

# Middle East & Africa 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 Middle East & Africa area rugs market is expected to grow from US\$ 653.17 million in 2023 to US\$ 856.44 million by 2028. It is estimated to grow at a CAGR of 5.6% from 2023 to 2028.

### Surging demand for Area Rugs Made from Natural Fibers Fuels Middle East & Africa Area Rugs Market

In recent years, the demand for products made from natural materials has been on the rise. People in different countries across the region are becoming increasingly conscious of sustainability issues and the entire life cycle of products and materials right from the origin or source. These days, more and more people are choosing to shop for sustainable, natural, and bio-based products to protect the environment. The growing concern for the environment has also resulted in surging demand for area rugs made from natural fibers. Different natural fibers are used for making area rugs, including wool, cotton, jute, hemp, sisal, bamboo, seagrass, and many others. There are various advantages of using natural fiber for making area rugs. Many natural fiber rugs can be dyed in different colors and woven into beautiful and intricate patterns. Many natural fibers have coatings that cause them to repel dirt and be stain resistant. They are generally very strong, durable materials derived from renewable resources. They are also eco-friendly choices. The natural fiber rugs are easy to clean, adding to their appeal.

Wool is a renewable resource that is naturally resistant to staining. Wool area rugs are

most commonly known for their durability. Wool fibers have an organic coating that causes them to naturally repel water and stains. This makes wool a naturally stain-resistant material. Wool area rugs are biodegradable and recyclable. Hence, they help cut down production costs, which benefits consumers and manufacturers. Hemp is another popular eco-friendly material used in the production of area rugs as it goes through minimal processing before being spun into yarn cords. Hemp rugs resist most dirt, and their tan hues help hide any dirt that is present. Seagrass is another natural fiber used in making area rugs. This type of area rug is becoming increasingly popular due to its benefits, such as biodegradable and eco-friendly nature, water and strain resistance, antimicrobial and mildew resistance properties, and many other benefits.

Further, various manufacturers are also highly focusing on developing area rugs made from natural fibers in response to growing consumer concern about the environment. Manufacturers are promoting green manufacturing by producing eco-friendly area rugs. Hence, the trend of surging demand for area rugs made from natural fibers is expected to boost the Middle East & Africa area rugs market growth during the forecast period.

### Middle East & Africa Area Rugs Market Overview

The Middle East & Africa is segmented into South Africa, Saudi Arabia, the UAE, and others. Home renovation and remodeling activities are increasing in many countries of the Middle East and Africa, mainly due to growing government support for the same, especially in the developed countries of the region. In the Middle East and Africa, carpets and rugs are essential for any household. They can be used across other applications, including commercial, and institutional. As per the data provided by CBRE Group, the world's largest commercial and investment firm, the total value of real estate projects in GCC currently stands at US\$ 1.36 trillion; Saudi Arabia accounted for 64.5% of the total value. An area rug is added to a hard surface floor, such as hardwood, laminate, or tile. It can even be laid over a wall-to-wall carpet. The increase in infrastructural development activities in the Middle East and Africa, coupled with the rise in spending on affordable housing renovation, is boosting the growth of the residential construction sector. Area rugs are widely used to enhance home décor and give rooms a decorative look. This, in turn, is driving the Middle East & Africa area rugs market growth in the region.

### Middle East & Africa Area Rugs Market Revenue and Forecast to 2028 (US\$ Million)

## Middle East & Africa Area Rugs Market Segmentation

The Middle East & Africa area rugs market is segmented into type, end-use, and country.

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

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

Based on country, the Middle East & Africa area rugs market is segmented into South Africa, Saudi Arabia, UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa area rugs market in 2023.

Amer Rugs Inc, Faze Three Ltd, Golden Carpets Ltd, and Riztex USA Inc are some of the leading companies operating in the Middle East & Africa area rugs market.

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