

Global Polyester Plush Fabric Market Growth 2026-2032

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Abstracts

The global Polyester Plush Fabric market size is predicted to grow from US\$ 5031 million in 2025 to US\$ 8216 million in 2032; it is expected to grow at a CAGR of 7.2% from 2026 to 2032.

Polyester plush fabric is a type of realistic, warm, and soft textile fabric that uses polyester fiber as its main material. Through finishing processes such as raising, brushing, shearing, dyeing, and finishing, a pile surface is formed on the fabric. Because polyester fiber has relatively high strength, good abrasion resistance, dimensional stability, ease of dyeing and finishing, relatively controllable cost, and suitability for large-scale production, polyester plush fabric can deliver visual, tactile, and thermal effects similar to sherpa, rabbit fur, mink fur, velvet, flannel, or animal fur at a relatively low production cost. As a result, it is widely used in plush toys, home textile blankets, cushions and pillows, baby and children's products, pet products, winter apparel, footwear, hats and bags, sofa upholstery, interior decoration, and faux fur garments. Its industrial value lies not only in softness and warmth, but also in its ability to serve downstream manufacturing needs across multiple consumer product categories in the form of a standardized fabric material, while meeting the diverse procurement requirements of brands, foreign trade customers, toy factories, apparel factories, home textile manufacturers, and interior furnishing companies through pattern development, color management, functional finishing, and small-batch quick-response capabilities.

From the perspective of industry positioning, polyester plush fabric is used to achieve visual and tactile effects similar to animal fur, sherpa, rabbit fur, velvet, or short-pile blankets at a relatively low cost, while adapting to different customer requirements through specifications such as fabric weight, pile height, width, and base fabric

elasticity. Actual industry competition revolves around multi-specification small-batch production, pattern development, color consistency, delivery lead time, and application adaptability. The current market is highly fragmented. In China, export-oriented supply clusters have formed in Changshu, Haining, Zhangjiagang, Shaoxing, and other areas. Japanese and Korean companies place greater emphasis on high-quality faux fur, hand feel, color performance, and branded small-batch fabrics, while European and American companies focus more on functionalization, recycled fibers, and sustainability labels.

The upstream of polyester plush fabric mainly includes PTA, MEG, polyester chips, polyester filament and staple fibers, recycled polyester fibers, masterbatch, dyes, and auxiliaries, while the downstream covers plush toys, blankets, home furnishings, apparel accessories, faux fur coats, pet products, children's products, sofa fabrics, and gift consumer products. Upstream polyester prices, energy costs, and environmental requirements for dyeing and finishing directly affect fabric quotations, while downstream brand orders, holiday gifts, home textile replacement demand, the pet economy, and cross-border e-commerce demand determine capacity utilization and the speed of pattern updates. At present, China's textile industry is gradually upgrading toward high-end, intelligent, and green development, which is prompting plush fabric manufacturers to accelerate progress in automated weaving, energy-saving dyeing and finishing, recycled polyester application, and cleaner production. Internationally, markets such as the European Union are continuously raising requirements for textile durability, recyclability, microplastic control, and raw material traceability, so export-oriented companies need to place greater emphasis on environmental certifications, the proportion of recycled materials, and supply chain compliance capabilities.

In the future, the prices, output, and market size of polyester plush fabric are expected to maintain moderate growth. In terms of pricing, ordinary 100% polyester short plush and plush fabric for toys will still be affected by polyester raw material prices, dyeing and finishing costs, ocean freight, and low-price competition, resulting in relatively high long-term price elasticity. However, products such as recycled polyester, flame-retardant and antibacterial fabrics, baby and child safety fabrics, scratch-resistant pet fabrics, and high-end faux fur have higher added value and face relatively less downward price pressure. Looking ahead, China will remain an important global supply center. Changshu, Haining, Zhangjiagang, and other areas will maintain scale advantages based on knitting, dyeing and finishing, foreign trade, and small-order quick-response capabilities. Japanese, Korean, and some European and American brands will retain more advantages in high-end fabric development, brand channels, and design samples. Plush toys, home textile blankets, pet products, children's products, cross-

border e-commerce, and faux fur apparel will remain the main sources of incremental demand, while traditional low-end export orders will continue to face pressure from homogeneous competition.

LP Information, Inc. (LPI) ' newest research report, the ?Polyester Plush Fabric Industry Forecast? looks at past sales and reviews total world Polyester Plush Fabric sales in 2025, providing a comprehensive analysis by region and market sector of projected Polyester Plush Fabric sales for 2026 through 2032. With Polyester Plush Fabric sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Polyester Plush Fabric industry.

This Insight Report provides a comprehensive analysis of the global Polyester Plush Fabric landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Polyester Plush Fabric portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Polyester Plush Fabric market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Polyester Plush Fabric and breaks down the forecast by Fiber Composition Structure, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Polyester Plush Fabric.

