

Africa: Carpets and Rugs Market - Analysis, Size, Trends, Consumption, and Forecast

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Abstracts

The African Carpets and Rugs Market Report Description

This report presents a comprehensive overview of the African carpets and rugs market, the effect of recent high-impact world events on it, and a forecast for the market development in the medium term. The report provides a strategic analysis of the carpets and rugs market in Africa and describes the main market participants, growth and demand drivers, challenges, and all other factors, influencing the development of the market.

The report on the African carpets and rugs market covers the following countries:

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo Republic, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Libya, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

The report covers carpets and rugs (textile floor coverings, designed to improve comfort, aesthetics, and insulation within indoor environments; carpets usually cover entire rooms, creating a unified and soft surface, while rugs, being more compact and versatile, can be placed to define areas or add decorative accents; including: knotted carpets, tufted carpets, woven carpets, needlefelt carpets, rugs; excluding: parquet panels, wood blocks, strips, and friezes) and is broken down by:

Product groups: Knotted carpets; Tufted carpets; Woven carpets; Needlefelt carpets; Rugs

Price segments: Mass; Mid-priced; Premium

End users: Residential; Commercial

Distribution channels (online vs. offline): Online; Offline

Retail distribution channels: Furniture retailers; DIY stores; Supermarkets and hypermarkets; Independent retailers; Others

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State of the Global Demographics and Economy

This section of the report presents you with historical and forecast data about key macroeconomic indicators of the global demographics and economy:

What are the values of key global economic indicators (GDP, inflation, unemployment, government debt, etc.)?

What are the values of key global demographic indicators (population, growth rate, life expectancy, age and gender, etc.)?

Analysis of the Carpets and Rugs Market in Africa

The market analysis section provides an overview of the market size and dynamics in value terms for the last five years. It answers the following questions:

What is the size of the carpets and rugs market in Africa?

How has the carpets and rugs market in Africa performed in value terms for the last five years?

How is the market structured?

What are the major trends affecting the market?

Which are the major companies on the market?

How intensive is the competitive landscape?

What are the drivers and challenges affecting the market development?

Carpets and Rugs Prices in Africa

The price section of the report answers the following questions:

How is the value chain of the market formed?

What is the structure of price formation?

What are the retail prices of carpets and rugs in Africa?

Foreign Trade Operations of Carpets and Rugs in Africa

The foreign trade operations section answers the following questions:

What is the trade balance in value terms?

Does Africa import more carpets and rugs than it exports?
How has the trade balance changed over the last five years?

Imports of Carpets and Rugs to Africa

The import section of the report answers the following questions:

How has the value of imports changed over the past five years?
Which are the major countries that import carpets and rugs to Africa?
What is the average price of the carpets and rugs imported to Africa?

Exports of Carpets and Rugs from Africa

The export section of the report answers the following questions:

How has the value of exports changed over the past five years?
Which are the main recipient countries of the African carpets and rugs exports?
What is the average price of the carpets and rugs exported from Africa?

Consumption of Carpets and Rugs in Africa

The consumption section of the report answers the following questions:

What is the per capita consumption value? How has it changed over the past five years?

Forecast

The final section of the report presents a forecast for the development of the market based on three scenarios - base, pessimistic, and optimistic. The forecast section answers:

How will the carpets and rugs market in Africa look like over the next five years in both value terms for each possible scenario?

Short Methodology

This research report has been prepared with WMStrategy's research methodology, which includes a blend of qualitative and quantitative data. The information comes from official sources and includes insights from local market experts (representatives of the main market participants), gathered by semi-structured interviews.

For this particular report, more than 10 interviews have been conducted with market experts from the leading companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon

request.

Customization

The report will be updated as of the current month of purchase, which is why it will be dispatched within five working days after order confirmation. If the report is missing data points you need, it can be amended to fit your specific requirements and satisfy your individual objectives and information needs. Contact us for more information!

Report Benefits

Discover how the market performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Track and identify key market trends and insights on key drivers behind recent market changes;

Strategically assess the competitive position of the main market players;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation, and environment in order to understand competitive threats;

Assess growth potential, opportunities, demand drivers, and challenges on the market;

Quickly and cost-effectively receive a complete strategic analysis of the market;

Improve your pitches and presentations by using verified market data and expert insights;

Make important strategic decisions safely and with confidence;

Receive professional expertise on the market and everything important connected with its development;

Empower your marketing, branding, strategy, product and business development, consumption, and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, country attractiveness, or company attractiveness;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics;

Acquire data your competitors might already have and be acting upon.

Report Users

This market research report is ideal for people who want to gain a comprehensive understanding of the African carpets and rugs market. Most often these are professionals actively working in the market as:

C-suite executives;

Directors;

Market strategists;

Marketing professionals;

Business development professionals;
Product developers;
Product marketers and strategists;
Product managers;
Project managers;
Suppliers;
Traders.

This report can also bring value to professionals, not actively involved in the market, such as:

Management consultants;
Investment managers;
Financial professionals;
Bank managers;
M&A managers;
Auditors.

Contents

INTRODUCTION

Report description
Research methodology

EXECUTIVE SUMMARY

CHARACTERISTICS OF CARPETS AND RUGS

STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY

Characteristics of the global demographics in 2020-2024
Characteristics of the global economy
Forecast for the development of the global economy in 2025-2027

CARPETS AND RUGS MARKET IN AFRICA

Value and dynamics of the carpets and rugs market in Africa in 2020-2024
Structure of the carpets and rugs market in Africa by country
Key recent trends on the carpets and rugs market in Africa
Competitive landscape of the market
Key drivers and restraints for the market development in the medium term

PRICES OF CARPETS AND RUGS IN AFRICA

Value chain analysis
Structure of price formation
Characteristics of the retail prices of carpets and rugs in Africa in 2020-2024

Characteristics of the retail prices of carpets and rugs in Africa by country

FOREIGN TRADE OPERATIONS OF CARPETS AND RUGS IN AFRICA

Foreign trade operations of carpets and rugs in Africa in 2020-2024

Foreign trade operations of carpets and rugs in Africa in 2020-2024 by country

IMPORTS OF CARPETS AND RUGS TO AFRICA

Value and dynamics of the imports of carpets and rugs to Africa in 2020-2024

Main countries importing carpets and rugs to Africa

Structure of the imports of carpets and rugs to Africa by country

Average prices of the carpets and rugs imported to Africa

Average prices of the carpets and rugs imported to Africa by country

EXPORTS OF CARPETS AND RUGS FROM AFRICA

Value and dynamics of the African exports of carpets and rugs in 2020-2024

Structure of the exports of carpets and rugs from Africa by country

Main countries that receive carpets and rugs exports from Africa

Average prices of the carpets and rugs exported from Africa

Average prices of the carpets and rugs exported from Africa by country

CONSUMPTION OF CARPETS AND RUGS IN AFRICA

Value and dynamics of the per capita consumption of carpets and rugs in Africa in 2020-2024 by country

FORECAST FOR THE DEVELOPMENT OF THE CARPETS AND RUGS MARKET IN AFRICA IN 2025-2030

Forecast for the market development in the medium term under three possible scenarios

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