

## **Saudi Arabia Carpet and Rugs Market Report and Forecast 2024-2032**

Market Report | 2024-07-18 | 194 pages | EMR Inc.

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### **Report description:**

Saudi Arabia Carpet and Rugs Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Saudi Arabia carpet and rugs market size reached approximately USD 1.77 billion in 2023. Aided by the trend towards luxury and premium rugs and carpets, the market is projected to grow at a CAGR of 5% between 2024 and 2032, reaching a value of around USD 2.76 billion by 2032.

Carpets and rugs are key elements in home decor, known for their aesthetic and functional value. In Saudi Arabia, these products are traditionally used not only as floor coverings but also as a means of adding luxury, comfort, and style to interiors. Carpets are generally wall-to-wall coverings that are fixed in place, providing insulation, sound absorption, and comfort.

Rugs, on the other hand, are smaller than carpets and can be moved easily; they are often used as centrepieces for rooms or as decorative accents. These products are available in various materials, including wool, synthetic fibres, silk, and cotton, and can be crafted through different methods such as hand-knotted, tufted, and woven. The Saudi Arabia carpet and rugs market is currently experiencing a period of transformation, influenced by cultural preferences, economic development, and changing consumer lifestyles.

Saudi Arabia's rich cultural heritage significantly influences carpet and rug designs. Traditional patterns that reflect Islamic art and architecture remain popular, but there is also a growing interest in contemporary and minimalist designs that can easily integrate into modern home decor. This blend of old and new is becoming a hallmark of the Saudi Arabia carpet and rugs market, catering to a diverse consumer base that values both tradition and modernity.

The ongoing economic diversification in Saudi Arabia, under initiatives like Vision 2030, has led to a surge in construction and renovation projects, including residential, commercial, and hospitality sectors. This boom has directly increased the demand for carpets and rugs, with both sectors seeking high-quality, durable products that align with the aesthetic preferences of the region. One of the notable Saudi Arabia carpet and rugs market trends is the shift towards luxury and premium rugs and carpets, driven by the affluent Saudi population and the influx of international expatriates. High-end, hand-knotted rugs made from silk and fine wool are particularly in demand, often serving as status symbols within homes. Retailers and manufacturers are responding by expanding their luxury product lines and offering custom design services to cater to this lucrative segment.

Sustainability concerns are significantly influencing the Saudi Arabia carpet and rugs market growth. Consumers are increasingly

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aware of the environmental impact of the products they purchase, which has led to a growing demand for eco-friendly materials like organic cotton, bamboo, and recycled synthetics. Manufacturers are also adopting greener production practices to minimise their ecological footprint, responding to both global environmental concerns and local regulatory policies promoting sustainability. Technological advancements in carpet and rug manufacturing processes have significantly enhanced the Saudi Arabia carpet and rugs market value, from digital design simulations to automated weaving techniques. These innovations allow for greater precision and variety in designs and enable manufacturers to produce high-quality products more efficiently. Furthermore, technology in retail, such as augmented reality (AR) apps, allows customers to visualise carpets and rugs in their own space before making a purchase, enhancing the consumer experience and engagement.

The expanding e-commerce is driving the Saudi Arabia carpet and rugs market development. Online sales channels are becoming increasingly popular due to the convenience they offer, particularly in a post-pandemic landscape where consumers prefer shopping from home. Online platforms provide a vast selection of products and the ability to compare prices and designs, which broadens consumer choices and intensifies market competition.

Post-COVID-19, there is a heightened awareness around health and hygiene, influencing product features such as antimicrobial treatments for carpets and rugs. These products are designed to resist bacteria and ensure easier cleaning and maintenance, aligning with the health-conscious priorities of consumers.

#### Market Segmentation

The Saudi Arabia carpet and rugs market can be divided based on type, material, application, and distribution channel.

##### Market Breakup by Type

- Tufted
- Woven
- Needle-punched
- Knotted
- Others

##### Market Breakup by Material

- Nylon
- Polyester
- Polypropylene
- Others

##### Market Breakup by Application

- Residential
- Commercial

##### Market Breakup by Distribution Channel

- Mass Merchandisers
- Home Centers
- Speciality Stores
- Others

#### 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 Saudi Arabia carpet and rugs market. Some of the major players explored in the report by Expert Market Research are as follows:

- Al Sorayai Group
- Al Abdullatif Industrial Investment Company
- Al Sadoun Group
- Ege Carpets
- Riyadh Velvet Factory
- Oriental Weavers Group
- Al-Mira Center For Carpet And Furniture

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-□Mada Carpet Company (Al Rajhi Holding)

-□Merinos A.S.

-□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.

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