

# **Rustic Farmhouse Decor Market Forecasts to 2032 - Global Analysis By Product Type (Furniture, Lighting, Textile Products, Wall Decor, Kitchenware & Dining Accessories and Outdoor Decor), Material, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Rustic Farmhouse Decor Market is accounted for \$11.00 billion in 2025 and is expected to reach \$15.48 billion by 2032 growing at a CAGR of 5.0% during the forecast period. Rustic farmhouse decor focuses on creating cozy interiors rooted in countryside inspiration and understated elegance. This style highlights raw, natural textures including weathered wood, metal accents, and stone surfaces, paired with calming neutral tones. Furniture often features aged finishes and classic silhouettes, evoking a sense of history and craftsmanship. Design details like exposed beams, open racks, and vintage-inspired lighting fixtures contribute to its relaxed appeal. Accessories such as ceramic jars, wire baskets, and soft cotton or linen fabrics complete the look. By blending practicality with warmth, rustic farmhouse decor delivers a comforting, homey atmosphere that suits contemporary lifestyles.

According to Houzz's 2024 U.S. Houzz & Home Study, homeowners spent a median of \$24,000 on renovations in 2023, with kitchens being the most popular interior room to renovate.

### **Market Dynamics:**

Driver:

Rising home renovation and remodeling activities

The expansion of home improvement and remodeling projects significantly supports the growth of the rustic farmhouse decor market. Many homeowners are prioritizing interior enhancements to improve visual appeal, functionality, and long-term property worth. Rustic farmhouse decor fits renovation needs due to its adaptable design, allowing simple updates through reclaimed wood elements, soft color schemes, and traditional furnishings. Consumers are drawn to its cozy and timeless appearance, which can be achieved without major structural changes. Factors such as higher spending power, modernization of urban homes, and increased time spent indoors have boosted renovation activities, thereby driving consistent demand for farmhouse-style decor solutions.

#### Restraint:

##### High cost of authentic and handcrafted materials

The elevated pricing of genuine, handcrafted components restricts the growth of the rustic farmhouse decor market. Materials such as reclaimed timber, natural stone, and artisanal metalwork demand careful sourcing and expert labor, which significantly increases production costs. These higher prices can deter budget-conscious customers, particularly in cost-sensitive regions. Although the decor style is valued for its originality and long-lasting quality, premium costs reduce its appeal to a broader consumer base. Added expenses related to material restoration and logistics further increase prices, limiting the affordability and scalability of authentic rustic farmhouse decor offerings.

#### Opportunity:

##### Expansion of e-commerce and online customization

The growing strength of online retail creates a valuable growth avenue for the rustic farmhouse decor market. E-commerce enables manufacturers and sellers to connect with a broader consumer base without relying solely on brick-and-mortar stores. Digital platforms help showcase the craftsmanship, materials, and story behind farmhouse products, increasing buyer engagement. Offering customization features like tailored dimensions, finishes, and design details further boosts appeal. Online tools such as visualizers, reviews, and doorstep delivery simplify the buying process. With rising digital adoption and comfort with online purchases, e-commerce continues to open new revenue streams for rustic farmhouse decor providers.

#### Threat:

## Shifting consumer preferences toward modern and minimalist styles

The growing popularity of modern and minimalist interior trends threatens the rustic farmhouse decor market. Consumers increasingly prefer sleek designs that highlight simplicity, space efficiency, and technological compatibility. These preferences often conflict with the traditional textures and bulky elements of farmhouse decor. Younger homeowners and urban residents are particularly drawn to contemporary aesthetics promoted by global design trends. As lifestyles evolve and living spaces prioritize functionality and minimalism, rustic styles may lose visibility. This rapid shift in design tastes challenges manufacturers to adapt quickly, placing pressure on the sustained demand and long-term stability of rustic farmhouse decor offerings.

