

Bangladesh Home Textile - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Bangladesh Home Textile Market size is estimated at USD 3.67 billion in 2024, and is expected to reach USD 4.51 billion by 2029, growing at a CAGR of 4.25% during the forecast period (2024-2029).

The COVID-19 outbreak significantly impacted the business sectors and the overall economy of Bangladesh. The lockdowns in Bangladesh disrupted many business activities, including the Home Textiles industry, and affected the supply chain.

At present, Bangladesh's home textile market is witnessing strong growth due to rising consumer spending and increasing demand for renovating homes and offices. Home textile is one of the first-line export sectors in Bangladesh, also known as decorative textiles. Due to the quality and diversified range of products, the country's home textile production is rapidly increasing. Bed and bath linens are the most popular segments in home textiles in the country, and kitchen linen, curtains, upholstery, and carpets/rugs make up for the rest of the demand.

There is a rising trend towards more environmentally friendly products in the region, and thus, manufacturers are focusing their production of home textile products on natural fabrics such as soya and bamboo along with silk, polyester, and many others. The Bangladeshi home textile manufacturers are very conscious of fashion creation and design, which helps them to gain a special place in international markets. One of the country's new and trending designs in home textiles is unique motifs in this specialized sector. In order to expand the home textile industry further in the country, the government has also launched various support schemes for textile manufacturers to make them globally competitive. The schemes target technology upgradation, infrastructure development, increasing EPZ zones, export promotion, etc. These continuous collaborations and government policy support are expected to fuel the market in the upcoming years further.

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Bangladesh Home Textile Market Trends

Increasing Exports of Home Textiles from Bangladesh is Driving the Market

Bangladesh is one of the world's major exporters of home textile products. The demand for home textiles is increasing, mainly because consumers in the international markets are giving importance to changing home decor more frequently and looking for new and innovative products to innovate their homes and offices. The major export destinations for Bangladeshi home textiles include Europe, the US, Japan, Canada, and Australia. Bangladesh regularly exports home textile products such as terry towels, bedspreads, pillow covers, cotton table napkins, furnishing fabrics, cushion covers, bath linen, and other home furnishings. In fiscal 2021-22, the export of Bangladesh's home textiles grew by nearly 43 percent year-on-year.

Rising Demand for Bed and Bath Linen is Fueling the Market

Bed and bath linen are the most popular home textile categories in Bangladesh. Bedsheets, towels, pillows, and pillow covers are in high demand in the country compared to other categories in home textiles, and the market is witnessing strong growth. In terms of trends, increased demand for all-over digital printing technology is gaining popularity in the region. Due to the rising demand, many of the factories in Bangladesh are opening digital 'All Over Printing' sections along with conventional sections. Bangladesh is also one of the global competitors in towel production, with increasing exports. The country also predominantly produces a different type of Terry towel, essentially available in a wide range, including face towels, hand towels, assorted color bath towels, golf towels, bathrobe towels, etc.

Bangladesh Home Textile Industry Overview

The Bangladesh home textile market is competitive with the presence of a few local players. The textile companies in the region are focusing on restructuring their businesses, developing effective work processes, and investing in niche products. International manufacturers also prefer setting up manufacturing units for home textiles in Bangladesh owing to low labor costs in the country. The major players in this market include Zaber and Zuber Fabrics, Saad Musa Group, AllTex Industries Limited, Classical HomeTex, and ACS Textiles.

Additional Benefits:

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

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