

United States Home Decor Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 167 pages | EMR Inc.

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Report description:

United States Home Decor Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States home decor market size reached a value of USD 180.62 billion in 2023. Aided by the rising disposable income and technological advancements, the market is projected to further grow at a CAGR of 4.6% between 2024 and 2032 to reach a value of USD 273.85 billion by 2032.

Home decor encompasses a wide range of products including furniture, textiles, lighting, and accessories that enhance the aesthetic appeal and functionality of a living space. The market growth is driven by several factors including increasing disposable incomes, urbanization, and a growing awareness of interior design trends. The rising popularity of home decor shows, and social media platforms dedicated to home improvement is also influencing consumer preferences, leading to a surge in demand for stylish and contemporary home decor products.

The rise in disposable incomes and the growing urban population are significant factors driving the United States home decor market growth. As more consumers have greater spending power, there is an increased propensity to invest in home improvement and decor products. Urbanization has also led to a rise in the number of households, further propelling the demand for home decor items.

Social media platforms like Instagram and Pinterest, along with home decor television shows, have become major influencers in the home decor market. These platforms provide consumers with a plethora of ideas and inspiration for home improvement, thereby driving the demand for trendy and stylish decor products while playing an important role in the United States home decor market development.

Furthermore, the advent of e-commerce has revolutionised the home decor market by providing consumers with easy access to a wide range of products from the comfort of their homes. Online platforms offer extensive product catalogues, competitive pricing, and convenient delivery options, making them a preferred shopping destination for home decor items while bolstering the market growth.

The growing awareness of environmental sustainability is influencing consumer preferences towards eco-friendly and sustainable home decor products. There is a rising demand for furniture and decor items made from recycled materials and sustainable resources. The integration of smart technologies into home decor is a significant trend in the market. Smart home devices such as

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automated lighting systems, smart thermostats, and voice-controlled assistants are becoming increasingly popular among consumers.

As per the United States home decor market analysis, the trend of personalized home decor is gaining traction, with consumers seeking unique and customized products that reflect their personal style and preferences. This trend is driving the demand for bespoke furniture, custom-made textiles, and personalized accessories. The increasing preference for minimalist and multi-functional home decor is influencing market dynamics. Consumers are opting for furniture and decor items that offer a blend of functionality and aesthetic appeal, especially in urban areas where space is a constraint.

The home decor market in United States is poised for steady growth in the coming years, driven by the increasing consumer focus on home improvement and the rising trend of aesthetic living spaces. The growing influence of social media, coupled with the convenience offered by e-commerce platforms, is expected to further propel the market. Additionally, the shift towards sustainable and smart home decor solutions will create new opportunities for market players.

In conclusion, the United States home decor market is set to witness significant growth over the forecast period, driven by favourable economic conditions, evolving consumer preferences, and the continuous influx of innovative and stylish decor products. As consumers continue to seek ways to enhance their living spaces, the demand for home decor items will remain robust, providing ample growth opportunities for market players.

Market Segmentation

The market can be divided based on type, price, distribution channel and region.

Market Breakup by Type

- Home Textile

 - o□ Bed Textiles

 - o□ Kitchen and Dining Textiles

 - o□ Living Room Textiles

 - o□ Others

- Floor Covering

 - o□ Ceramics and Tiles

 - o□ Wood and Laminated

 - o□ Vinyl Flooring

 - o□ Carpets and Rugs

 - o□ Others

- Furniture

 - o□ Living Room

 - o□ Dining Room

 - o□ Kitchen

 - o□ Bedroom

 - o□ Others

- Lighting

 - o□ Lamps and Shades

 - o□ Light Bulbs

 - o□ Chandeliers

 - o□ Others

Market Breakup by Price

- Premium

- Mass

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets

- Speciality Stores

- Online

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-[]Others

Market Breakup by Region

-[]New England

-[]Mideast

-[]Great Lakes

-[]Plains

-[]Southeast

-[]Southwest

-[]Rocky Mountain

-[]Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States home decor market. Some of the major players explored in the report by Expert Market Research are as follows:

-[]Mohawk Industries, Inc.

-[]Ashley Furniture Industries, LLC

-[]HNI Corporation

-[]Koninklijke Philips N.V.

-[]Herman Miller, Inc.

-[]Acuity Brands, Inc.

-[]AHF, LLC

-[]Shaw Industries Group, Inc.

-[]Mannington Mills, Inc.

