

South Korea Carpet Market Size, Share, Trends and Forecast by Material, Price Point, Sales Channel, End User, and Region, 2026-2034

<https://marketpublishers.com/r/S55EB0094F3FEN.html>

Date: July 2026

Pages: 120

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

ID: S55EB0094F3FEN

Abstracts

The South Korea carpet market size reached USD 1,294.8 Million in 2025. The market is projected to reach USD 2,004.4 Million by 2034, exhibiting a growth rate (CAGR) of 4.78% during 2026-2034. The market is driven by rising urbanization, increasing demand for aesthetic home interiors, and growth in the hospitality and commercial sectors. Technological advancements in carpet manufacturing, such as stain-resistant and eco-friendly materials, are further boosting adoption. Additionally, government initiatives promoting green building construction contribute to market growth. These factors collectively enhance consumer preference and support expansion in both residential and commercial applications, positively influencing the South Korea carpet market share.

SOUTH KOREA CARPET MARKET TRENDS:

E-Commerce Transformation Enhances Carpet Retail

In 2024, South Korea's e-commerce sector experienced significant transformations that are reshaping how carpets are bought and sold. Key moves like mergers, acquisitions, and the rise of direct-to-consumer models are redefining retail strategies across industries. Established retailers are combining their physical presence with digital platforms to deliver a seamless omnichannel experience, blending convenience with tactile shopping. This integration allows brands greater control over pricing, customer engagement, and brand identity. Meanwhile, direct-to-consumer approaches are enabling personalized shopping journeys and deeper consumer insights. Backed by South Korea's near-universal internet access and high smartphone use, these trends are creating a digitally savvy shopper base increasingly comfortable making high-value

home purchases, such as carpets, through online platforms. Enhanced product visualization tools, easy returns, and faster delivery further support this shift. Together, these factors are driving expanded online carpet sales and greater market accessibility. These e-commerce developments are key drivers behind evolving South Korea carpet market trends, reflecting a digitally integrated retail landscape that supports continued industry growth.

Advanced Fiber Technology Drives Carpet Innovation

In April 2025, South Korea recorded a historic breakthrough in carpet production when it launched carpets produced with Poly Trimethylene Terephthalate (PTT) fiber. The new synthetic fiber combines the strength of nylon and the softness of polyester to provide carpets that are soft and durable. PTT fibers also offer functional advantages, including low moisture absorption and reduced static buildup, making these carpets especially well adapted to clean, sensitive environments such as research laboratories and semiconductor plants. The distinctive characteristics of PTT fiber enable carpets to resist staining and retain appearance over the life of the carpet, responding to an increasing demand for functionality and aesthetics. This revolution is the result of collaboration between industry experts and educational institutions, highlighting South Korea's dedication to the development of carpet technology. Shifting consumer preferences toward high-performance, low-maintenance solutions, this innovation is becoming increasingly popular. Eventually, all these technological developments are a major force behind the current South Korea carpet market growth.

Rise of Smart and Functional Carpets

More than one-third of metropolitan South Korean consumers expressed their intention to invest in home products that integrate technology with health aspects in early 2025. In line with the change, the market for carpets is transforming with the launch of smart and multi-functional carpets. With inbuilt sensors that can measure indoor air quality, identify allergens, and control temperature to promote convenience and well-being, these new products are at the forefront of technological innovation. Aside from technology, carpets increasingly include antimicrobial and odor-resistant treatments, reflecting to the increasing health-focused consumer mindset. The trend reflects the expanding convergence of home decor and intelligent technology as consumers demand flooring products that do more than simply lay on top of surfaces. Smart carpets provide a combination of functionality and aesthetics, attracting a demographic that prioritizes wellness and convenience. As smart home networks become more integrated, health-monitoring and environmental carpets are gaining acceptance. It is a

key driver of South Korea carpet market growth, a reflection of wider consumer aspirations and growth in premium, high-tech floor coverings demand.

SOUTH KOREA CARPET MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on material, price point, sales channel, and end user.

Material Insights:

Nylon

Olefin

Polyester

Others

The report has provided a detailed breakup and analysis of the market based on the material. This includes nylon, olefin, polyester, and others

Price Point Insights:

Economy

Luxury

A detailed breakup and analysis of the market based on the price point have also been provided in the report. This includes economy and luxury.

Sales Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes supermarkets and hypermarkets, specialty stores, and online stores.

End User Insights:

Residential

Commercial

The report has provided a detailed breakup and analysis of the market based on the end user. This includes residential and commercial.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include the Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation

quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea carpet market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea carpet market on the basis of material?

What is the breakup of the South Korea carpet market on the basis of price point?

What is the breakup of the South Korea carpet market on the basis of sales channel?

What is the breakup of the South Korea carpet market on the basis of end user?

