

## **Australia Home Textiles - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The Australia Home Textiles Market size is estimated at USD 5 billion in 2024, and is expected to reach USD 6.24 billion by 2029, growing at a CAGR of 4.56% during the forecast period (2024-2029).

Australia's unique natural materials used for textiles make it stand out in the market. The country is known for its sale of wool as a raw product. Due to the environment and plant life, Australia uses fibers from tree life, like the Banyan tree, to create clothing and other textiles. It has begun to join the countries that are working on technical textiles. Since this is becoming such a large market, innovation has become very important for this industry.

Due to COVID-19, all economic activities except for essential goods and services came to a standstill. The home textile industry was no exception to this. The textile industry in Australia has been declining for many years and the Australian textile industry gives employment to less than 20,000 people overall and with the advent of covid, it was majorly affected. Household demand and changes in interest rates with the accommodative policy of central banks try to make these sectors overcome the financial crisis.

The bed linen segment is experiencing growth as the sales of mattresses rose in the recent year. Technical textiles and new materials are leading to growth in the sector and are also expected to contribute to the growth in home textiles in the hospitality and hospitals sector. Research and development in the sector such as functional and natural fibres will likely create new opportunities. Among flooring, carpets held the major exports from countries such as China and India in the market. Digital textile printing disrupts the market by innovating new designs and textiles.

Australia Home Textile Market Trends

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Home Textile Trade from Australia is Increasing

There has been a rise in the trade of Australian Home Textiles including bed linen, kitchen linen, toilet linen, and other textile materials. With rising volumes of the country due to rising demand for home textiles in the nation. The major export market for Australia is New Zealand and Singapore. The export trend has been increasing over the past three years. With 17.68 bn AUD as annual revenue for the furniture, floor covering, houseware, and textile goods retail industry in Australia for the recent year.

## E-commerce Sales of Home Textiles is Increasing Textile Products Sales in Australia.

The online home textile market of Australia is observing changes as more and more vendors are selling textiles online. Also, various offline retailers are emerging to sell textiles online as they see this as an opportunity while consumers are searching for products online. The trend will likely support revenue growth in the market. Growing households and consumer spending are further expected to add to the growth in the market. Also, there has been surging demand for linen textile products in the market as it is more sustainable and biodegradable. Y-O-Y sales growth of the E-commerce industry in Australia for the recent year stands at more than 12 % for the fashion industry which is a part of textile and is going to observe further increase in the future. Which makes it stand in the second position for Y-O-Y growth after sales from a variety of stores in E-commerce.

## Australia Home Textile Industry Overview

The market is fragmented with many players including local and global players. Manufacturers are facing stiff competition from overseas markets and rising imports of home textiles. There are different types of consumers in the market that are defined by age, gender, income level, and other strata which further leads to market segmentation. Some of the major players in the market are Charles Pearson, Hennes & Mauritz AB, Pure Linen, Forty Winks Pty Ltd, and Greenlit Brands.

## Additional Benefits:

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

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