

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

Market Report | 2024-02-17 | 160 pages | Mordor Intelligence

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### **Report description:**

The Europe Home Textile Market size is estimated at USD 32.37 billion in 2024, and is expected to reach USD 34.42 billion by 2029, growing at a CAGR of 1.23% during the forecast period (2024-2029).

The COVID-19 outbreak had a significant impact on business sectors and the overall economy of the European region. Steps by national governments to contain the transmission resulted in the halting of manufacturing activities and a decline in economic activity, with countries entering a state of 'lockdown.'

The European market for home textiles is growing, and it continues to be the major importer of home textiles. The increasing rate of urbanization and improved quality of living are responsible for the growing demand for home textiles like bedding, bed sheets, towels, blankets, and covers. European consumers often look for low-end bargains or save up for higher-end purchases. However, increasing prices can push low-end products toward the mid-end. In addition, shipping costs have increased to record highs since the outbreak of the COVID-19 pandemic. The margins on low-end products are too low to accommodate extra costs. This may result in these items becoming too expensive to ship, especially if they take up a lot of container space. This makes the mid-market more attractive.

### Europe Home Textile Market Trends

#### Online Retailing is Growing in the Home Textile Industry

Online retailing is one of the key factors driving the European home textile market. Companies are tying up with online retailers and introducing their e-portals to reach out to a wide consumer base. The increasing number of online portals is contributing to

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the market's growth. The market has grown strongly as consumers increasingly leveraged the convenience of online shopping and purchasing a wide variety of products. Demand for home textiles is expected to remain influenced by the growing online retailing sector. Thus, online retailing is expected to boost the growth of the European home textile market during the forecast period.

### Growing Bed Linen Segment is Driving the Market

Bed linen includes pillow covers, bed covers, bedsheets, and duvet covers. The bed linen segment accounted for the highest market share, primarily due to the increasing consumer preference for quality over brands. Manufacturers are offering new and improved quality products with attractive designs. Some of the other factors aiding the growth include the booming housing sector and increasing consumer spending on home furnishing. Rising consumer awareness about a good night's sleep and appropriate bedding materials has increased demand for bed linen, thereby driving the market for home textiles.

### Europe Home Textile Industry Overview

The report covers major international players operating in the European home textile industry. The major market players are AW Hainsworth, Tisseray & Cie, REIG MARTI, LAMEIRINHO, and TIROTEX, among others. In terms of market share, a few 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.

### Additional Benefits:

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

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