-[]Crane & Canopy Inc.

-[]Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary

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- 5.1 Overview
- 5.2 Key Drivers
- 5.3 Key Developments
- 5.4 Competitive Structure
- 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 North America Home Decor Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 North America Home Decor Historical Market (2018-2023)
 - 8.3 North America Home Decor Market Forecast (2024-2032)
 - 8.4 North America Home Decor Market Share by Country
 - 8.4.1 United States
 - 8.4.2 Canada
- 9 United States Home Decor Market Overview
 - 9.1 Key Industry Highlights
 - 9.2 United States Home Decor Historical Market (2018-2023)
 - 9.3 United States Home Decor Market Forecast (2024-2032)
- 10 United States Home Decor Market by Type
 - 10.1 Home Textile
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.1.3 Breakup by Type
 - 10.1.3.1 Bed Textiles
 - 10.1.3.2 Kitchen and Dining Textiles
 - 10.1.3.3 Living Room Textiles
 - 10.1.3.4 Others
 - 10.2 Floor Covering
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.2.3 Breakup by Type
 - 10.2.3.1 Ceramics and Tiles
 - 10.2.3.2 Wood and Laminated
 - 10.2.3.3 Vinyl Flooring
 - 10.2.3.4 Carpets and Rugs
 - 10.2.3.5 Others
 - 10.3 Furniture
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.3.3 Breakup by Type
 - 10.3.3.1 Living Room
 - 10.3.3.2 Dining Room
 - 10.3.3.3 Kitchen
 - 10.3.3.4 Bedroom
 - 10.3.3.5 Others
 - 10.4 Lighting
 - 10.4.1 Historical Trend (2018-2023)

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- 10.4.2 Forecast Trend (2024-2032)
- 10.4.3 Breakup by Type
 - 10.4.3.1 Lamps and Shades
 - 10.4.3.2 Light Bulbs
 - 10.4.3.3 Chandeliers
 - 10.4.3.4 Others
- 10.5 Others
- 11 United States Home Decor Market by Price
 - 11.1 Premium
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Mass
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
- 12 United States Home Decor Market by Distribution Channel
 - 12.1 Supermarkets and Hypermarkets
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Speciality Stores
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Online
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 United States Home Decor Market by Region
 - 13.1 New England
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 Mideast
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Great Lakes
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
 - 13.4 Plains
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
 - 13.5 Southeast
 - 13.5.1 Historical Trend (2018-2023)
 - 13.5.2 Forecast Trend (2024-2032)
 - 13.6 Southwest
 - 13.6.1 Historical Trend (2018-2023)
 - 13.6.2 Forecast Trend (2024-2032)
 - 13.7 Rocky Mountain
 - 13.7.1 Historical Trend (2018-2023)
 - 13.7.2 Forecast Trend (2024-2032)

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- 13.8 Far West
 - 13.8.1 Historical Trend (2018-2023)
 - 13.8.2 Forecast Trend (2024-2032)
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Mohawk Industries, Inc.
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Ashley Furniture Industries, LLC
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 HNI Corporation
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Koninklijke Philips N.V.
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Herman Miller, Inc.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 Acuity Brands, Inc.
 - 15.2.6.1 Company Overview

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- 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 AHF, LLC
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Shaw Industries Group, Inc.
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
 - 15.2.9 Mannington Mills, Inc.
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
 - 15.2.10 Crane & Canopy Inc.
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
 - 15.2.11 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. North America Home Decor Market: Key Industry Highlights, 2018 and 2032
2. United States Home Decor Market: Key Industry Highlights, 2018 and 2032
3. United States Home Decor Historical Market: Breakup by Type (USD Billion), 2018-2023
4. United States Home Decor Market Forecast: Breakup by Type (USD Billion), 2024-2032
5. United States Home Decor Historical Market: Breakup by Price (USD Billion), 2018-2023
6. United States Home Decor Market Forecast: Breakup by Price (USD Billion), 2024-2032
7. United States Home Decor Historical Market: Breakup by Distribution Channel (USD Billion), 2018-2023
8. United States Home Decor Market Forecast: Breakup by Distribution Channel (USD Billion), 2024-2032
9. United States Home Decor Historical Market: Breakup by Region (USD Billion), 2018-2023
10. United States Home Decor Market Forecast: Breakup by Region (USD Billion), 2024-2032
11. United States Home Decor Market Structure

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