This report presents a comprehensive overview, market shares, and growth opportunities of Polyester Plush Fabric market by product type, application, key manufacturers and key regions and countries.

Segmentation by Fiber Composition Structure:

100% Polyester Type

Polyester Blend Type

Segmentation by Base Fabric Structure:

Woven Base Fabric Type

Weft Knitted Base Fabric Type

Warp Knitted Base Fabric Type

Nonwoven Base Fabric Type

Segmentation by Pile Surface Form:

Flat Pile Type

Curly Pile Type

Other

Segmentation by Application:

Plush Toys

Apparel and Accessories

Home Textiles and Home Furnishings

Pet Products

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Milliken & Company

ECOPEL

Jong Stit

GM Textile

Zhangjiagang Ruili Textile

Haoyang Fabric

Haining Hongou Textile

Haining Juncheng Textile

Changshu Qichang Textile

Haining Haida Warp Knitting

Changshu Xiahong Textile

Haining Yilanda Textile

Haining Xinchunlan Textile

Changshu Yucai Textile

Haining Leading Textile

Chih-Lung Textile

Nakanishi Seni

Nakano Meriyasu

COMPO

InSung Hitech

Key Questions Addressed in this Report

What is the 10-year outlook for the global Polyester Plush Fabric market?

What factors are driving Polyester Plush Fabric market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Polyester Plush Fabric market opportunities vary by end market size?

How does Polyester Plush Fabric break out by Fiber Composition Structure, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Polyester Plush Fabric Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Polyester Plush Fabric by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Polyester Plush Fabric by Country/Region, 2021, 2025 & 2032
- 2.2 Polyester Plush Fabric Segment by Fiber Composition Structure
 - 2.2.1 100% Polyester Type
 - 2.2.2 Polyester Blend Type
 - 2.2.3 Polyester Plush Fabric Sales by Fiber Composition Structure
 - 2.2.3.1 Global Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)
 - 2.2.3.2 Global Polyester Plush Fabric Revenue and Market Share by Fiber Composition Structure (2021-2026)
 - 2.2.3.3 Global Polyester Plush Fabric Sale Price by Fiber Composition Structure (2021-2026)
- 2.3 Polyester Plush Fabric Segment by Base Fabric Structure
 - 2.3.1 Woven Base Fabric Type
 - 2.3.2 Weft Knitted Base Fabric Type
 - 2.3.3 Warp Knitted Base Fabric Type
 - 2.3.4 Nonwoven Base Fabric Type
 - 2.3.5 Polyester Plush Fabric Sales by Base Fabric Structure
 - 2.3.5.1 Global Polyester Plush Fabric Sales Market Share by Base Fabric Structure (2021-2026)

2.3.5.2 Global Polyester Plush Fabric Revenue and Market Share by Base Fabric Structure (2021-2026)

2.3.5.3 Global Polyester Plush Fabric Sale Price by Base Fabric Structure (2021-2026)

2.4 Polyester Plush Fabric Segment by Pile Surface Form

2.4.1 Flat Pile Type

2.4.2 Curly Pile Type

2.4.3 Other

2.4.4 Polyester Plush Fabric Sales by Pile Surface Form

2.4.4.1 Global Polyester Plush Fabric Sales Market Share by Pile Surface Form (2021-2026)

2.4.4.2 Global Polyester Plush Fabric Revenue and Market Share by Pile Surface Form (2021-2026)

2.4.4.3 Global Polyester Plush Fabric Sale Price by Pile Surface Form (2021-2026)

2.5 Polyester Plush Fabric Segment by Application

2.5.1 Plush Toys

2.5.2 Apparel and Accessories

2.5.3 Home Textiles and Home Furnishings

2.5.4 Pet Products

2.5.5 Other

2.5.6 Polyester Plush Fabric Sales by Application

2.5.6.1 Global Polyester Plush Fabric Sale Market Share by Application (2021-2026)

2.5.6.2 Global Polyester Plush Fabric Revenue and Market Share by Application (2021-2026)

2.5.6.3 Global Polyester Plush Fabric Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Polyester Plush Fabric Breakdown Data by Company

3.1.1 Global Polyester Plush Fabric Annual Sales by Company (2021-2026)

3.1.2 Global Polyester Plush Fabric Sales Market Share by Company (2021-2026)

3.2 Global Polyester Plush Fabric Annual Revenue by Company (2021-2026)

3.2.1 Global Polyester Plush Fabric Revenue by Company (2021-2026)

3.2.2 Global Polyester Plush Fabric Revenue Market Share by Company (2021-2026)

3.3 Global Polyester Plush Fabric Sale Price by Company

3.4 Key Manufacturers Polyester Plush Fabric Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Polyester Plush Fabric Product Location Distribution

3.4.2 Players Polyester Plush Fabric Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR POLYESTER PLUSH FABRIC BY GEOGRAPHIC REGION

