is supporting the growth of the market. Furthermore, various benefits offered by area rugs, such as waterproofness, stain-resistance, and reduced skin itching problems, are offering lucrative growth opportunities to industry investors.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global area rugs market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on type, weave type, distribution channel, and application.

### Type Insights:

Wool Area Rug

Synthetics Area Rug

Sisal, Jute and Sea Grass Area Rug

Animal Skins Area Rug

Silk Area Rug

Cotton Area Rug

Others

The report has provided a detailed breakup and analysis of the area rugs market based on the type. This includes wool area rug, synthetics area rug, sisal, jute and sea grass area rug, animal skins area rug, silk area rug, cotton area rug, and others. According to the report, wool area rug represented the largest segment.

### Weave Type Insights:

- Handmade Area Rugs
- Machine-Made Area Rugs

A detailed breakup and analysis of the area rugs market based on the weave type has also been provided in the report. This includes handmade area rugs and machine-made area rugs. According to the report, machine-made area rugs accounted for the largest market share.

### Distribution Channel Insights:

- Online
- Offline
- Specialty Stores
- Supermarkets and Hypermarkets
- Others

A detailed breakup and analysis of the area rugs market based on the distribution channel has also been provided in the report. This includes online and offline (specialty stores, supermarkets and hypermarkets, and others).

### Application Insights:

- Commercial
- Residential

A detailed breakup and analysis of the area rugs market based on the application has also been provided in the report. This includes commercial and residential. According to the report, residential accounted for the largest market share.

### Regional Insights:

- North America
- United States
- Canada
- Asia Pacific
- China
- Japan
- India

South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for area rugs. Some of the factors driving the North America area rugs market included the rising demand for enhancing the appearance of a room, wide availability through online and offline distribution channels, increasing adoption of eco-friendly products, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global area rugs market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Amar Carpets, Amer Rugs, Balta Industries nv, Capel Incorporated, Harounian Rugs International Co. Inc., Houzz Inc., Milliken & Company, Mohawk Industries Inc., Nourison Industries Inc., Oriental Weavers, Shaw Industries Group Inc., The Natural Carpet Company., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global area rugs market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global area rugs market?

What is the impact of each driver, restraint, and opportunity on the global area rugs market?

What are the key regional markets?

Which countries represent the most attractive area rugs market?

What is the breakup of the market based on the type?

Which is the most attractive type in the area rugs market?

What is the breakup of the market based on the weave type?

Which is the most attractive weave type in the area rugs market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the area rugs market?

What is the breakup of the market based on the application?

Which is the most attractive application in the area rugs market?

What is the competitive structure of the global area rugs market?

Who are the key players/companies in the global area rugs market?

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