

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

Market Report | 2024-02-17 | 145 pages | Mordor Intelligence

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### **Report description:**

The GCC Home Textile Market size is estimated at USD 1.68 billion in 2024, and is expected to reach USD 2.01 billion by 2029, growing at a CAGR of 3.69% during the forecast period (2024-2029).

The market is driven by the increasing demand for innovative and high-quality fabrics from the fashion industry, the growth of the tourism sector, the demand for unique clothing and souvenirs, and the development of enhanced trade relationships with major textile-producing countries. The GCC has become a major textile hub in the world that includes fibers, fabrics, apparel, cloth, outerwear, home textiles, and technical textiles. The home Textile segment has become one of the most attractive segments in the textile industry markets within the GCC nations and has emerged as one of the most fashion-sensitive segments.

The United Arab Emirates and Saudi Arabia are among the largest home textile exporters in the Middle East. The United Arab Emirates has a large textile industry and ranks third in the world in terms of textile exports. The large population, increasing rate of urbanization, and improved quality of living are largely responsible for the growing demand for home textiles like bedding, bed sheets, towels, carpets, quilts, blankets, and covers in the GCC market. The development of e-commerce for home textiles in the region is also expected to lead to increasing demand.

### **GCC Home Textile Market Trends**

Saudi Arabia is driving the growth of the market

Saudi Arabia is among the largest exporters of home textiles (in particular, bed linen) in the MENA region. Favorable economic and trade conditions have stimulated the growth and expansion of the home textiles segment in the Kingdom. As a result, the

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development of the textile industry in the Kingdom has been influenced by the changing trends in home furnishing. The development of luxury hotels in the region is expected to fuel the demand for home textiles. Growth of end-uses in the Kingdom, such as housing and hospitality, as well as office spaces and healthcare, has stimulated the interest of consumers in the home.

The growth of the home textile market in Saudi Arabia has been positively impacted by the rise of urbanization and the improvement of lifestyle. As a result of the increasing disposable income of middle-class households, the construction and renovation of residential properties has led to an increase in the demand for interior furnishings and decor.

Rise in the E-Commerce segment is also driving the growth of the market

Online retail platforms are growing at a fast pace and are projected to represent a significant share of the home textile market in Saudi Arabia in the next few years. Global and regional online retail platforms are becoming more and more popular due to various reasons, such as improved accessibility, wide product range, and better offers, among others. This helps consumers to make better purchasing decisions, which in turn helps retailers to expand their reach and customer base. The GCC region is well-positioned to benefit from the growth of online shopping, with over 30% of its consumers shopping online within a month. This is largely due to the ease of access and the fact that millennials are the primary drivers of the region's connectivity and cell phone usage. According to a report, approx 89% of UAE customers, as well as 91% of Middle Eastern and North African customers, have become digital converts since the onset of the pandemic and plan to continue purchasing everything online.

For instance, GCC's newest e-store for the fashion and home textile enthusiast is a must-visit destination! With a wide selection of carefully curated products from international brands, shoppers can find the ideal balance of fashionable sophistication and cost-effectiveness at Frugado.

#### GCC Home Textile Industry Overview

The GCC home textile market is competitive, with several small, medium, and large players in the region. Manufacturers in the region are adopting new technologies and using new innovative methods, such as 3-D cotton textiles and other materials like nylon and synthetic fibers, to attract consumers in the market. Players are also adopting the use of recycled and sustainable materials that are cost-effective and use less natural resources.

Additional Benefits:

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

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