4.1 World Historic Polyester Plush Fabric Market Size by Geographic Region (2021-2026)

4.1.1 Global Polyester Plush Fabric Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Polyester Plush Fabric Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Polyester Plush Fabric Market Size by Country/Region (2021-2026)

4.2.1 Global Polyester Plush Fabric Annual Sales by Country/Region (2021-2026)

4.2.2 Global Polyester Plush Fabric Annual Revenue by Country/Region (2021-2026)

4.3 Americas Polyester Plush Fabric Sales Growth

4.4 APAC Polyester Plush Fabric Sales Growth

4.5 Europe Polyester Plush Fabric Sales Growth

4.6 Middle East & Africa Polyester Plush Fabric Sales Growth

5 AMERICAS

5.1 Americas Polyester Plush Fabric Sales by Country

5.1.1 Americas Polyester Plush Fabric Sales by Country (2021-2026)

5.1.2 Americas Polyester Plush Fabric Revenue by Country (2021-2026)

5.2 Americas Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026)

5.3 Americas Polyester Plush Fabric Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Polyester Plush Fabric Sales by Region

6.1.1 APAC Polyester Plush Fabric Sales by Region (2021-2026)

6.1.2 APAC Polyester Plush Fabric Revenue by Region (2021-2026)

6.2 APAC Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026)

6.3 APAC Polyester Plush Fabric Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Polyester Plush Fabric by Country

7.1.1 Europe Polyester Plush Fabric Sales by Country (2021-2026)

7.1.2 Europe Polyester Plush Fabric Revenue by Country (2021-2026)

7.2 Europe Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026)

7.3 Europe Polyester Plush Fabric Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Polyester Plush Fabric by Country

8.1.1 Middle East & Africa Polyester Plush Fabric Sales by Country (2021-2026)

8.1.2 Middle East & Africa Polyester Plush Fabric Revenue by Country (2021-2026)

8.2 Middle East & Africa Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026)

8.3 Middle East & Africa Polyester Plush Fabric Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Polyester Plush Fabric

10.3 Manufacturing Process Analysis of Polyester Plush Fabric

10.4 Industry Chain Structure of Polyester Plush Fabric

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Polyester Plush Fabric Distributors

11.3 Polyester Plush Fabric Customer

12 WORLD FORECAST REVIEW FOR POLYESTER PLUSH FABRIC BY GEOGRAPHIC REGION

12.1 Global Polyester Plush Fabric Market Size Forecast by Region

12.1.1 Global Polyester Plush Fabric Forecast by Region (2027-2032)

12.1.2 Global Polyester Plush Fabric Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Polyester Plush Fabric Forecast by Fiber Composition Structure (2027-2032)

12.7 Global Polyester Plush Fabric Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Milliken & Company

13.1.1 Milliken & Company Company Information

13.1.2 Milliken & Company Polyester Plush Fabric Product Portfolios and

Specifications

13.1.3 Milliken & Company Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Milliken & Company Main Business Overview

13.1.5 Milliken & Company Latest Developments

13.2 ECOPEL

13.2.1 ECOPEL Company Information

13.2.2 ECOPEL Polyester Plush Fabric Product Portfolios and Specifications

13.2.3 ECOPEL Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 ECOPEL Main Business Overview

13.2.5 ECOPEL Latest Developments

13.3 Jong Stit

13.3.1 Jong Stit Company Information

13.3.2 Jong Stit Polyester Plush Fabric Product Portfolios and Specifications

13.3.3 Jong Stit Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Jong Stit Main Business Overview

13.3.5 Jong Stit Latest Developments

13.4 GM Textile

13.4.1 GM Textile Company Information

13.4.2 GM Textile Polyester Plush Fabric Product Portfolios and Specifications

13.4.3 GM Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 GM Textile Main Business Overview

13.4.5 GM Textile Latest Developments

13.5 Zhangjiagang Ruili Textile

13.5.1 Zhangjiagang Ruili Textile Company Information

13.5.2 Zhangjiagang Ruili Textile Polyester Plush Fabric Product Portfolios and Specifications

13.5.3 Zhangjiagang Ruili Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Zhangjiagang Ruili Textile Main Business Overview

