

Turkey Carpet and Rugs 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 COVID-19 pandemic, like any other market, affected the carpet and rug industry. The desire for sales was harmed and slowed. Because of the disturbance in the supply chain and value analysis chain, the pandemic has impacted demand and market size.

For generations, weaving carpets and rugs have been a traditional job and a part of the culture in Turkey. Turkish carpets have gained worldwide demand with their unique designs and influential Greek patterns. Western countries need thick carpets, wool, cotton, and silk. The need for carpets and rugs is high for residential purposes, followed by commercial and hospitality industries.

Hotels, corporate offices, and mosques are the major end-users of carpets in Turkey. Machine-made rugs are also gaining more significance in the past few years with their easy-to-installation; Clean has helped them expand to hotels and commercial business segments.

Turkey Carpet & Rugs Market Trends

Increasing Demand for Turkish Carpets Worldwide is Driving the Market

Turkey accounts for over 65% of the world's machine-made carpet production, and more than 60% is produced in the southern province of Gaziantep, Turkey. The country is aiming to surpass China as the leading exporter by increasing exports and sales of handmade, machine-made, and tufting machine-made variant carpets. The total export value of Turkish carpets was USD 3.2 billion in 2021.

Rising Consumer Interest Towards Renovation and Interior Decoration

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"The rapid expansion of population, changing lifestyles, the demand for furniture, and growing demand for investing in interiors and renovation" are the key drivers of the Carpets and Rugs Market that boost demand for carpets.

The increasing desire for decorative and attractive rugs is driving the Carpets & Rugs Market demand. Aside from all these elements, the construction industry's growing concern is another aspect that contributes to its rise.

Turkey Carpet & Rugs Market Competitor Analysis

The report covers prominent players operating in Turkey's Carpet and rug market, their product portfolio, key financials, and developments. The carpet and rug market is transforming with many technological advancements through product innovation and process automation. The key market players are focusing on improving their production capacity, which will help them to increase exports.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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