

**India Decorative Rug Market, By Product (Hand-knotted Rugs, Hand-tufted Rugs, Machine-made Rugs, Flatweave Rugs), By Material (Wool, Nylon, Cotton, Polyester, Jute), By Distribution Channel (Online, Offline), By End-Use (Residential, Non-Residential), By Region, Competition Forecast and Opportunities, 2028**

Market Report | 2022-12-01 | 76 pages | TechSci Research

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**Report description:**

India decorative rug market is expected to grow at a steady pace during the forecast period. The demand for carpets and rugs in India is primarily driven by urbanization, developing building, the rapid expansion of the middle class, the need for residences with high levels of furniture, changes in lifestyle, and rising expenditure on interior design and furnishings. The desire for artistic and ornamental rugs, rather than carpet floors, is the key factor driving the country's rug market growth. In contrast to the room's full-length, wall-to-wall carpeting, in both residential and commercial settings, carpets and rugs are frequently utilized as attractive home flooring goods in India.

A carpet is a textile floor covering that normally has a backing and an upper layer of pile attached to it. Wool was historically used to make the pile, but since the 20th century, synthetic fibres like polypropylene, nylon, or polyester have been frequently employed since they are less expensive than wool. The fundamental purpose of carpets and rugs is to bring comfort, warmth, and softness to a space, changing how it is built.

**Rising Demand for High-Quality & Attractive Rugs Likely to Drive the Market**

Rise in the number of renovation & remodelling activities, consumers' growing interest in interior decoration, rapid urbanization & globalization are expected to positively influence the growth of the India decorative rug market. The industry is seeing a rise in carpets created from modern fibres, including jute, linen, hemp, and materials combined using technology. As consumers are becoming more environmentally friendly, the demand for carpets and rugs created from recycled raw materials, garbage, and used items is increasing due to abandoned goods.

The expanding construction sector is a critical aspect fuelling the demand for carpets and rugs in the residential and non-residential sectors. The primary function of carpets and rugs is to offer comfort, warmth, and cushion to a space, altering its

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structural composition. Many types of rugs are available in the market, including braided, shag, office, bedroom, and living room rugs. Rugs are floor coverings that add comfort, reduce noise, and preserve flooring. These rugs provide an aesthetic appeal to the decor of any room. Owing to above mentioned factors, market is expected to witness growth in the forecast period.

#### Upcoming Trends of India Decorative Rug Market

Regarding quantity and price, India is now the leader in manufacturing handmade carpets. Owing to its significant export market share and history of producing handmade carpets is acknowledged worldwide. For instance, India presently holds the top spot in the world for both the volume and price of handmade carpet production. The world is aware of its tradition of producing handmade carpets because to its unmistakable export presence. The majority (90%) of carpets made in India are exported. India exported handmade rugs worth INR 64,407.19 billion between April and November this year (USD 916.15 million).

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Carpet weaving is an old Indian custom that dates to Persian carpets and rugs from the 16th century. The produced carpets are typically hand-knotted and include a variety of themes in their patterns. The Indian carpet business is a labor-intensive, rural handicraft sector. Due to their uniqueness, color, quality, design, and longevity, Indian silk carpets are much preferred by customers and weavers.

The use of synthetic materials, which make tufted carpets cheaper and the production of carpets less labor-intensive, is predicted to increase demand for tufted carpets in the market. Customers' preferences are always shifting in the market, and they choose both economical and washable carpets.

#### Challenges faced by India Decorative Rug Market

Most area rug manufacturers have cited delays in delivery and poor quality as serious challenges. Additionally, while the cost of obtaining excellent raw materials and skilled labour keeps increasing and results in sluggish growth, the increasing demand for high-quality area rugs at an accessible price is the challenge faced by the India Decorative Rug Market.

#### Market Segment

The India Decorative Rug Market is segmented based on product, material, distribution channel, and end user. Based on product, the market is divided into hand-knotted rugs, hand-tufted rugs, machine-made rugs, and flatweave rugs. Based on material, the market is segmented into wool, nylon, cotton, polyester, and jute. Based on end-user, the market is segmented into residential and non-residential. Based on the delivery channel, the market is divided into online and offline. India ships carpets to more than 70 countries across the world. The United States, Germany, Canada, the United Kingdom, Australia, South Africa, France, Italy, Brazil, and other countries are significant importers of Indian woven carpets. New chances are opening up for the Indian carpet sector in emerging nations with the advent of globalization. The increase in online spending and the adoption of smartphones are the main market drivers. For online shopping, for instance, bigger interface devices are more suited. Detailed product information, such as quality, safety precautions, and user instructions, is available on websites. They also provide free delivery, enhanced online customer care, and user-friendly designs for websites that allow for online purchasing. They also offer security safeguards for online payments.

#### Market Players

Major market players are Maa Collections, Jaipur Rugs, The Rug Republic, Kaleen India, Saraswati Global, Yak Carpet, Mat Living, Dhurrie Store, Villedomo, Saif Carpets Pvt. Ltd.

#### Report Scope:

In this report, India Decorative Rug Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

##### -□ India Decorative Rug Market, By Product:

o□ Hand-knotted Rugs

o□ Hand-tufted rugs

o□ Machine-made Rug

o□ Flatweave Rugs

##### -□ India Decorative Rug Market, By Material:

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- o Wool
- o Nylon
- o Cotton
- o Polyester
- o Jute

- India Decorative Rug Market, By Distribution Channel:

- o Online
- o Offline

- India Decorative Rug Market, By End-user:

- o Residential
- o Non-Residential

- India Decorative Rug Market, By Region:

- o North
- o West
- o South
- o East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Decorative Rug Market.

Available Customizations:

India Decorative Rug Market Materials with the given market data, Tech Sci 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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The data given for any year represents the market during the period, i.e., 1st April of the former year to 31st March of latter year.

Eg: For FY2023E, the data represents the period, 1st April 2022 to 31st March 2023.

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