13.5.5 Zhangjiagang Ruili Textile Latest Developments

13.6 Haoyang Fabric

13.6.1 Haoyang Fabric Company Information

13.6.2 Haoyang Fabric Polyester Plush Fabric Product Portfolios and Specifications

13.6.3 Haoyang Fabric Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.6.4 Haoyang Fabric Main Business Overview
- 13.6.5 Haoyang Fabric Latest Developments
- 13.7 Haining Hongou Textile
 - 13.7.1 Haining Hongou Textile Company Information
 - 13.7.2 Haining Hongou Textile Polyester Plush Fabric Product Portfolios and Specifications
 - 13.7.3 Haining Hongou Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Haining Hongou Textile Main Business Overview
 - 13.7.5 Haining Hongou Textile Latest Developments
- 13.8 Haining Juncheng Textile
 - 13.8.1 Haining Juncheng Textile Company Information
 - 13.8.2 Haining Juncheng Textile Polyester Plush Fabric Product Portfolios and Specifications
 - 13.8.3 Haining Juncheng Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Haining Juncheng Textile Main Business Overview
 - 13.8.5 Haining Juncheng Textile Latest Developments
- 13.9 Changshu Qichang Textile
 - 13.9.1 Changshu Qichang Textile Company Information
 - 13.9.2 Changshu Qichang Textile Polyester Plush Fabric Product Portfolios and Specifications
 - 13.9.3 Changshu Qichang Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 Changshu Qichang Textile Main Business Overview
 - 13.9.5 Changshu Qichang Textile Latest Developments
- 13.10 Haining Haida Warp Knitting
 - 13.10.1 Haining Haida Warp Knitting Company Information
 - 13.10.2 Haining Haida Warp Knitting Polyester Plush Fabric Product Portfolios and Specifications
 - 13.10.3 Haining Haida Warp Knitting Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Haining Haida Warp Knitting Main Business Overview
 - 13.10.5 Haining Haida Warp Knitting Latest Developments
- 13.11 Changshu Xiahong Textile
 - 13.11.1 Changshu Xiahong Textile Company Information
 - 13.11.2 Changshu Xiahong Textile Polyester Plush Fabric Product Portfolios and Specifications
 - 13.11.3 Changshu Xiahong Textile Polyester Plush Fabric Sales, Revenue, Price and

Gross Margin (2021-2026)

13.11.4 Changshu Xiahong Textile Main Business Overview

13.11.5 Changshu Xiahong Textile Latest Developments

13.12 Haining Yilanda Textile

13.12.1 Haining Yilanda Textile Company Information

13.12.2 Haining Yilanda Textile Polyester Plush Fabric Product Portfolios and Specifications

13.12.3 Haining Yilanda Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Haining Yilanda Textile Main Business Overview

13.12.5 Haining Yilanda Textile Latest Developments

13.13 Haining Xinchunlan Textile

13.13.1 Haining Xinchunlan Textile Company Information

13.13.2 Haining Xinchunlan Textile Polyester Plush Fabric Product Portfolios and Specifications

13.13.3 Haining Xinchunlan Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Haining Xinchunlan Textile Main Business Overview

13.13.5 Haining Xinchunlan Textile Latest Developments

13.14 Changshu Yucai Textile

13.14.1 Changshu Yucai Textile Company Information

13.14.2 Changshu Yucai Textile Polyester Plush Fabric Product Portfolios and Specifications

13.14.3 Changshu Yucai Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Changshu Yucai Textile Main Business Overview

13.14.5 Changshu Yucai Textile Latest Developments

13.15 Haining Leading Textile

13.15.1 Haining Leading Textile Company Information

13.15.2 Haining Leading Textile Polyester Plush Fabric Product Portfolios and Specifications

13.15.3 Haining Leading Textile Polyester Plush Fabric Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 Haining Leading Textile Main Business Overview

13.15.5 Haining Leading Textile Latest Developments

13.16 Chih-Lung Textile

13.16.1 Chih-Lung Textile Company Information

13.16.2 Chih-Lung Textile Polyester Plush Fabric Product Portfolios and Specifications

13.16.3 Chih-Lung Textile Polyester Plush Fabric Sales, Revenue, Price and Gross

Margin (2021-2026)

13.16.4 Chih-Lung Textile Main Business Overview

13.16.5 Chih-Lung Textile Latest Developments

13.17 Nakanishi Seni

13.17.1 Nakanishi Seni Company Information

13.17.2 Nakanishi Seni Polyester Plush Fabric Product Portfolios and Specifications

13.17.3 Nakanishi Seni Polyester Plush Fabric Sales, Revenue, Price and Gross

Margin (2021-2026)

13.17.4 Nakanishi Seni Main Business Overview

13.17.5 Nakanishi Seni Latest Developments

13.18 Nakano Meriyasu

13.18.1 Nakano Meriyasu Company Information

13.18.2 Nakano Meriyasu Polyester Plush Fabric Product Portfolios and Specifications

13.18.3 Nakano Meriyasu Polyester Plush Fabric Sales, Revenue, Price and Gross

Margin (2021-2026)

13.18.4 Nakano Meriyasu Main Business Overview

13.18.5 Nakano Meriyasu Latest Developments

13.19 COMPO

13.19.1 COMPO Company Information

13.19.2 COMPO Polyester Plush Fabric Product Portfolios and Specifications

13.19.3 COMPO Polyester Plush Fabric Sales, Revenue, Price and Gross Margin

(2021-2026)

