

Europe Area Rugs Market Forecast to 2028 - Regional Analysis - by Type (Wool, Nylon, Synthetic Fibers, and Others) and End-Use (Residential and Nonresidential)

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Abstracts

The Europe area rugs market is expected to grow from US\$ 2,777.04 million in 2023 to US\$ 3,442.56 million by 2028. It is estimated to grow at a CAGR of 4.4% from 2023 to 2028.

Increasing Use of Area Rugs in Interior Designs Fuels Europe Area Rugs Market

Nowadays, factors such as increasing urbanization, rising disposable income, and changing lifestyle preferences of consumers have resulted in consumers investing a high amount in home decor and furnishings to enhance the aesthetics of homes. This has also resulted in increasing demand for area rugs to decorate interior spaces. Area rugs are one of the highly used home accessories in interior design projects. Area rug gives a stylish look and effortlessly transforms a room. Area rugs also have a unique demeanor of bringing together all of the decorative elements. There are various advantages of area rugs, such as protection of the floor from damage, noise reduction, comfort, easier to clean, enhances decor and brightens rooms. Modern area rugs are blended with prints, photos, and graphics to showcase furniture and complement the look of a room. Adding an area rug to the living room effortlessly changes the appearance of the room and anchors furniture. Area rugs with pads under the rugs offer a more efficient and affordable option to warm up the home. Area rugs are warmer than hard floors and have a higher insulating value as they trap warmth and make space cozier. Area rugs are available in different shapes, textures, designs, sizes, and colors, and they can be custom-made to meet the specifications of the user. All these advantages of area rugs are driving their use in interior designs. In addition, the growth in home renovation and remodeling activities is also driving the demand for area rugs. Further, there is also a high use of area rugs in interior designs in hotels and

commercial buildings. Therefore, the increasing use of area rugs in interior designs is mainly driving the Europe area rugs market growth.

Europe Area Rugs Market Overview

The Europe area rugs market is segmented into Germany, France, Italy, Russia, the UK, and the Rest of Europe. The market is competitive in these countries as the carpets and rugs imported and manufactured in Europe are subject to various regulations such as the Construction Products Regulation (CPR); General Product Safety Directive (GPSD); and The Registration, Evaluation, Authorization, And Restriction Of Chemicals (REACH), which restricts the usage of chemicals and harmful substances. They regulate and standardize the flammability standards, labeling, testing requirements, and heavy metals used in general consumer products in Europe. The European governing bodies operating in the carpet & rug sector support sustainability and renewability transition by taking strategic initiatives. For instance, in December 2022, the European Carpet and Rug Association (ECRA) teamed up with Carpet Recycling UK (CRUK). ECRA stated that this joining initiative with CRUK will help their members develop coherent carpets and rugs industry standard approach to transition into a circular economy.

The expanding tourism & hospitality industry in Europe creates demand for area rugs in hotels, resorts, and other accommodation facilities. According to Eurostat, the total bookings per night in tourists' accommodation was 2.72 billion in 2022 compared with 2.88 billion in 2019. Also, the substantial increase in the bookings per night in 2020 was recorded at 1.42 billion, and rose by 91.1%, and it was recorded at 1.83 billion in 2021, an increase of 48.3% in 2022. Hence, with this data, it has shown that, tourism industry has strongly rebounded in Europe.

Due to rising spending by constructors, growing residential housing construction activities in European countries such as the UK, France, Russia, and Turkey are expected to increase the demand for flooring aesthetics, including area rugs, during the forecast period. However, the availability of alternatives such as hardwood flooring, vinyl flooring, and carpets hinders the European Europe area rugs market growth. Also, increasing environmental awareness and a preference for eco-friendly products may positively impact the demand for area rugs made of sustainable materials. Furthermore, contemporary designs with geometric patterns and abstract motifs are gaining popularity among European consumers, reflecting modern interior design trends. Vintage and retro-inspired area rugs with traditional patterns and colors are also experiencing a resurgence, appealing to consumers seeking a nostalgic or classic look.

Additionally, manufacturers offer customized and personalized area rugs to cater to individual customer preferences. Further, booming e-commerce platforms in Europe have opened up new avenues for manufacturers and distributors to reach a broader customer base and increase sales of flooring materials, including area rugs. Thus, all the above factors bolster the Europe area rugs market growth across Europe.

Europe Area Rugs Market Revenue and Forecast to 2028 (US\$ Million)

Europe Area Rugs Market Segmentation

The Europe area rugs market is segmented into type, end-use, and country.

Based on type, the Europe area rugs market is segmented into wool, nylon, synthetic fibers, and others. The synthetic fibers segment held the largest share of the Europe area rugs market in 2023.

Based on end-use, the Europe area rugs market is segmented into residential and nonresidential. The residential segment held the largest share of the Europe area rugs market in 2023.

Based on country, the Europe area rugs market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Germany dominated the Europe area rugs market in 2023.

Amer Rugs Inc, Faze Three Ltd, Golden Carpets Ltd, Nodi Handmade Rugs Ltd, Riviere Rugs Ltd, and Riztex USA Inc are some of the leading companies operating in the Europe area rugs market.

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