

## **India Bed and Bath Linen - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

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### **Report description:**

The India Bed and Bath Linen Market size is estimated at INR 526.58 billion in 2024, and is expected to reach INR 773.68 billion by 2029, growing at a CAGR of 8% during the forecast period (2024-2029).

India Bed and Bath Linen Market has some of the major factors attributing to its growth, include the growing housing market, increasing expenditure of consumers on home furnishings, and the increasing awareness of the physical and mental health benefits of the good sleeping executions. In addition, the work-from-home revolution caused by lockdowns across countries due to the pandemic has reoriented people's budget towards spending on their home bedding products. A large chunk of consumers is working from their beds and spending more time at home, which has consequently upgraded the sleep setup.

Furthermore, factors such as the increasing preference of customers for large beds and mattresses and eco-friendly products, such as organic material and the popularity of various designs and patterns of embroidered covers are also gaining prominence. With functionality at the core, technical textiles products are improving the end product experience, thus driving consumers to adapt to new technical bed and bath linen products with better quality and product lifecycle.

With the availability of affordable products with better safety and hygiene benefits, Indian consumers have embraced technical bed and bath linen products and demanding new and innovative products.. The demand for premium and designer bed linen with multiple functional benefits is widely accepted and they are also driving the growth of the industry. There is also an increasing demand for luxury bath linen products, such as hammam towels, especially in the luxury class of hotels and home textile market.

The market was negatively impacted by COVID-19 in 2020. The global pandemic has shown an impact on the proper functioning of various industries in various regions. It affected India Bed and Bath Linen Market, Bed and Bath Linen Market, Textile industry

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very badly. This was primarily due to reduced manufacturing because of lockdown being imposed and thus halt in logistics and production in the factories or their assembling. Shift in demand from the residentials because of downfall in one's earnings to the people who were undergoing the WFH culture and thus demanded bed and bath linen products which were making their living and work space easy going together. But the manufacturing and demand was really badly impacted during COVID-19 lockdown and slow economic period.

## India Bed and Bath Linen Market Trends

### International Export and National Employment

India has witnessed the largest exporter to U.S., followed by China and Japan, with over 4.3 million people directly and indirectly involved in the production making Indian handloom industry is the second-largest employment provider for the rural population in India after agriculture. Indian handloom products are known for their unique designs and finesse. The trend is to mix old designs with new techniques and create original products. This in turn giving a huge shelter to Indian population boosting Indian Bed and Bath Linen Industry growing rapidly. Though the industry exports hit hard by COVID-19, approx by 25% but still the growth is expected to lead throughout the competitor nations in the forecasting period

### Mumbai

On a regional basis, Maharashtra represents the largest market for Bed and Bath Linene in India. Some of the other major markets include Uttar Pradesh, Tamil Nadu, Gujarat and Karnataka followed by small markets witnessed in Rajasthan and Kolkata. And Punjab is providing the Trident group which is exporting the luxurious Bed and Bath Linen to U.K. and U.S. along with the new patents signed with the international companies

## India Bed and Bath Linen Industry Overview

The India Bed and Bath Linen market is consolidated. With technological advancements and eco-friendly product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets. Medium enterprises, with huge number of employees, are huge in number in the market. However, big companies, like Welsun are also prominent in the market in the bed and bath linen segment. Some of the other major players along with luxury companies include Trident, Vardhman, Raymond. In India, growth has been stimulated by low-priced labor and raw material, advances in textile technology and the 'Make in India' policy. However, in Japan, it has struggled against countries like China and Bangladesh which offer more competitively priced goods.

### Additional Benefits:

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

### **Table of Contents:**

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

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## 4 MARKET INSIGHTS AND DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints/ Challenges
- 4.4 Value Chain/ Supply Chain Analysis
- 4.5 Porters Five Forces Analysis
  - 4.5.1 Threat of new Entrants
  - 4.5.2 Bargaining Power of Buyers/ Consumers
  - 4.5.3 Bargaining Power of Suppliers
  - 4.5.4 Threat of Substitute Products
  - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on Consumer Buying Behaviour in India Bed and Bath Linen Market
- 4.7 Insights on Governmental Regulations in India Bed and Bath Linen Market
- 4.8 Insights on Technological Disruption in the India Bed and Bath Linen Market
- 4.9 Impact of Covid-19 on the Market

## 5 MARKET SEGMENTATION

- 5.1 By Type
  - 5.1.1 Bed Linen
    - 5.1.1.1 Sheets
    - 5.1.1.2 Pillow Case
    - 5.1.1.3 Duvet Case
    - 5.1.1.4 Other Bed Linens
  - 5.1.2 Bath Linen
    - 5.1.2.1 Towels
    - 5.1.2.2 Bathrobes
    - 5.1.2.3 Other Bath Linens
- 5.2 By End Users
  - 5.2.1 Residential
  - 5.2.2 Commercial
    - 5.2.2.1 Hospitality and Liesure
    - 5.2.2.2 Hospital
    - 5.2.2.3 Offices
    - 5.2.2.4 Other Commercial End Users
- 5.3 By Distribution Channel
  - 5.3.1 Hypermarkets, Supermarkets and Convenience Stores
  - 5.3.2 Specialty Stores
  - 5.3.3 Department Stores
  - 5.3.4 e-Commerce
  - 5.3.5 Other Distribution Channel

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
  - 6.2.1 Welspun Global
  - 6.2.2 Alok Industries Ltd.

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- 6.2.3 Bombay dyeing
- 6.2.4 Indo Cpoint Industries
- 6.2.5 IKEA Systems B.V.
- 6.2.6 Trident limited
- 6.2.7 Raymond group
- 6.2.8 DCM textiles
- 6.2.9 Vardhman textiles limited
- 6.2.10 Kumars Nationwide Limited\*

7 FUTURE OF THE MARKET

8 DISCLAIMER

9 ABOUT US

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