13.19.4 COMPO Main Business Overview

13.19.5 COMPO Latest Developments

13.20 InSung Hitech

13.20.1 InSung Hitech Company Information

13.20.2 InSung Hitech Polyester Plush Fabric Product Portfolios and Specifications

13.20.3 InSung Hitech Polyester Plush Fabric Sales, Revenue, Price and Gross

Margin (2021-2026)

13.20.4 InSung Hitech Main Business Overview

13.20.5 InSung Hitech Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Polyester Plush Fabric Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Polyester Plush Fabric Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of 100% Polyester Type

Table 4. Major Players of Polyester Blend Type

Table 5. Global Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026) & (Sq m)

Table 6. Global Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)

Table 7. Global Polyester Plush Fabric Revenue by Fiber Composition Structure (2021-2026) & (\$ million)

Table 8. Global Polyester Plush Fabric Revenue Market Share by Fiber Composition Structure (2021-2026)

Table 9. Global Polyester Plush Fabric Sale Price by Fiber Composition Structure (2021-2026) & (US\$/Sq m)

Table 10. Major Players of Woven Base Fabric Type

Table 11. Major Players of Weft Knitted Base Fabric Type

Table 12. Major Players of Warp Knitted Base Fabric Type

Table 13. Major Players of Nonwoven Base Fabric Type

Table 14. Global Polyester Plush Fabric Sales by Base Fabric Structure (2021-2026) & (Sq m)

Table 15. Global Polyester Plush Fabric Sales Market Share by Base Fabric Structure (2021-2026)

Table 16. Global Polyester Plush Fabric Revenue by Base Fabric Structure (2021-2026) & (\$ million)

Table 17. Global Polyester Plush Fabric Revenue Market Share by Base Fabric Structure (2021-2026)

Table 18. Global Polyester Plush Fabric Sale Price by Base Fabric Structure (2021-2026) & (US\$/Sq m)

Table 19. Major Players of Flat Pile Type

Table 20. Major Players of Curly Pile Type

Table 21. Major Players of Other

Table 22. Global Polyester Plush Fabric Sales by Pile Surface Form (2021-2026) & (Sq m)

Table 23. Global Polyester Plush Fabric Sales Market Share by Pile Surface Form (2021-2026)

Table 24. Global Polyester Plush Fabric Revenue by Pile Surface Form (2021-2026) & (\$ million)

Table 25. Global Polyester Plush Fabric Revenue Market Share by Pile Surface Form (2021-2026)

Table 26. Global Polyester Plush Fabric Sale Price by Pile Surface Form (2021-2026) & (US\$/Sq m)

Table 27. Global Polyester Plush Fabric Sale by Application (2021-2026) & (Sq m)

Table 28. Global Polyester Plush Fabric Sale Market Share by Application (2021-2026)

Table 29. Global Polyester Plush Fabric Revenue by Application (2021-2026) & (\$ million)

Table 30. Global Polyester Plush Fabric Revenue Market Share by Application (2021-2026)

Table 31. Global Polyester Plush Fabric Sale Price by Application (2021-2026) & (US\$/Sq m)

Table 32. Global Polyester Plush Fabric Sales by Company (2021-2026) & (Sq m)

Table 33. Global Polyester Plush Fabric Sales Market Share by Company (2021-2026)

Table 34. Global Polyester Plush Fabric Revenue by Company (2021-2026) & (\$ millions)

Table 35. Global Polyester Plush Fabric Revenue Market Share by Company (2021-2026)

Table 36. Global Polyester Plush Fabric Sale Price by Company (2021-2026) & (US\$/Sq m)

Table 37. Key Manufacturers Polyester Plush Fabric Producing Area Distribution and Sales Area

Table 38. Players Polyester Plush Fabric Products Offered

Table 39. Polyester Plush Fabric Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 40. New Products and Potential Entrants

Table 41. Market M&A Activity & Strategy

Table 42. Global Polyester Plush Fabric Sales by Geographic Region (2021-2026) & (Sq m)

Table 43. Global Polyester Plush Fabric Sales Market Share Geographic Region (2021-2026)

Table 44. Global Polyester Plush Fabric Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 45. Global Polyester Plush Fabric Revenue Market Share by Geographic Region (2021-2026)

Table 46. Global Polyester Plush Fabric Sales by Country/Region (2021-2026) & (Sq m)

Table 47. Global Polyester Plush Fabric Sales Market Share by Country/Region (2021-2026)

Table 48. Global Polyester Plush Fabric Revenue by Country/Region (2021-2026) & (\$ millions)

Table 49. Global Polyester Plush Fabric Revenue Market Share by Country/Region (2021-2026)

Table 50. Americas Polyester Plush Fabric Sales by Country (2021-2026) & (Sq m)

Table 51. Americas Polyester Plush Fabric Sales Market Share by Country (2021-2026)

Table 52. Americas Polyester Plush Fabric Revenue by Country (2021-2026) & (\$ millions)

Table 53. Americas Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026) & (Sq m)

Table 54. Americas Polyester Plush Fabric Sales by Application (2021-2026) & (Sq m)

