

# **Holiday Seasonal Decor Market Forecasts to 2034 – Global Analysis By Product Type (Christmas Decor, Halloween Decor, New Year Decor, Spring/Easter Decor and Valentine's Day Decor), Material, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Holiday Seasonal Decor Market is accounted for \$9.88 billion in 2026 and is expected to reach \$14.38 billion by 2034 growing at a CAGR of 4.8% during the forecast period. Holiday seasonal decor involves styling interiors and exteriors with festive decorations that match specific celebrations throughout the year, including cultural and religious festivals. Common elements include decorative lighting, themed ornaments, natural accents, fabrics, and festive centerpieces that represent the spirit of the season. Such decor helps transform ordinary spaces into joyful environments, fostering togetherness and celebration. Modern preferences emphasize sustainable materials, multipurpose items, and subtle designs that can be reused annually. Beyond homes, seasonal decorations are widely used in retail stores, hotels, and public venues to enhance visual appeal, strengthen emotional connections, and create memorable experiences during holiday periods.

According to the National Retail Federation (NRF), U.S. consumers planned to spend an average of \$902 per person in 2024 on gifts, food, decorations, and other holiday items. This was a record high, up \$25 from 2023 and \$16 higher than the previous record in 2019.

### **Market Dynamics:**

Driver:

## Rising cultural and festive celebrations

An increasing focus on celebrating festivals and seasonal events worldwide is a major factor supporting the holiday seasonal decor market. People now actively decorate living spaces, workplaces, and commercial areas during occasions like Christmas, Diwali, Easter, and Halloween. Cultural exchange and global connectivity have encouraged consumers to adopt multiple festive traditions, boosting decor purchases. Decorations are no longer optional but are considered central to creating festive moods and shared experiences. Regular yearly celebrations generate repeat demand, while expanding participation across age groups and regions sustains consistent sales growth for seasonal decorative items.

### Restraint:

#### Seasonal and short-term demand nature

A major limitation of the holiday seasonal decor market is its reliance on brief festive windows for sales. Demand peaks sharply during specific celebrations and drops significantly afterward, creating revenue fluctuations. Businesses face difficulties managing excess inventory and maintaining cash flow during non-festive months. Products that remain unsold often require heavy discounts or disposal, reducing profitability. This irregular demand pattern complicates production planning and supply chain efficiency. The absence of continuous consumption throughout the year makes the market vulnerable to seasonal slowdowns, restricting consistent expansion opportunities.

### Opportunity:

#### Expansion of eco-friendly and sustainable decor

The growing preference for environmentally responsible products offers a major opportunity for the holiday seasonal decor market. Consumers are favoring reusable, low-waste, and eco-friendly decorative items that reduce environmental impact. Decorations made from natural fibers, recycled materials, and energy-efficient lighting is gaining popularity. Companies adopting sustainable practices can attract conscious buyers and enhance brand reputation. This trend supports product innovation and enables value-added pricing. By aligning festive decor with sustainability goals, manufacturers can unlock new demand segments and ensure long-term market growth.

**Threat:**

Intense market competition and price wars

High competition is a major threat to the holiday seasonal decor market. The presence of many suppliers, including unorganized vendors, leads to oversupply and intense price rivalry. Festive discounting practices further erode margins as businesses compete for consumer attention. Companies struggle to maintain profitability while keeping prices attractive. This environment makes differentiation challenging and discourages spending on innovation or premium offerings. Persistent price competition weakens brand loyalty and threatens long-term growth and financial sustainability within the market.

**Covid-19 Impact:**

COVID-19 affected the holiday seasonal decor market by creating operational and demand-side challenges. Restrictions on movement and business operations interrupted production and global supply networks, limiting product availability. Traditional brick-and-mortar sales suffered as consumers avoided crowded shopping spaces and reduced non-essential spending. Economic uncertainty further constrained decorative purchases. At the same time, extended periods at home motivated select consumers to decorate living spaces to maintain festive spirit. The pandemic caused temporary market decline, highlighted supply chain vulnerabilities, and pushed businesses to adapt quickly to e-commerce and digital sales models.