What is the breakup of the South Korea carpet market on the basis of region?

What are the various stages in the value chain of the South Korea carpet market?

What are the key driving factors and challenges in the South Korea carpet market?

What is the structure of the South Korea carpet market and who are the key players?

What is the degree of competition in the South Korea carpet 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 SOUTH KOREA CARPET MARKET – INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA CARPET MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 SOUTH KOREA CARPET MARKET - BREAKUP BY MATERIAL

- 6.1 Nylon
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 Olefin
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (?2020-2025?)

6.2.3 Market Forecast (?2026-2034?)

6.3 Polyester

6.3.1 Overview

6.3.2 Historical and Current Market Trends (?2020-2025?)

6.3.3 Market Forecast (?2026-2034?)

6.4 Others

6.4.1 Historical and Current Market Trends (?2020-2025?)

6.4.2 Market Forecast (?2026-2034?)

7 SOUTH KOREA CARPET MARKET - BREAKUP BY PRICE POINT

7.1 Economy

7.1.1 Overview

7.1.2 Historical and Current Market Trends (?2020-2025?)

7.1.3 Market Forecast (?2026-2034?)

7.2 Luxury

7.2.1 Overview

7.2.2 Historical and Current Market Trends (?2020-2025?)

7.2.3 Market Forecast (?2026-2034?)

8 SOUTH KOREA CARPET MARKET - BREAKUP BY SALES CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Specialty Stores

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

8.3 Online stores

8.3.1 Overview

8.3.2 Historical and Current Market Trends (?2020-2025?)

8.3.3 Market Forecast (?2026-2034?)

9 SOUTH KOREA CARPET MARKET - BREAKUP BY END USER

9.1 Residential

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Forecast (?2026-2034?)

9.2 Commercial

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Forecast (?2026-2034?)

10 SOUTH KOREA CARPET MARKET – BREAKUP BY REGION

10.1 Seoul Capital Area

10.1.1 Overview

10.1.2 Historical and Current Market Trends (?2020-2025?)

10.1.3 Market Breakup by Material

10.1.4 Market Breakup by Price Point

10.1.5 Market Breakup by Sales Channel

10.1.6 Market Breakup by End User

10.1.7 Key Players

10.1.8 Market Forecast (?2026-2034?)

10.2 Yeongnam (Southeastern Region)

10.2.1 Overview

10.2.2 Historical and Current Market Trends (?2020-2025?)

10.2.3 Market Breakup by Material

10.2.4 Market Breakup by Price Point

10.2.5 Market Breakup by Sales Channel

10.2.6 Market Breakup by End User

10.2.7 Key Players

10.2.8 Market Forecast (?2026-2034?)

10.3 Honam (Southwestern Region)

10.3.1 Overview

10.3.2 Historical and Current Market Trends (?2020-2025?)

10.3.3 Market Breakup by Material

10.3.4 Market Breakup by Price Point

10.3.5 Market Breakup by Sales Channel

10.3.6 Market Breakup by End User

10.3.7 Key Players

10.3.8 Market Forecast (?2026-2034?)

10.4 Hoseo (Central Region)

10.4.1 Overview

10.4.2 Historical and Current Market Trends (?2020-2025?)

- 10.4.3 Market Breakup by Material
- 10.4.4 Market Breakup by Price Point
- 10.4.5 Market Breakup by Sales Channel
- 10.4.6 Market Breakup by End User
- 10.4.7 Key Players
- 10.4.8 Market Forecast (?2026-2034?)
- 10.5 Others
 - 10.5.1 Historical and Current Market Trends (?2020-2025?)
 - 10.5.2 Market Forecast (?2026-2034?)

11 SOUTH KOREA CARPET MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Products Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Products Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Products Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events

12.4 Company D

12.4.1 Business Overview

12.4.2 Products Offered

12.4.3 Business Strategies

12.4.4 SWOT Analysis

12.4.5 Major News and Events

12.5 Company E

12.5.1 Business Overview

12.5.2 Products Offered

12.5.3 Business Strategies

12.5.4 SWOT Analysis

12.5.5 Major News and Events

13 SOUTH KOREA CARPET MARKET - INDUSTRY ANALYSIS

13.1 Drivers, Restraints, and Opportunities

13.1.1 Overview

13.1.2 Drivers

13.1.3 Restraints

13.1.4 Opportunities

13.2 Porters Five Forces Analysis

13.2.1 Overview

13.2.2 Bargaining Power of Buyers

13.2.3 Bargaining Power of Suppliers

13.2.4 Degree of Competition

13.2.5 Threat of New Entrants

13.2.6 Threat of Substitutes

13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: South Korea Carpet Market Size, Share, Trends and Forecast by Material, Price Point, Sales Channel, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/S55EB0094F3FEN.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/S55EB0094F3FEN.html>