Table 55. APAC Polyester Plush Fabric Sales by Region (2021-2026) & (Sq m)

Table 56. APAC Polyester Plush Fabric Sales Market Share by Region (2021-2026)

Table 57. APAC Polyester Plush Fabric Revenue by Region (2021-2026) & (\$ millions)

Table 58. APAC Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026) & (Sq m)

Table 59. APAC Polyester Plush Fabric Sales by Application (2021-2026) & (Sq m)

Table 60. Europe Polyester Plush Fabric Sales by Country (2021-2026) & (Sq m)

Table 61. Europe Polyester Plush Fabric Revenue by Country (2021-2026) & (\$ millions)

Table 62. Europe Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026) & (Sq m)

Table 63. Europe Polyester Plush Fabric Sales by Application (2021-2026) & (Sq m)

Table 64. Middle East & Africa Polyester Plush Fabric Sales by Country (2021-2026) & (Sq m)

Table 65. Middle East & Africa Polyester Plush Fabric Revenue Market Share by Country (2021-2026)

Table 66. Middle East & Africa Polyester Plush Fabric Sales by Fiber Composition Structure (2021-2026) & (Sq m)

Table 67. Middle East & Africa Polyester Plush Fabric Sales by Application (2021-2026) & (Sq m)

Table 68. Key Market Drivers & Growth Opportunities of Polyester Plush Fabric

Table 69. Key Market Challenges & Risks of Polyester Plush Fabric

Table 70. Key Industry Trends of Polyester Plush Fabric

Table 71. Polyester Plush Fabric Raw Material

Table 72. Key Suppliers of Raw Materials

Table 73. Polyester Plush Fabric Distributors List

Table 74. Polyester Plush Fabric Customer List

Table 75. Global Polyester Plush Fabric Sales Forecast by Region (2027-2032) & (Sq m)

Table 76. Global Polyester Plush Fabric Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 77. Americas Polyester Plush Fabric Sales Forecast by Country (2027-2032) & (Sq m)

Table 78. Americas Polyester Plush Fabric Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 79. APAC Polyester Plush Fabric Sales Forecast by Region (2027-2032) & (Sq m)

Table 80. APAC Polyester Plush Fabric Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 81. Europe Polyester Plush Fabric Sales Forecast by Country (2027-2032) & (Sq m)

Table 82. Europe Polyester Plush Fabric Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 83. Middle East & Africa Polyester Plush Fabric Sales Forecast by Country (2027-2032) & (Sq m)

Table 84. Middle East & Africa Polyester Plush Fabric Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Global Polyester Plush Fabric Sales Forecast by Fiber Composition Structure (2027-2032) & (Sq m)

Table 86. Global Polyester Plush Fabric Revenue Forecast by Fiber Composition Structure (2027-2032) & (\$ millions)

Table 87. Global Polyester Plush Fabric Sales Forecast by Application (2027-2032) & (Sq m)

Table 88. Global Polyester Plush Fabric Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 89. Milliken & Company Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 90. Milliken & Company Polyester Plush Fabric Product Portfolios and Specifications

Table 91. Milliken & Company Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 92. Milliken & Company Main Business

Table 93. Milliken & Company Latest Developments

Table 94. ECOPEL Basic Information, Polyester Plush Fabric Manufacturing Base,

Sales Area and Its Competitors

Table 95. ECOPEL Polyester Plush Fabric Product Portfolios and Specifications

Table 96. ECOPEL Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 97. ECOPEL Main Business

Table 98. ECOPEL Latest Developments

Table 99. Jong Stit Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 100. Jong Stit Polyester Plush Fabric Product Portfolios and Specifications

Table 101. Jong Stit Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 102. Jong Stit Main Business

Table 103. Jong Stit Latest Developments

Table 104. GM Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 105. GM Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 106. GM Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 107. GM Textile Main Business

Table 108. GM Textile Latest Developments

Table 109. Zhangjiagang Ruili Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 110. Zhangjiagang Ruili Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 111. Zhangjiagang Ruili Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 112. Zhangjiagang Ruili Textile Main Business

Table 113. Zhangjiagang Ruili Textile Latest Developments

Table 114. Haoyang Fabric Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 115. Haoyang Fabric Polyester Plush Fabric Product Portfolios and Specifications

Table 116. Haoyang Fabric Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 117. Haoyang Fabric Main Business

Table 118. Haoyang Fabric Latest Developments

Table 119. Haining Hongou Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 120. Haining Hongou Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 121. Haining Hongou Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 122. Haining Hongou Textile Main Business

Table 123. Haining Hongou Textile Latest Developments

Table 124. Haining Juncheng Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 125. Haining Juncheng Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 126. Haining Juncheng Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 127. Haining Juncheng Textile Main Business

Table 128. Haining Juncheng Textile Latest Developments

Table 129. Changshu Qichang Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 130. Changshu Qichang Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 131. Changshu Qichang Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 132. Changshu Qichang Textile Main Business