### **Covid-19 Impact:**

The COVID-19 crisis significantly influenced the rustic farmhouse decor market by reshaping consumer behavior and industry operations. Early pandemic restrictions caused production slowdowns and logistical challenges, affecting product availability. Over time, the shift toward remote work and extended home stays encouraged spending on home interiors. Consumers increasingly preferred decor styles that offered comfort, warmth, and emotional reassurance, benefiting farmhouse aesthetics. The rise of e-commerce and virtual shopping experiences also helped brands reach customers despite store closures. As a result, while short-term disruptions occurred, the pandemic ultimately supported renewed interest and sustained demand for rustic farmhouse decor.

The furniture segment is expected to be the largest during the forecast period

The furniture segment is expected to account for the largest market share during the forecast period as it plays a central role in shaping farmhouse-inspired spaces. Essential items like wooden tables, chairs, cupboards, and bed frames establish the rustic character more strongly than decorative accents. Buyers often invest first in furniture due to its functional importance and long-term use. The preference for sturdy construction, natural finishes, and traditional designs supports consistent demand. Furniture purchases typically involve higher spending, which increases their contribution to overall market share. Additionally, farmhouse furniture adapts well to various settings, including homes, cafes, and hotels, reinforcing its leading position within the rustic farmhouse decor market.

The textile materials segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the textile materials segment is predicted to witness the highest growth rate, driven by increasing focus on comfort-oriented interiors. Soft decor items including throws, rugs, cushions, and table fabrics help create a cozy farmhouse ambiance using natural and breathable materials. Buyers favor textiles because they allow quick style changes and personalization at relatively low cost. Growing awareness of sustainable fabrics and handcrafted designs further boosts demand. Textiles are widely used across multiple rooms and adapt easily to seasonal trends. Enhanced e-commerce reach and rising interest in home styling solutions continue to fuel strong growth in the textile materials segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by strong lifestyle and design preferences. Consumers in the region value cozy, heritage-inspired interiors that reflect comfort and practicality. Farmhouse decor aligns well with renovation trends and the growing focus on personalized home spaces. Higher purchasing power allows buyers to invest in quality furniture and authentic materials. The influence of home improvement culture, digital inspiration platforms, and hospitality adoption further boosts demand. In addition, advanced distribution networks and widespread online availability enable consistent product access, reinforcing North America's dominant position in the rustic farmhouse decor market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, supported by changing consumer lifestyles and expanding urban housing. Rising income levels and greater spending on home improvement are driving demand for visually appealing interior styles. Rustic farmhouse decor is increasingly adopted for its warm, natural look that complements modern living spaces. The rapid growth of online retail and digital design inspiration has broadened consumer access to farmhouse products. Moreover, strong expansion of hospitality and commercial spaces in developing countries continues to create new opportunities, contributing to the region's high growth trajectory.

Key players in the market

Some of the key players in Rustic Farmhouse Decor Market include FROY, World Market, Pottery Barn, Birch Lane, Bella Cottage, Kathy Kuo Home, Chic Artique, Mud Pie, CTW Home Collection, Antique Farmhouse, Farmhouse Wares, VHC Brands, Hobby Lobby, Kirkland's and Wayfair.

### **Key Developments:**

In October 2025, Frøya announced it is selling its subsidiary Frøya Akvaservice to Abyss as part of a strategic move to focus on growth within well boats, larger service vessels, diving services, and freight. The sale includes 33 service vessels, approximately 200 employees, and land bases on Frøya, Måløy, and Finnsnes.

In September 2025, Pottery Barn announced the launch of a new website for customers in the United Kingdom. For the first time, UK customers will have direct access to Pottery Barn's signature collections of furniture, bedding, décor, and accessories—all crafted with an emphasis on quality, timeless style, and sustainability.

In March 2025, Wayfair Inc has entered into a definitive agreement issuing \$700 million in senior secured notes with a 7.750% interest rate, maturing in 2030. According to InvestingPro data, the company's financial health score is currently rated as WEAK, with short-term obligations exceeding liquid assets, making this new financing crucial for its operations.

### **Product Types Covered:**

Furniture

Lighting

Textile Products

Wall Decor

Kitchenware & Dining Accessories

Outdoor Decor

Materials Covered:

Wood

Metal

Textile Materials

Ceramics & Stoneware

Distribution Channels Covered:

Online

Offline

End Users Covered:

Residential

Commercial

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 2024, 2025, 2026, 2028, and 2032
- 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

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