

## **Europe Carpet and Rugs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The Europe Carpet and Rugs Market is expected to register a CAGR of 3% during the forecast period.

The sudden outbreak of the COVID-19 pandemic severely affected the European economy in 2020. The highly infectious nature of the disease forced local governments to impose lockdowns and restrictions on the movement of people. As many people worked from home, they renovated and decorated their homes. Retail sales of carpets and rugs declined in 2020, but online retailers grew strongly.

The European carpet and rug market is expected to witness strong growth during the forecast period. Some of the major factors positively impacting the market's strong growth include rising demand for rugs and carpets in the residential and non-residential sectors due to its high market visibility for soft flooring products and good insulation properties, such as floor insulation. Furthermore, the growth of the residential sector of Eastern European countries, such as Russia and Turkey, on account of increasing spending by builders, is expected to increase the demand for flooring, including carpets and rugs, during the forecast period.

Europe is the second-largest market for carpets after the United States, which accounts for nearly 40% of the total European floor-covering market. The majority of European carpet is produced in Belgium, with 96% of its carpet exported. Germany has the largest demand for carpets in Europe, followed by France, the United Kingdom, Italy, and Spain.

Europe meets a lot of its demand for rugs from other countries. Germany, the United Kingdom, and Denmark are the largest importers of hand-woven rugs in Europe.

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The region is witnessing rising trends, such as an increase in demand for eco-friendly carpets, a growing acceptance of carpet tiles, and an inclination toward contemporary surface rugs, which are shifting the dynamics of the European rugs and carpet market. Moreover, the demand for high-quality handmade carpets and rugs is increasing, propelling the market growth further during the forecast period.

## Europe Carpet & Rugs Market Trends

### Germany Accounts for a Major Percentage of the Market Share in the Region

Germany is one of the largest contributors of rugs and carpets to the overall market share. Significant improvements in infrastructure, such as commercial and production sites, and an increase in residential real estate in the country, are some major reasons for the growth of carpets and rugs in Germany.

The residential sector is likely to witness high growth in Germany due to an increase in the construction of housing units and commercial spaces. In addition, Germany is one of the key players in the automotive and aerospace industry. This industry is witnessing an increase in the domestic use of carpets or rugs in their vehicle interiors, which is expected to fuel the market demand further during the forecast period.

### Tufted Carpets Dominate the Market

Tufted carpets are witnessing the highest demand in the carpet category in the region. Adhesives and other pigment materials are used in tufted carpets to enhance the mechanical strength of the fiber. Furthermore, these carpets can be molded into different textures and sizes, which, in turn, are expected to have a positive impact on the growth of their demand. Demand for tufted carpets is significant in the residential application on account of rising housing completions at a strong growth rate. Tufted carpets are easily installed in newly constructed residential areas and their advantages include a reasonable price, good aesthetics, and ease of installation.

## Europe Carpet & Rugs Industry Overview

The European carpet and rugs market is highly fragmented as the market consists of multiple smaller players, such as Balta Group, Associated Weavers, Egetaepper AS, Tarkett/Desso, Milliken, Balsan, and Burnmatex. The companies invested heavily in R&D activities in the production of this product, resulting in dynamic market conditions. In recent times, significant R&D activities aimed at enhancing products have been undertaken by players such as Mohawk Industries and the Balta Group. These activities have been undertaken to have a strong position in the industry.

### Additional Benefits:

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

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