The christmas decor segment is expected to be the largest during the forecast period

The christmas decor segment is expected to account for the largest market share during the forecast period because of its universal appeal and high level of festive engagement. Celebrated across numerous regions, Christmas involves elaborate decorating traditions that extend to residential, commercial, and public spaces. Shoppers actively purchase decorative lights, ornaments, trees, and accessories to enhance festive spirit. The extended holiday period and strong emotional and social traditions drive repeated and higher-value purchases. Retailers and hospitality spaces heavily rely on Christmas decorations to boost footfall and customer experience, reinforcing this segment's leading position in the seasonal decor market.

The dedicated eco-friendly materials segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dedicated eco-friendly materials segment is predicted to witness the highest growth rate as sustainability becomes a key purchasing factor. Consumers increasingly prefer decorations made from natural, recycled, or biodegradable materials to reduce environmental impact. Rising awareness of festive waste and plastic pollution is reshaping buying behavior. Manufacturers are innovating with green materials and reusable designs to meet this demand. Environmental regulations and sustainability-focused lifestyles further support adoption. As eco-conscious consumption expands globally, decorations made from dedicated sustainable materials are gaining strong momentum, driving higher growth compared to traditional material segments.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, driven by deep-rooted celebration culture and high expenditure on festive decorations. Seasonal events are marked with elaborate decorative practices across residential and commercial spaces. Consumers regularly purchase decorative lights, accessories, and themed displays to enhance celebrations. Well-developed retail infrastructure and strong online sales channels ensure wide product reach. Businesses extensively use seasonal decor for branding and ambience creation. Additionally, higher purchasing power and trend-driven consumption habits contribute to consistent demand, positioning North America as the largest regional market for holiday seasonal decor.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, supported by economic development and changing lifestyle patterns. Urban expansion and improving income levels encourage consumers to spend more on festive and decorative items. Exposure to global celebrations through media and online platforms has increased adoption of seasonal decor. The rapid growth of e-commerce and organized retail enhances availability across urban and semi-urban areas. Consumers are increasingly focused on home styling and festive presentation, driving higher demand and positioning Asia-Pacific as the fastest-growing regional market.

### **Key players in the market**

Some of the key players in Holiday Seasonal Decor Market include Kaemingk, Goodwill

M&G, Boloparty, Premier Decorations Ltd, Festive Productions, Vickerman, The Gerson Companies, National Tree Company, Christmas by Krebs, Kurt S. Adler, Balsam Hill, Holiday Designs, American Christmas, Ready Festive and Commercial Christmas Supply.

### **Key Developments:**

In February 2023, Gerson Companies announced that it has acquired the assets of Park Hill Collection, LLC, a renowned product design and Import Company of home decor, furnishings, candles, and seasonal products based in Little Rock, Arkansas, for an undisclosed amount. Park Hill will continue to be headquartered and operate in Little Rock.

In April 2018, Kurt S. Adler announced an agreement with Apple Corps to make Beatles-themed light sets, stockings and a variety of holiday ornaments. The deal was brokered by Live Nation Merchandise, North American licensing agent for The Beatles. The initial set features John, Paul, George, and Ringo, each as their cartoon counterparts true to the animation style of Yellow Submarine. Each collectible ornament stands approximately five inches tall and will be sold as a deluxe box set of four pieces for \$25.

### **Product Types Covered:**

Christmas Decor

Halloween Decor

New Year Decor

Spring/Easter Decor

Valentine's Day Decor

### **Materials Covered:**

Plastics & Synthetics

Glass & Ceramics

Wood & Natural Fibers

Textiles

Dedicated Eco-Friendly Materials

Distribution Channels Covered:

Permanent Offline Retail

Online Platforms

Seasonal Pop-up Stores & Fairs

End Users Covered:

Residential Households

Commercial Spaces

Public/Government Installations

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL HOLIDAY SEASONAL DECOR MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Christmas Decor
- 5.3 Halloween Decor
- 5.4 New Year Decor
- 5.5 Spring/Easter Decor
- 5.6 Valentine's Day Decor

## **6 GLOBAL HOLIDAY SEASONAL DECOR MARKET, BY MATERIAL**

- 6.1 Introduction
- 6.2 Plastics & Synthetics
- 6.3 Glass & Ceramics
- 6.4 Wood & Natural Fibers
- 6.5 Textiles
- 6.6 Dedicated Eco-Friendly Materials