Table 133. Changshu Qichang Textile Latest Developments

Table 134. Haining Haida Warp Knitting Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 135. Haining Haida Warp Knitting Polyester Plush Fabric Product Portfolios and Specifications

Table 136. Haining Haida Warp Knitting Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 137. Haining Haida Warp Knitting Main Business

Table 138. Haining Haida Warp Knitting Latest Developments

Table 139. Changshu Xiahong Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 140. Changshu Xiahong Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 141. Changshu Xiahong Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 142. Changshu Xiahong Textile Main Business

Table 143. Changshu Xiahong Textile Latest Developments

Table 144. Haining Yilanda Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 145. Haining Yilanda Textile Polyester Plush Fabric Product Portfolios and

Specifications

Table 146. Haining Yilanda Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 147. Haining Yilanda Textile Main Business

Table 148. Haining Yilanda Textile Latest Developments

Table 149. Haining Xinchunlan Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 150. Haining Xinchunlan Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 151. Haining Xinchunlan Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 152. Haining Xinchunlan Textile Main Business

Table 153. Haining Xinchunlan Textile Latest Developments

Table 154. Changshu Yucai Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 155. Changshu Yucai Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 156. Changshu Yucai Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 157. Changshu Yucai Textile Main Business

Table 158. Changshu Yucai Textile Latest Developments

Table 159. Haining Leading Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 160. Haining Leading Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 161. Haining Leading Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 162. Haining Leading Textile Main Business

Table 163. Haining Leading Textile Latest Developments

Table 164. Chih-Lung Textile Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 165. Chih-Lung Textile Polyester Plush Fabric Product Portfolios and Specifications

Table 166. Chih-Lung Textile Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 167. Chih-Lung Textile Main Business

Table 168. Chih-Lung Textile Latest Developments

Table 169. Nakanishi Seni Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 170. Nakanishi Seni Polyester Plush Fabric Product Portfolios and Specifications

Table 171. Nakanishi Seni Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 172. Nakanishi Seni Main Business

Table 173. Nakanishi Seni Latest Developments

Table 174. Nakano Meriyasu Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 175. Nakano Meriyasu Polyester Plush Fabric Product Portfolios and Specifications

Table 176. Nakano Meriyasu Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 177. Nakano Meriyasu Main Business

Table 178. Nakano Meriyasu Latest Developments

Table 179. COMPO Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 180. COMPO Polyester Plush Fabric Product Portfolios and Specifications

Table 181. COMPO Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 182. COMPO Main Business

Table 183. COMPO Latest Developments

Table 184. InSung Hitech Basic Information, Polyester Plush Fabric Manufacturing Base, Sales Area and Its Competitors

Table 185. InSung Hitech Polyester Plush Fabric Product Portfolios and Specifications

Table 186. InSung Hitech Polyester Plush Fabric Sales (Sq m), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 187. InSung Hitech Main Business

Table 188. InSung Hitech Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Polyester Plush Fabric
- Figure 2. Polyester Plush Fabric Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Polyester Plush Fabric Sales Growth Rate 2021-2032 (Sq m)
- Figure 7. Global Polyester Plush Fabric Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Polyester Plush Fabric Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Polyester Plush Fabric Sales Market Share by Country/Region (2025)
- Figure 10. Polyester Plush Fabric Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of 100% Polyester Type
- Figure 12. Product Picture of Polyester Blend Type
- Figure 13. Global Polyester Plush Fabric Sales Market Share by Fiber Composition Structure in 2026
- Figure 14. Global Polyester Plush Fabric Revenue Market Share by Fiber Composition Structure (2021-2026)
- Figure 15. Product Picture of Woven Base Fabric Type
- Figure 16. Product Picture of Weft Knitted Base Fabric Type
- Figure 17. Product Picture of Warp Knitted Base Fabric Type
- Figure 18. Product Picture of Nonwoven Base Fabric Type
- Figure 19. Global Polyester Plush Fabric Sales Market Share by Base Fabric Structure in 2026
- Figure 20. Global Polyester Plush Fabric Revenue Market Share by Base Fabric Structure (2021-2026)
- Figure 21. Product Picture of Flat Pile Type
- Figure 22. Product Picture of Curly Pile Type
- Figure 23. Product Picture of Other
- Figure 24. Global Polyester Plush Fabric Sales Market Share by Pile Surface Form in 2026
- Figure 25. Global Polyester Plush Fabric Revenue Market Share by Pile Surface Form (2021-2026)
- Figure 26. Polyester Plush Fabric Consumed in Plush Toys
- Figure 27. Global Polyester Plush Fabric Market: Plush Toys (2021-2026) & (Sq m)

Figure 28. Polyester Plush Fabric Consumed in Apparel and Accessories

Figure 29. Global Polyester Plush Fabric Market: Apparel and Accessories (2021-2026) & (Sq m)

