

## **Turkey Carpet and Rugs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The Turkey Carpet and Rugs Market size is estimated at USD 495.10 million in 2024, and is expected to reach USD 575.54 million by 2029, growing at a CAGR of 3.06% during the forecast period (2024-2029).

Turkish carpet products include distinct dyes, colors, designs, textures, and techniques. They are typically decorated with gold, lines, bright colors, Islamic decorations, and occasionally Ottoman letters. Turkey is one of the world's largest carpet manufacturers, producing approximately 40% of the global carpets and exporting them to various countries worldwide. It owns many leading factories that provide the finest types of Turkish imports.

The COVID-19 pandemic expanded at an alarming rate, infecting millions and bringing economic activity to a halt as governments enforced harsh mobility restrictions to stem the virus's spread. Turkey was among the nations with the greatest potential for gain during the pandemic outbreak. Although its supply chain was damaged by the drop in raw material production in China due to COVID-19, it advertised itself as an alternative production hub for the Chinese market.

Turkey is a major exporter of machine-made carpets across the world. Turkey's machine-made carpet business considerably grew in recent years. The Turkish Exporters' Association estimates that the value of Turkish carpet exports in 2020 was approximately USD 2.6 billion. The provinces of Gaziantep, Istanbul, Usak, Bursa, and Kayseri are Turkey's most prominent carpet-producing regions.

One recent trend in the Turkish carpet and rug market is the increasing demand for sustainable carpets and rugs. Today's larger populations are speaking out in favor of environmental sustainability, reducing carbon emissions, and raising awareness of climate change. These are the primary forces in reshaping Turkey's carpet and rug market. Leading industry participants increasingly rely

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on environmentally responsible and sustainable carpets to reduce their negative environmental effects.

## Turkey Carpet and Rugs Market Trends

### Increasing Demand for Turkish Carpets Worldwide is Driving the Market

Turkey accounts for over 65% of the world's machine-made carpet production. Over 60% is produced in the southern province of Gaziantep, Turkey. The country is aiming to surpass China as the leading exporter by increasing exports and sales of handmade, machine-made, and tufting machine-made variant carpets. The total export value of Turkish carpets was USD 3.2 billion in the current year.

According to Turkish data, attempts by Turkey and Saudi Arabia to heal fences over political differences helped enhance commerce in 2022. Carpet sellers appear as the early winners. According to the most recent comprehensive Turkish government trade data, woven carpets and other textile floor coverings they surpassed other goods as Turkey's top export to the Gulf state, rising from USD 259,000 in 2021 to USD 63.1 million through October 2022.

### Increasing Demand for Eco-friendly Carpets

Customers want carpets and rugs in vibrant, enticing colors and non-geometric designer designs. They also want non-toxic building materials for carpets. Some of the most common carpet categories include area rugs, carpet tiles, frieze (which contains a rough, velvety surface created by tightly packed, twisted loops), handmade rugs, recycled, green, and sustainable carpeting, wall-to-wall carpeting, and waterproof carpeting. Eco-friendly mats and rugs are becoming more popular. Sustainable carpets and rugs are popular in business spaces, hospitality, healthcare, and hospitals. It is due to quicker installation and a significant degree of customization in terms of material and size.

Using bitumen and PVC in carpeting and carpet backing by manufacturers worldwide enables them to reduce costs. In addition to using chemical additives in fiber materials to give flame retardant, anti-microbial, and insect repellent characteristics, among other things, plant fibers like sea grass and sisal are introduced for their eco-friendly appeal. Top makers are working to create sustainable, eco-friendly carpets that limit negative environmental effects to explore the potential in the sectors. In the coming years, green rugs are anticipated to grow in popularity.

## Turkey Carpet and Rugs Industry Overview

The report covers prominent players operating in Turkey's Carpet and rug market, their product portfolio, key financials, and developments. The carpet and rug market is transforming with many technological advancements through product innovation and process automation. The key market players are focusing on improving their production capacity, which will help them to increase exports.

### Additional Benefits:

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

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