

India Home Textile - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020-2029

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Report description:

The India Home Textile Market size is estimated at USD 9.60 billion in 2024, and is expected to reach USD 15.36 billion by 2029, growing at a CAGR of 9.84% during the forecast period (2024-2029).

The home textiles market in India is growing with leaps and bounds and in the process has attracted the attention of foreign brands that have entered the Indian markets on their own or through joint ventures. This has happened due to the growing affluence levels of Indian consumers who are income, increasing population, rising income levels, increased organized retail, and growth of end-use sectors like housing, hospitality, and healthcare. India accounts for almost 7% of global home textiles trade and occupies a significant share of exports to the United States.

In recent times, with volatile market conditions and higher inflation, various sectors of economies have been struggling. The home textile industry was no exception to this. The decline in demand, along with disrupted logistics and frozen external trade caused by the pandemic, affected the entire value chain. Due to the uncertainty across the market, international and domestic buyers cancelled or suspended their orders, adding to the industry's woes.

As the Indian economy is recovering from the impact of the pandemic with rising pent-up demand, home textiles are recovering. Increasing efforts in quality improvement, innovations through R&D programs, and other preferential value-added features are helping India's home textile products to lead in the global market. Delhi has emerged as a significant production and export centre for home textiles. With the recovering tourism industry in India, the hospitality industry is expected to act as a catalyst with households for increasing demand for home textiles.

India Home Textile Market Trends

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Rise In Domestic Demand Of Home Textile is Driving the Market

Rising demand for household products and growing consumer awareness have made home textiles a lucrative business segment. Home fashion has become a separate segment as consumer consciousness towards high-quality living has increased. The number of retailers entering the home textiles market is expanding to cater to the increased demand. Indian exporters have turned their attention to the rising domestic home product market with a decline in the construction industry of the European market, resulting in declining export of Indian Home textiles to Europe in stark contrast to the last decade.

Population growth in India is driving demand for home products and residential space; increasing urbanization and disposable income and government initiatives of the "Make In India" campaign are promoting local home textile manufacturers in India. With these trends, home textile firms are expanding in Indian markets by increasing their product availability with a wide range of pricing.

Rising Sales Of Bed Linen and Bed Spread Segment is Fueling the Market

Indian bed linen market has been growing at a significant rate over the last few years across all price and quality segments. Indian bed linen exporters cater majorly to international needs, such as the US and Europe, with healthy growth in consumer demand for the Indian market for bed linen, increasing market opportunities for the manufacturers. Cotton is emerging as a critical fabric for bed sheets, contributing to the durability, comfort, and breathability qualities of Bed lines and Bed Spread which include bedspreads, blankets, mattresses, mattress covers, pillows, duvets, duvet covers, bed coverings, and others.

Rising businesses in the hospitality industry, such as hotels, resorts, and serviced apartments after the negative impact of COVID-19, are contributing to increasing demand and sales of bed linen with a rising contribution to home textile revenue. Product innovation of organic bed linen attracts consumer demand towards sustainable products in Home textiles.

India Home Textile Industry Overview

The Indian home textile market is fragmented, with a large number of players existing in the market. Residential demand for home textiles is driven by consumer income. Large home textiles companies compete through volume purchasing, range of products, and effective merchandising and marketing, with small firms focusing on market segments and competing through the quality of products and superior customer service. Some existing players in the Indian Home textile market are Welspun Group, Raymond Group, Indo Count Industries Ltd., Bombay Dyeing, and Alok Industries Ltd.

Additional Benefits:

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

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