Figure 30. Polyester Plush Fabric Consumed in Home Textiles and Home Furnishings

Figure 31. Global Polyester Plush Fabric Market: Home Textiles and Home Furnishings (2021-2026) & (Sq m)

Figure 32. Polyester Plush Fabric Consumed in Pet Products

Figure 33. Global Polyester Plush Fabric Market: Pet Products (2021-2026) & (Sq m)

Figure 34. Polyester Plush Fabric Consumed in Other

Figure 35. Global Polyester Plush Fabric Market: Other (2021-2026) & (Sq m)

Figure 36. Global Polyester Plush Fabric Sale Market Share by Application (2025)

Figure 37. Global Polyester Plush Fabric Revenue Market Share by Application in 2025

Figure 38. Polyester Plush Fabric Sales by Company in 2025 (Sq m)

Figure 39. Global Polyester Plush Fabric Sales Market Share by Company in 2025

Figure 40. Polyester Plush Fabric Revenue by Company in 2025 (\$ millions)

Figure 41. Global Polyester Plush Fabric Revenue Market Share by Company in 2025

Figure 42. Global Polyester Plush Fabric Sales Market Share by Geographic Region (2021-2026)

Figure 43. Global Polyester Plush Fabric Revenue Market Share by Geographic Region in 2025

Figure 44. Americas Polyester Plush Fabric Sales 2021-2026 (Sq m)

Figure 45. Americas Polyester Plush Fabric Revenue 2021-2026 (\$ millions)

Figure 46. APAC Polyester Plush Fabric Sales 2021-2026 (Sq m)

Figure 47. APAC Polyester Plush Fabric Revenue 2021-2026 (\$ millions)

Figure 48. Europe Polyester Plush Fabric Sales 2021-2026 (Sq m)

Figure 49. Europe Polyester Plush Fabric Revenue 2021-2026 (\$ millions)

Figure 50. Middle East & Africa Polyester Plush Fabric Sales 2021-2026 (Sq m)

Figure 51. Middle East & Africa Polyester Plush Fabric Revenue 2021-2026 (\$ millions)

Figure 52. Americas Polyester Plush Fabric Sales Market Share by Country in 2025

Figure 53. Americas Polyester Plush Fabric Revenue Market Share by Country (2021-2026)

Figure 54. Americas Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)

Figure 55. Americas Polyester Plush Fabric Sales Market Share by Application (2021-2026)

Figure 56. United States Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)

Figure 57. Canada Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)

Figure 58. Mexico Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)

- Figure 59. Brazil Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 60. APAC Polyester Plush Fabric Sales Market Share by Region in 2025
- Figure 61. APAC Polyester Plush Fabric Revenue Market Share by Region (2021-2026)
- Figure 62. APAC Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)
- Figure 63. APAC Polyester Plush Fabric Sales Market Share by Application (2021-2026)
- Figure 64. China Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 65. Japan Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 66. South Korea Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 67. Southeast Asia Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 68. India Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 69. Australia Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 70. China Taiwan Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 71. Europe Polyester Plush Fabric Sales Market Share by Country in 2025
- Figure 72. Europe Polyester Plush Fabric Revenue Market Share by Country (2021-2026)
- Figure 73. Europe Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)
- Figure 74. Europe Polyester Plush Fabric Sales Market Share by Application (2021-2026)
- Figure 75. Germany Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 76. France Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 77. UK Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 78. Italy Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 79. Russia Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 80. Middle East & Africa Polyester Plush Fabric Sales Market Share by Country (2021-2026)
- Figure 81. Middle East & Africa Polyester Plush Fabric Sales Market Share by Fiber Composition Structure (2021-2026)
- Figure 82. Middle East & Africa Polyester Plush Fabric Sales Market Share by Application (2021-2026)
- Figure 83. Egypt Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 84. South Africa Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 85. Israel Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 86. Turkey Polyester Plush Fabric Revenue Growth 2021-2026 (\$ millions)
- Figure 87. GCC Countries Polyester Plush Fabric Revenue Growth 2021-2026 (\$

millions)

Figure 88. Manufacturing Cost Structure Analysis of Polyester Plush Fabric in 2026

Figure 89. Manufacturing Process Analysis of Polyester Plush Fabric

Figure 90. Industry Chain Structure of Polyester Plush Fabric

Figure 91. Channels of Distribution

Figure 92. Global Polyester Plush Fabric Sales Market Forecast by Region (2027-2032)

Figure 93. Global Polyester Plush Fabric Revenue Market Share Forecast by Region (2027-2032)

Figure 94. Global Polyester Plush Fabric Sales Market Share Forecast by Fiber Composition Structure (2027-2032)

Figure 95. Global Polyester Plush Fabric Revenue Market Share Forecast by Fiber Composition Structure (2027-2032)

Figure 96. Global Polyester Plush Fabric Sales Market Share Forecast by Application (2027-2032)

Figure 97. Global Polyester Plush Fabric Revenue Market Share Forecast by Application (2027-2032)

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