

Quilt Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Cotton, Flannel, Linen, Silk, Others), By Type (Pattern, Fabric Substrates, Techniques, Others), By Application (Residential, Commercial, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The global quilt market was valued at USD 695.84 Million in 2024 and is expected to reach USD 1156.12 Million by 2030 with a CAGR of 8.8% during the forecast period. The global quilt market is witnessing steady expansion driven by a mix of cultural heritage, growing consumer interest in home decor, and the rising popularity of DIY crafts and sustainable textiles. Quilting, once considered a traditional craft, has evolved into a mainstream hobby and lifestyle trend, particularly in developed economies such as the United States, Canada, and parts of Europe, where quilting communities, guilds, and exhibitions play a significant role in driving demand. Emerging markets in Asia-Pacific are also fueling growth, as disposable incomes rise and consumers increasingly value premium handcrafted products and sustainable fabrics. A notable driver is the shift toward eco-friendly and organic materials, with consumers showing greater preference for quilts made of recycled cotton, organic linen, or ethically sourced silk, aligning with broader sustainability movements in textiles. Moreover, the influence of digital platforms and social media has enhanced consumer engagement by popularizing modern quilting techniques, online tutorials, and e-commerce platforms dedicated to fabrics, tools, and quilt kits. The rising interest in personalized and handmade products also supports the expansion of the gifting and premium quilt categories, particularly during festive and wedding seasons.

Another factor boosting market growth is the increasing use of quilts beyond traditional residential applications, such as in boutique hotels, luxury homestays, and commercial interior design, where quilts are appreciated both for functionality and aesthetic appeal. The market also benefits from advancements in textile manufacturing, including precision cutting tools, quilting machines, and digital printing technologies, which allow greater creativity, efficiency, and customization options for designers and hobbyists alike. In addition, the post-pandemic resurgence of home-based hobbies and crafts has further expanded the quilting community, with younger demographics engaging in quilting for both creative expression and wellness purposes, thereby diversifying the consumer base. Challenges such as fluctuating raw material prices and competition from mass-produced bedding alternatives remain, yet the unique positioning of quilts as both functional and artistic products secures a resilient demand base. Looking ahead, collaborations between fabric manufacturers, quilting designers, and e-commerce platforms, along with the growing global appreciation of handcrafted and culturally inspired textiles, are expected to sustain the market's momentum, positioning quilts as not only practical household items but also as artistic lifestyle statements.

Market Drivers

Rising Consumer Demand for Home Decor and Personalized Living Spaces

One of the most significant drivers propelling the quilt market globally is the increasing consumer focus on home decor and the growing inclination toward personalized, comfortable, and aesthetic living spaces. In 2023, arts and cultural economic activity in the U.S. reached \$1.17 trillion, representing 4.2% of GDP. Modern consumers view their homes not merely as functional places but as extensions of their identity and lifestyle, which has boosted the demand for unique and stylish bedding options like quilts. Quilts, unlike mass-produced alternatives, offer a distinctive blend of utility and artistry, enabling consumers to align them with their home's theme, cultural influences, or personal preferences. In residential spaces, quilts serve not only as functional coverings but also as focal decorative pieces that enhance the ambiance of bedrooms and living areas. This trend has gained even greater momentum with the rise of social media platforms such as Instagram and Pinterest, where visual inspiration and interior styling ideas continuously influence consumer choices. Quilts, especially those with vibrant patterns, handcrafted designs, or heritage-inspired motifs, resonate strongly with this aspirational consumer base. Additionally, as consumers increasingly prioritize comfort alongside style, quilts crafted with premium materials like organic cotton, silk, and fine flannel are experiencing a surge in demand. The personalization trend further

amplifies this growth, as consumers seek custom-made or bespoke quilts that reflect their individuality, from fabric selection and stitching techniques to colors and patterns. Moreover, gifting culture during weddings, housewarmings, and festive seasons has strengthened the appeal of quilts as luxurious yet practical lifestyle products. The post-pandemic shift toward investing in comfortable and aesthetically pleasing home environments has reinforced this demand, as households look for products that combine functionality with emotional and cultural value. Thus, the heightened focus on home décor and personalization continues to be a fundamental growth driver for the global quilt market.

