

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

<https://marketpublishers.com/r/AF7DE2A6587BEN.html>

Date: March 2024

Pages: 141

Price: US\$ 2,999.00 (Single User License)

ID: AF7DE2A6587BEN

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL AREA RUGS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Wool Area Rug
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Synthetics Area Rug
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Sisal, Jute and Sea Grass Area Rug

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Animal Skins Area Rug
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Silk Area Rug
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Cotton Area Rug
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 6.7 Others
 - 6.7.1 Market Trends
 - 6.7.2 Market Forecast

7 MARKET BREAKUP BY WEAVE TYPE

- 7.1 Handmade Area Rugs
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Machine-Made Area Rugs
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Online
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Offline
 - 8.2.1 Market Trends
 - 8.2.2 Key Segments
 - 8.2.2.1 Specialty Stores
 - 8.2.2.2 Supermarkets and Hypermarkets
 - 8.2.2.3 Others
 - 8.2.3 Market Forecast

9 MARKET BREAKUP BY APPLICATION

9.1 Commercial

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Residential

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia-Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

10.2.7 Others

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

10.3 Europe

- 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

11.1 Overview

- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Amar Carpets
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Amer Rugs
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Balta Industries nv
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.4 Capel Incorporated
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Harounian Rugs International Co. Inc.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 Houzz Inc.
 - 15.3.6.1 Company Overview

- 15.3.6.2 Product Portfolio
- 15.3.7 Milliken & Company
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.7.3 SWOT Analysis
- 15.3.8 Mohawk Industries Inc.
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Nourison Industries Inc.
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Oriental Weavers
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Shaw Industries Group Inc.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 The Natural Carpet Company
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Area Rugs Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Area Rugs Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Area Rugs Market Forecast: Breakup by Weave Type (in Million US\$), 2024-2032

Table 4: Global: Area Rugs Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Area Rugs Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 6: Global: Area Rugs Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Area Rugs Market: Competitive Structure

Table 8: Global: Area Rugs Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Area Rugs Market: Major Drivers and Challenges

Figure 2: Global: Area Rugs Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Area Rugs Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Area Rugs Market: Breakup by Type (in %), 2023

Figure 5: Global: Area Rugs Market: Breakup by Weave Type (in %), 2023

Figure 6: Global: Area Rugs Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Area Rugs Market: Breakup by Application (in %), 2023

Figure 8: Global: Area Rugs Market: Breakup by Region (in %), 2023

Figure 9: Global: Area Rugs (Wool Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Area Rugs (Wool Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Area Rugs (Synthetics Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Area Rugs (Synthetics Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Area Rugs (Sisal, Jute and Sea Grass Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Area Rugs (Sisal, Jute and Sea Grass Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Area Rugs (Animal Skins Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Area Rugs (Animal Skins Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Area Rugs (Silk Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Area Rugs (Silk Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Area Rugs (Cotton Area Rug) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Area Rugs (Cotton Area Rug) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Area Rugs (Other Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Area Rugs (Other Types) Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 23: Global: Area Rugs (Handmade Area Rugs) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Area Rugs (Handmade Area Rugs) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Area Rugs (Machine-Made Area Rugs) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Area Rugs (Machine-Made Area Rugs) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Area Rugs (Online) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Area Rugs (Online) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Area Rugs (Offline) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Area Rugs (Offline) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Area Rugs (Commercial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Area Rugs (Commercial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Area Rugs (Residential) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Area Rugs (Residential) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: North America: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: North America: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: United States: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: United States: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Canada: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Asia-Pacific: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Asia-Pacific: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: China: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: China: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Japan: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Japan: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: India: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: India: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: South Korea: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: South Korea: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 51: Australia: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Australia: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 53: Indonesia: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Indonesia: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 55: Others: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Others: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Europe: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Europe: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 59: Germany: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Germany: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 61: France: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: France: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: United Kingdom: Area Rugs Market: Sales Value (in Million US\$), 2018 &
2023

Figure 64: United Kingdom: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 65: Italy: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Italy: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Spain: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Spain: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Russia: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Russia: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Others: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Others: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Latin America: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Latin America: Area Rugs Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 75: Brazil: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023

- Figure 76: Brazil: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 77: Mexico: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 78: Mexico: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 79: Others: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 80: Others: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 81: Middle East and Africa: Area Rugs Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 82: Middle East and Africa: Area Rugs Market: Breakup by Country (in %), 2023
- Figure 83: Middle East and Africa: Area Rugs Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 84: Global: Area Rugs Industry: Drivers, Restraints, and Opportunities
- Figure 85: Global: Area Rugs Industry: Value Chain Analysis
- Figure 86: Global: Area Rugs Industry: Porter's Five Forces Analysis

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/AF7DE2A6587BEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF7DE2A6587BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970