

Canada Home Textile Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The Canadian home textile market is expected to register a CAGR of 2.5% by 2027.

Due to COVID-19, all economic activities except essential goods and services came to a standstill. The Canadian home textile industry was no exception to this. The industry faced a complete shutdown for around two to three months.

The Canadian home textile market is expected to register significant growth due to the growing demand for digitally printed home textiles. This is attributed to the high standard of living, inclination towards a luxurious lifestyle, and high disposable income of the population.

Moreover, the rising number of household constructions is expected to boost the market growth. Consumers who renovate their homes look for unique designs, styles, and colors in home textiles that could provide an aesthetic and modern look to their homes. Key factors driving the robust growth rate of Canada include surging per capita expenditure, availability of potential consumers in the market, increasing investments by major regional players, and improving lifestyles of consumers are driving the demand for home textiles in the market.

Canada Home Textile Market Trends

Increasing Consumer Spending on Home Improvement Activities is Driving the Market

Consumers are increasingly spending on home improvement and remodeling as per the latest interior trends. Consumers nowadays are aware of the latest interior design trends and unique designer home textile products. Also, the proliferation of

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online shopping portals has played a major role in generating interest among consumers to seek the services of interior designers to renovate their homes.

Therefore, growing sensibilities toward aesthetic household furnishing and the rise in the number of home renovations will drive the Canadian home textile market during the forecast period. Innovation and portfolio extension leading to premiumization increased consumer spending on home renovation and household furnishing, and the growing construction industry will drive the market's growth.

The Bed Linen and Bed Spread Segment are the Highest Contributors to the Market

Bed linen includes bedspreads, blankets, mattresses, mattress covers, pillows, duvets, duvet covers, and bed covers. It also includes bathrobes, bath towels, and bathmats, among others.

The bedroom linen segment witnessed strong growth over the past few years and in the forecast period due to escalating consumer interest in oversized beds and mattresses. In addition, premium and designer beds with numerous functional benefits are gaining wider acceptance and driving value gains in the market.

Canada Home Textile Market Competitor Analysis

The report covers major international players operating in the Canadian home textile market. In terms of market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets. Major players including, Beco Home, Novo Textiles, Northcott Silk Inc., Marina Textiles, and others have been profiled in the Canada home textile market report.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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