Key Market Challenges

Fluctuating Raw Material Prices and Supply Chain Vulnerabilities

One of the foremost challenges facing the quilt market is the volatility in raw material prices and the increasing vulnerability of global supply chains. Quilts are primarily made from textiles such as cotton, linen, flannel, and silk, all of which are subject to fluctuating costs influenced by factors like agricultural output, climate change, energy costs, and international trade policies. For instance, cotton, which constitutes the largest share of quilt production, experiences frequent price swings due to weather disruptions, pest infestations, or water scarcity in key producing regions. Similarly, silk and linen, which are positioned as premium materials in the quilt market, often see supply limitations that elevate costs. Rising input prices significantly impact manufacturers, particularly small and mid-sized quilting businesses and artisans who operate on thin margins and lack the financial cushioning to absorb sudden spikes in raw material expenses. Beyond pricing, global supply chains have shown fragility in recent years due to geopolitical conflicts, port congestion, shipping delays, and post-pandemic disruptions, leading to shortages of fabrics, dyes, and other quilting supplies. These disruptions not only raise production costs but also delay delivery timelines, straining relationships between suppliers, retailers, and end customers. For an industry heavily reliant on craftsmanship, timely access to quality fabrics is critical, and when the supply chain falters, it directly hampers product quality and consumer satisfaction. As consumer demand for premium and sustainable fabrics grows, ensuring steady access to ethically sourced and eco-friendly raw materials adds another layer of complexity. Thus, managing cost volatility and mitigating supply chain disruptions remain persistent challenges that quilt manufacturers and retailers must address through diversification, local sourcing strategies, and improved logistics planning.

Key Market Trends

Integration of Technology and Digital Design Tools in Quilting

One of the most transformative trends in the global quilt market is the integration of technology and digital design tools that are revolutionizing both production and consumption. Traditional quilting, once reliant solely on manual craftsmanship, is now being enhanced by advanced tools such as computer-aided design (CAD) software, digital embroidery machines, and automated quilting systems that allow artisans and manufacturers to create intricate patterns with precision and efficiency. This fusion of craftsmanship with technology has opened up new creative possibilities, enabling quilt makers to experiment with complex motifs, geometric designs, and personalized patterns that would be difficult to achieve by hand alone. Beyond production, digital platforms are also reshaping the way quilts are conceptualized and marketed. Virtual design studios and mobile applications allow consumers to visualize quilt patterns, select fabrics, and customize designs before placing an order, thereby offering a highly interactive and engaging buying experience. Social media platforms, online quilting forums, and video-sharing channels are further amplifying this trend by enabling global knowledge exchange, tutorials, and collaborative projects among quilting communities. Younger consumers, who are inherently tech-savvy, are more likely to be drawn into quilting through these digital interfaces, bridging generational gaps and redefining the craft as a modern, accessible hobby. On the manufacturing side, digitization reduces production time, minimizes fabric wastage, and ensures consistency in quality, giving quilt businesses an edge in competitive markets. As artificial intelligence and augmented reality tools mature, we can expect even more immersive quilting experiences, where users can design and preview quilts in virtual environments or access AI-powered design suggestions based on personal style. This growing intersection of technology and tradition represents a defining trend, positioning quilting as not just an age-old craft but a future-forward industry with limitless creative and commercial potential.

Key Market Players

AccuQuilt

Aurifil

BERNINA of America

C&T Publishing

Clover

Dear Stella

Diamond Textiles, Inc.

Handi Quilter

Janome America

Quilters Dream Batting.

Report Scope:

In this report, the global Quilt market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Quilt Market, By Material:

Cotton

Flannel

Linen

Silk

Others

Quilt Market, By Type:

Pattern

Fabric Substrates

Techniques

Others

Quilt Market, By Application:

Residential

Commercial

Others

Quilt Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Quilt market.

Available Customizations:

Global Quilt 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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