

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

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Report description:

The Russia Home Textile Market size is estimated at USD 4.04 billion in 2024, and is expected to reach USD 4.41 billion by 2029, growing at a CAGR of 1.76% during the forecast period (2024-2029).

The COVID-19 outbreak has negatively impacted Russia's home textile industry and supply chain has been disrupted due to reduced demand, reduced production and impacted negatively on transport connectivity. Production operations have slowed down as plants and factories are being forced to function with a reduced workforce. The evolution of local epidemiologic situation in Russia, has impacted workforce availability and production, as well as multimodal logistics underpinning local and global value chains.

The home textiles sector in RUSSIA is undergoing a major change, with shifts in consumer behavior, value chain configuration, and the economy itself. Together with the increasing attentiveness regarding altering inclinations of home-based interior decoration is expected to motivate the home textile industry in Russia. The increasing rate of urbanization and improved quality of living are responsible for the growing demand for home textiles like beddings, bed sheets, towels, blankets, and covers. In addition, changing trends in home furnishing are expected to boost the market growth further. A distinctive feature of the home textile market in Russia is the high pace of development of wholesale and retail companies. In this assortment, the rate of increase in the number of specialized trade structures is comparable only to the distribution network of food, furniture and textiles. Textile products for the home are becoming more popular, its role in the design of the home is growing.

Russia Textile Market Trends

Increase in E-Commerce of Textile Market

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E-commerce is one of the fastest-growing segments of the retail markets in Russia. Online shopping is growing its importance, although take-up varies significantly by region in the country. Clothing and footwear are amongst the most popular product categories shopped online in Russia followed by Home Electronics and Books. Home textile products are also becoming one of the increasingly purchased products online with bed and bath linen accounting for the majority of the purchases amongst home textiles.

Bed Linen Segment is the Prominent Segment Among Home Textile

Bed Linen includes pillow covers, bed covers, bedsheets, and duvet cover. Bed Linen accounted for the highest market share and this is primarily due to the increasing consumer preference for quality over brands. The market for bedding seems to be the most promising for domestic manufacturers since many Russian companies have already mastered the production of high-quality cotton linen fabrics. The most popular seems to be linen of the so-called 'lower average' price level, from 700 to 1,500 rubles per set, which is determined by the relatively low incomes of most of the population.

In general, the home textile market seems promising. The growing demand of mattresses is another factor that is driving the growth of the bedspreads market in Russia. To fulfill the demand for eco-friendly mattresses, manufacturers in the market are investing significantly in R&D initiatives to manufacture green mattresses. Following this trend, consumers are focusing on designer and aesthetic bedspreads.

Russia Textile Industry Overview

The domestic retail market for home textiles is rather unorganized. Most trading takes place in natural markets and specialized departments of supermarkets. However, the experience of Moscow and St. Petersburg shows that it is necessary to organize specialized stores that represent a full range of home textiles and aimed at buyers with a very different income level. The high level of competition from foreign suppliers concerns inexpensive products imported from China forces manufacturers to take all measures to reduce production costs while maintaining high quality. Unfortunately, the share of domestic manufacturers in the market of curtains and furniture fabrics leaves much to be desired. Successful competition requires modernization of production.

Additional Benefits:

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

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