

Home Textile Market Outlook 2025-2034: Market Share, and Growth Analysis By Product (Bedroom Linen, Bathroom Linen, Kitchen Linen, Carpets and floors Coverings), By Material (Polyester, Cotton, Silk, Wool, Other Materials), By Distribution channel, By End-User

<https://marketpublishers.com/r/HCC33BE81524EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: HCC33BE81524EN

Abstracts

The Home Textile Market is valued at USD 120.6 billion in 2025 and is projected to grow at a CAGR of 6.7% to reach USD 215.6 billion by 2034. The Home Textile market has evolved into a dynamic and style-driven sector that caters to the rising consumer demand for aesthetically appealing and functional home decor. Encompassing products such as bed linen, curtains, carpets, towels, and upholstery fabrics, the market plays a pivotal role in residential and commercial interior design. Increasing urbanization, growing disposable income, and lifestyle upgrades are encouraging consumers to invest in home enhancement products, while the influence of social media and e-commerce platforms is reshaping how consumers shop for home textiles. As sustainability becomes a central concern, organic cotton, bamboo fiber, and recycled materials are gaining traction. Furthermore, a surge in homeownership and interior renovation activities worldwide is boosting market demand. With fashion-forward designs, material innovations, and improved production capabilities, the home textile industry is seeing widespread growth across both developed and emerging economies. The Home Textile market witnessed a wave of innovation, especially in fabric technologies and eco-conscious manufacturing practices. Leading brands introduced antimicrobial, wrinkle-resistant, and temperature-regulating textiles to meet evolving consumer preferences for performance and comfort. Digitally printed designs became more prominent, allowing rapid customization and reduced lead times. Sustainability remained a strong focus, with an increasing number of players shifting towards organic

certifications and eco-labeling to strengthen brand value. The e-commerce segment recorded significant gains as direct-to-consumer models, augmented reality for product visualization, and influencer-led marketing accelerated online textile purchases. Additionally, global trade and supply chains started to stabilize post-pandemic, enabling better inventory management and shorter delivery cycles. Regional market leaders in Asia, particularly China and India, strengthened their exports due to competitive pricing and manufacturing scalability, further solidifying their role in the global home textile supply chain. The Home Textile market is expected to benefit from sustained investment in smart textiles and digital manufacturing. The rise of connected homes and wellness-centric living spaces is likely to fuel interest in intelligent home textiles that integrate sensors for temperature control, lighting, and air quality monitoring. Personalized and small-batch production will become more common, supported by 3D knitting, digital fabric printing, and AI-driven design tools. Consumers will increasingly prioritize traceability and ethical sourcing, leading to growth in transparent supply chains and blockchain-enabled certification platforms. Market players will also intensify efforts to close the loop through circular economy models, including textile recycling and take-back programs. Furthermore, the expanding hospitality and real estate sectors are projected to create consistent demand for premium and durable textile solutions. As digital innovation and sustainability shape the next era of interior living, the home textile market is on a transformative path, combining functionality with environmental responsibility and personalized aesthetics.

Key Insights Home Textile Market

Eco-friendly and sustainable textiles made from organic cotton, recycled polyester, and bamboo fibers are becoming mainstream in response to environmental concerns.

Smart textiles with built-in technology for temperature control, lighting adjustment, or wellness monitoring are gaining popularity in modern households.

Digital printing techniques are enabling customized, fast-to-market textile designs with minimal waste and enhanced creative flexibility.

Growth of online shopping platforms with augmented reality tools is revolutionizing how consumers explore and purchase home textile products.

Minimalist and multifunctional design themes are trending, reflecting consumer preferences for simplicity, functionality, and space-saving solutions.

Increasing disposable income and home ownership rates are encouraging consumers to spend more on home improvement and décor.

Rapid urbanization and the growth of the real estate and hospitality sectors are boosting demand for home textiles globally.

Rising awareness of hygiene and health is pushing the market toward antimicrobial and hypoallergenic textile solutions.

Technological advancements in textile manufacturing, including automation and sustainable processing, are enhancing product quality and efficiency.

Volatility in raw material prices, particularly cotton and synthetic fibers, poses cost pressures on manufacturers and affects pricing strategies across the supply chain.

Home Textile Market Segmentation

By Product

Bedroom Linen

Bathroom Linen

Kitchen Linen

Carpets and floors Coverings

By Material

Polyester

Cotton

Silk

Wool

Other Materials

By Distribution channel

Offline

Online

By End-User

Residential

Commercial

Key Companies Analysed

Mohawk Industries Inc.

Nitori Holdings Co. Ltd.

Ralph Lauren KBE

Leggett & Platt Inc.

Williams-Sonoma Inc.

John Lewis & Partners

American Signature Inc.

Mannington Mills Inc.

Kimball International Inc.

Laura Ashley Holdings Plc

Inter IKEA Systems B.V.

American Textile Company

Hunan Mendale Hometextile Company Ltd.

ShenZhen Fuanna Bedding and Furnishing Co. Ltd.

Companhia de Tecidos Norte de Minas-Coteminas

WestPoint Home Inc.

Parachute Home

Trident Ltd.

Welspun India Ltd.

Boll & Branch LLC

Springs Global Participacoes SA

Jaipur Rugs Company Pvt. Ltd.

Cotton Incorporated

Peacock Alley Inc.

Vescom B.V.

Marvic Textiles Limited

New Segal Home Textiles Inc.

Sheets & Giggles Inc.

The Company Store

URBANARA GmbH

Home Textile Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Home Textile Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Home Textile market data and outlook to 2034

United States

Canada

Mexico

Europe — Home Textile market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Home Textile market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Home Textile market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Home Textile market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Home Textile value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Home Textile industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Home Textile Market Report

Global Home Textile market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Home Textile trade, costs, and supply chains

Home Textile market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Home Textile market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Home Textile market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Home Textile supply chain analysis

Home Textile trade analysis, Home Textile market price analysis, and Home Textile supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Home Textile market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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