## **7 GLOBAL HOLIDAY SEASONAL DECOR MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Permanent Offline Retail
- 7.3 Online Platforms
- 7.4 Seasonal Pop-up Stores & Fairs

## **8 GLOBAL HOLIDAY SEASONAL DECOR MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Residential Households
- 8.3 Commercial Spaces
- 8.4 Public/Government Installations

## **9 GLOBAL HOLIDAY SEASONAL DECOR MARKET, BY GEOGRAPHY**

- 9.1 Introduction
- 9.2 North America
  - 9.2.1 US
  - 9.2.2 Canada
  - 9.2.3 Mexico

## 9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 Italy

9.3.4 France

9.3.5 Spain

9.3.6 Rest of Europe

## 9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

## 9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

## 9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

## 10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

10.2 Acquisitions & Mergers

10.3 New Product Launch

10.4 Expansions

10.5 Other Key Strategies

## 11 COMPANY PROFILING

11.1 Kaemingk

11.2 Goodwill M&G

- 11.3 Boloparty
- 11.4 Premier Decorations Ltd
- 11.5 Festive Productions
- 11.6 Vickerman
- 11.7 The Gerson Companies
- 11.8 National Tree Company
- 11.9 Christmas by Krebs
- 11.10 Kurt S. Adler
- 11.11 Balsam Hill
- 11.12 Holiday Designs
- 11.13 American Christmas
- 11.14 Ready Festive
- 11.15 Commercial Christmas Supply

## List Of Tables

### LIST OF TABLES

Table 1 Global Holiday Seasonal Decor Market Outlook, By Region (2025-2034) (\$MN)

Table 2 Global Holiday Seasonal Decor Market Outlook, By Product Type (2025-2034) (\$MN)

Table 3 Global Holiday Seasonal Decor Market Outlook, By Christmas Decor (2025-2034) (\$MN)

Table 4 Global Holiday Seasonal Decor Market Outlook, By Halloween Decor (2025-2034) (\$MN)

Table 5 Global Holiday Seasonal Decor Market Outlook, By New Year Decor (2025-2034) (\$MN)

Table 6 Global Holiday Seasonal Decor Market Outlook, By Spring/Easter Decor (2025-2034) (\$MN)

Table 7 Global Holiday Seasonal Decor Market Outlook, By Valentine's Day Decor (2025-2034) (\$MN)

Table 8 Global Holiday Seasonal Decor Market Outlook, By Material (2025-2034) (\$MN)

Table 9 Global Holiday Seasonal Decor Market Outlook, By Plastics & Synthetics (2025-2034) (\$MN)

Table 10 Global Holiday Seasonal Decor Market Outlook, By Glass & Ceramics (2025-2034) (\$MN)

Table 11 Global Holiday Seasonal Decor Market Outlook, By Wood & Natural Fibers (2025-2034) (\$MN)

Table 12 Global Holiday Seasonal Decor Market Outlook, By Textiles (2025-2034) (\$MN)

Table 13 Global Holiday Seasonal Decor Market Outlook, By Dedicated Eco-Friendly Materials (2025-2034) (\$MN)

Table 14 Global Holiday Seasonal Decor Market Outlook, By Distribution Channel (2025-2034) (\$MN)

Table 15 Global Holiday Seasonal Decor Market Outlook, By Permanent Offline Retail (2025-2034) (\$MN)

Table 16 Global Holiday Seasonal Decor Market Outlook, By Online Platforms (2025-2034) (\$MN)

Table 17 Global Holiday Seasonal Decor Market Outlook, By Seasonal Pop-up Stores & Fairs (2025-2034) (\$MN)

Table 18 Global Holiday Seasonal Decor Market Outlook, By End User (2025-2034) (\$MN)

Table 19 Global Holiday Seasonal Decor Market Outlook, By Residential Households

(2025-2034) (\$MN)

Table 20 Global Holiday Seasonal Decor Market Outlook, By Commercial Spaces

(2025-2034) (\$MN)

Table 21 Global Holiday Seasonal Decor Market Outlook, By Public/Government Installations (2025-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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