

# **Area Rugs Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Tufted Rugs, Knotted Rugs, Hand-Woven Rugs, Others), By Material (Wool, Synthetics, Sisal, Jute Sea Grass, Animal Skins, Silk, Cotton, Others), By Application (Commercial, Residential), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Area Rugs Market is projected to expand from USD 47.03 Billion in 2025 to USD 60.57 Billion by 2031, reflecting a compound annual growth rate of 4.31%. Defined as textile floor coverings intended to cover specific floor sections rather than spanning wall-to-wall, area rugs serve dual purposes of visual enhancement and practical functions like noise reduction and insulation. Growth in this sector is primarily propelled by the vigorous expansion of global real estate and a continuous rise in residential renovation projects. Additionally, increasing disposable incomes allow consumers to invest in durable home decor that defines interior spaces and provides comfort, creating a steady demand based on fundamental economic factors rather than fleeting design trends.

Despite this positive outlook, the industry confronts significant hurdles related to the fluctuating costs of raw materials, specifically synthetic fibers and wool, which leads to pricing instability for manufacturers. Furthermore, supply chain bottlenecks occasionally hinder the timely international delivery of products. However, major production hubs continue to maintain substantial trade volumes despite these logistical challenges. For instance, according to the Carpet Export Promotion Council, India recorded carpet exports worth Rs 17,741.61 crore during the fiscal year 2024-25, highlighting the resilience and scale of global trade in this sector.

## Market Driver

A pivotal factor driving the area rugs market is the increase in home remodeling and renovation efforts, as homeowners increasingly view floor coverings as vital elements of interior modernization. This emphasis on aesthetic improvement prompts consumers to replace aging flooring with textile options that provide both visual beauty and tactile comfort, thereby linking rug sales to broader housing investment trends. According to the '2024 U.S. Houzz & Home Study' by Houzz in March 2024, the median expenditure for home renovations hit \$24,000 in 2023, signaling a strong financial dedication to residential upgrades that stimulates ancillary purchases such as area rugs. This ongoing remodeling activity guarantees a stable demand baseline as property owners aim to boost the value and livability of their assets through quality decor.

Concurrently, the explosion of online retail and e-commerce platforms has transformed distribution, making a wide variety of rug styles available to a global audience, overcoming the constraints of local physical stores. Online marketplaces simplify the comparison of patterns, materials, and prices, reducing barriers to purchasing large home items while allowing manufacturers to target niche segments directly. According to Wayfair's 'Fourth Quarter and Full Year 2023 Financial Results' from February 2024, the company achieved net revenue of \$12.0 billion for the year, highlighting the immense scale of digital demand for home goods. This transition to digital channels is underpinned by robust global production; for example, the Turkish Exporters Assembly reported in 2024 that the country's carpet exports reached roughly \$1.3 billion in the first half of the year, proving the capacity of major hubs to supply this growing marketplace.

## Market Challenge

The Global Area Rugs Market is currently hindered by the volatility of raw material costs, creating substantial instability within the industry's pricing and manufacturing frameworks. The production of area rugs depends heavily on inputs like cotton, wool, and synthetic fibers such as nylon and polypropylene, all of which face price fluctuations due to agricultural yields, geopolitical tensions, and shifts in the petroleum market. When these costs surge unexpectedly, manufacturers face a difficult choice: they must either absorb the extra expense, which reduces profit margins and limits investment in new lines, or pass the costs on to retailers and consumers. The latter option frequently suppresses demand, especially in price-sensitive demographics where discretionary home decor spending is often postponed during inflationary periods.

This unpredictability in pricing makes long-term planning difficult for producers who require stable cost structures to sustain competitive export levels. The gravity of this challenge is evident in recent industry feedback; according to the International Textile Manufacturers Federation in 2024, about 27% of global survey respondents cited high raw material prices as a primary concern affecting their operations. This persistent apprehension regarding input costs implies that a considerable segment of the floor covering and textile sector operates with diminished confidence, favoring conservative production tactics over aggressive market expansion. Ultimately, this financial uncertainty acts as a drag on the market's growth potential, restricting manufacturers' ability to fully leverage the growing consumer interest in residential renovation.

## **Market Trends**

A prominent trend in the Global Area Rugs Market is the increasing adoption of recycled and sustainable fiber materials, as manufacturers incorporate circular economy principles to tackle raw material volatility and environmental issues. This movement involves innovatively repurposing waste streams—ranging from industrial rubber to polyethylene terephthalate (PET) fibers from plastic bottles—into durable floor coverings that attract eco-conscious buyers. Major industry participants are expanding these efforts to lower carbon footprints and mitigate supply chain risks. For instance, according to the '2024 Impact Report' by Mohawk Industries released in July 2025, the manufacturer successfully upcycled nearly 50 million pounds of discarded tires into decorative mats in 2024, illustrating the industrial magnitude of this material transformation.

In parallel, there is a surging demand for high-performance and machine-washable rugs, spurred by the practical requirements of modern households and commercial areas that necessitate ease of maintenance and superior durability. This shift places a premium on functionality, compelling brands to engineer textiles that can endure heavy foot traffic and frequent cleaning without sacrificing aesthetic quality, a need that spans from residential settings to hybrid workspaces. The commercial success of these resilient products is evident in financial reports; according to The Motley Fool's coverage of the 'Interface Q3 2025 Earnings Call Transcript' in October 2025, Interface posted a 5.9% rise in net sales for the third quarter, driven by strong market uptake of its rug and performance flooring portfolios.

## **Key Market Players**

Balta Group NV

Berkshire Hathaway Inc.

Capel Inc.

Dixie Group Inc

Harounian Rugs International

Kalaty Rug Corp.

Loloi Inc.

Milliken & Co.

Mohawk Industries Inc.

Nourison

## **Report Scope**

In this report, the Global Area Rugs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Area Rugs Market, By Type

Tufted Rugs

Knotted Rugs

Hand-Woven Rugs

Others

### Area Rugs Market, By Material

Wool

Synthetics

Sisal

Jute Sea Grass

Animal Skins

Silk

Cotton

Others

#### Area Rugs Market, By Application

Commercial

Residential

#### Area Rugs Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Area Rugs Market.

## **Available Customizations:**

Global Area Rugs Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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