

## **Window Coverings - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Window Coverings Market size is estimated at USD 27.64 billion in 2024, and is expected to reach USD 34.87 billion by 2029, growing at a CAGR of 4.76% during the forecast period (2024-2029).

The need for energy-efficient window coverings in residential and commercial buildings is credited with this growth. The market is divided into sections for solar screens, window blinds, and curtains and drapes. Window blinds are the second most popular window covering after curtains and drapes.

With rapid urbanization worldwide, homes are being adapted and re-designed to hold communal and private spaces that follow the concept of shared living. This worldwide to newer opportunities for vendors in the market studied in the development and consumption across the residential and commercial sectors. The interior shutters, blinds, and shades lead most shareholding across the window coverings.

The applications of window coverings have evolved from assisting in the privacy of interior spaces to acting as a critical home decor factor. Also, With the outbreak of COVID-19, the home renovation trends significantly increased, but the market vendors reported decreased sales from the custom window covering format. This was in line with the restrictions on home visits and transport and logistics restrictions. As the restrictions were eased down and home renovations were rising, it was anticipated to rise in the post-pandemic environment.

The possible benefits of the widespread installation of energy-efficient window shades are huge. According to Attachments Energy Rating Council (AERC), older homes and window systems typically account for 25% of annual heating and cooling costs but can be responsible for as much as 40%. This means many homeowners spend more money on heating and air conditioning than

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

necessary. DOE research has proven that window attachment products have the potential to reduce energy usage significantly.

As curtains are a traditional and long-standing part of home decor globally, European imports of natural fiber curtains depict increased production capabilities. As over 50% of imports come from developing countries, the United Kingdom, France, and Germany-based manufacturers are witnessing production ramp-ups, aided by stabilized import activities.

The adoption of smart windows solutions brings home the interior experience with blinds and curtains, significantly improving comfort and convenience while always maintaining the right balance of natural and artificial light; the well-being of occupants and everyday conveniences are maximized.

Moreover, with government initiatives looking at increasing home building and renovations across multiple regions, the market for wall coverings is expected to grow. For instance, NHBC stated that the number of new homes registered to be built in the United Kingdom in 2019 rose by 1%, accounting for 161,022 homes being registered with the organization. Additionally, the government is planning for private housebuilders, housing associations, and councils to ramp up the annual construction to 300,000 a year by 2025.

However, the industry has seen a variety of restrictions regarding corded window coverings. Over the past three decades, a department of the Canadian government called Health Canada has been striving to reduce the hazards related to corded blinds in Canada. This effort was motivated by the rising number of child fatalities from this risk. Governments in developing nations are anticipated to enact similar laws in the upcoming years to safeguard kids from this potential risk. From a production perspective, it is crucial to adapt to these new laws to maintain competitiveness in the fiercely competitive market area.

## Window Covering Market Trends

### Blinds Segment is Expected to Hold Significant Share

Blinds are a great option for residential or rental applications because they are among the least expensive window coverings. A 2-by-4-foot window can have miniblinds made of aluminum or conventional vinyl for a very affordable price.

Blinds include Venetian, vertical, roller, and other blinds (soft, pleated). A typical window blind comprises multiple long vertical or horizontal slats of various hard material types. The materials, including wood, plastic, or metal, are held together by cords that run through the blind slats. Venetian blinds have been widely adopted in office buildings to regulate light and air.

Therefore, multiple commercial-based upcoming projects worldwide promise a wider adoption. Vertical Louvre Blinds are used to control the light and can open fully by drawing them to a single side of the window. Roller blinds can be rolled down and up either fully or partially for light control, although translucent materials will allow light entry while maintaining privacy.

Along with the rising trend of installing intelligent systems in homes, the installation of automated roller blinds is also rising in the studied market. These window coverings could be controlled through various mobile applications. They can readjust position with the outdoor and indoor temperatures and are expected to become a stable alternative to traditional blinds in smart homes during the forecast period.

Additionally, as multiple initiatives emerge on sustainable commercial construction, such as the German Federal Ministry of Economic Affairs setting benchmarks for low primary energy consumption, the above data was collected from an office building in Frankfurt, Germany, over four years. This highlighted the daylight factors in the workspaces from Venetian blinds with different blind positions and ceiling panels above the desks. Also, the occupants' interactions with windows and blinds were considered essential aspects of passive cooling concepts. This is likely to fuel the automation and motorization of blinds shortly.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Venetian, vertical, roller, and other blinds (soft, pleated) are examples of shutters. Several long, horizontal, or vertical slats of hard material are typically used to construct window coverings. The components, which might be made of wood, plastic, or metal, are joined by cables that pass through the slats of the blinds. Global demand for smart home automation-related gadgets is rising, and various home stores are selling products like smart dimmers and motion sensor kits.

Window blind producers benefit from the expanding trend of employing sustainable or green materials in product development. There is a changing trend in the layout and decoration of homes and businesses. Automated window blinds are anticipated to increase in demand because of their high quality, convenience, and safety. The market for window blinds is expanding, but it is being constrained by growing costs and questions about durability.

#### Asia Pacific to Witness the Significant Growth

The studied segment explores the ongoing trends and drivers for window coverings in various countries located in the Asia Pacific. The region is marked by multiple vendor activities and the presence of a viable customer base which facilitates the expansion of window coverings sales in the countries and presents firm opportunities for companies operating in the studied market.

The COVID-19 pandemic compelled movements to be restricted to homes, which was identified with a growing interest in beautifying houses, positively impacting the studied market. Customers took an interest in various kinds of window coverings to enhance the aesthetic of their homes. Although on the manufacturing end, the pandemic induced large-scale disruptions in the supply chain of window coverings.

In the Asia-Pacific region, the studied market is driven by the steady increase in the urbanization rate in the developed countries and the emerging economies of the area. According to Seventh Population Census conducted in 2020, 63.9% of the total population of China lived in cities in 2020. Furthermore, according to the urbanization blueprint released by the Communist Party and State Council, China targets 70% urbanization by 2030.

While considering South Korea, the presence of smart home device makers has been aiding smart home penetration. Multiple government initiatives and investment policies have aided the country's production and consumption of smart window coverings.

Aligned with the rising trend of installing intelligent systems in homes, the studied market is characterized by installing automated roller blinds. These window coverings could be controlled through various mobile applications. They can readjust position with the outdoor and indoor temperatures and are expected to become a stable alternative to traditional blinds in smart homes during the forecast period.

#### Window Covering Industry Overview

The Window Coverings Market is quite fragmented and consists of several players. The companies in the market tend to partner with international designers to make the window coverings aesthetically pleasing to the eye, incorporate the latest designs and colors, and enhance commercial and residential buildings.

In February 2023, Bloomin' Blinds introduced its mobile window covering businesses to Queen Creek, Arizona, United States, and the surrounding area; while using their software, its clients can visualize what their blinds will look like, including the color, materials, and product type in their house. The company offers a wide selection of window treatments, including custom blinds, shades, and shutters.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

In January 2023, Eve announced the addition of the Motion Blinds Upgrade Kit for Roller Blinds to its growing line of window treatments. The business released its Smart Motion Blinds, the first Thread-enabled roller blinds, through several blinds resellers around the globe. These came as made-to-order blinds, with the buyer selecting the materials, fittings, and specifications. The motors were included in the price and sat inside the roller tube.

Additional Benefits:

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

## **Table of Contents:**

### **1 INTRODUCTION**

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### **2 RESEARCH METHODOLOGY**

### **3 EXECUTIVE SUMMARY**

### **4 MARKET DYNAMICS**

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Consumers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Threat of Substitute Products
  - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Assessment of the Impact of COVID-19 on the Industry

### **5 MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Rise in Window Treatment Upgrade Projects and Adoption of Motorized Shades across End-user Segments
- 5.2 Market Challenges
  - 5.2.1 Environmental Impact, Rising Maintenance, and Cleaning Costs
- 5.3 Market Opportunities
  - 5.3.1 Adoption of Smart Windows

### **6 MARKET SEGMENTATION**

- 6.1 By Type
  - 6.1.1 Blinds (Venetian , Vertical, Roller and others)
  - 6.1.2 Shades (Roman, Pleated and Roller)
  - 6.1.3 Shutters
  - 6.1.4 Curtains
  - 6.1.5 Other Types
- 6.2 By End-User Vertical
  - 6.2.1 Residential
  - 6.2.2 Commercial

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 6.3 By Distribution Channel

### 6.3.1 Online

### 6.3.2 Offline (Departmental Stores, Specialists, DIY, and Grocery Stores)

## 6.4 By Geography

### 6.4.1 North America

### 6.4.2 Europe

### 6.4.3 Asia Pacific

### 6.4.4 Latin America

### 6.4.5 Middle East and Africa

## 7 COMPETITIVE LANDSCAPE

### 7.1 Company Profiles

#### 7.1.1 Hunter Douglas N.V.

#### 7.1.2 Norman Window Fashions

#### 7.1.3 NNK Window Covering

#### 7.1.4 Kirsch

#### 7.1.5 Insolroll Window Shading Systems

#### 7.1.6 Decora Blind Systems Ltd

#### 7.1.7 Kvadrat Shade B.V.

#### 7.1.8 Roma KG

#### 7.1.9 MechoShade Systems, LLC

#### 7.1.10 Griesser AG

#### 7.1.11 Western Sydney Shutters

#### 7.1.12 Bombay Dyeing & Manufacturing Company Limited

#### 7.1.13 Guangzhou JADY Window Coverings Technology Co., Ltd

#### 7.1.14 Asian Paints Ltd

## 8 MARKET OUTLOOK

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Window Coverings - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)