

Europe Home Textile - 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 Home Textile Market size is estimated at USD 32.77 billion in 2025, and is expected to reach USD 34.83 billion by 2030, at a CAGR of 1.23% during the forecast period (2025-2030).

The European market for home textiles is growing, and it continues to be the major importer of home textiles. A large share of imported goods is from developing countries. The increasing rate of urbanization and improved quality of living are responsible for the growing demand for home textiles like bedding, bed sheets, towels, blankets, and covers. European consumers often look for low-end bargains or save up for higher-end purchases. With the increase in production capacity, Germany, France, Netherlands, and Italy emerged as markets in the region with the largest share of home textile exports.

Manufacturers are launching a series of innovative textile patented technologies to make their products more specific and raise their market share. The emergence of digital textile printing has strengthened home textile manufacturers with limitless graphics and color variation in comparison to traditional printing technology, offering users various designed home textiles. Bed linen and bedspread, Bath/Toilet linen, and floor are among the categories of home textiles with the largest market size in Europe leading to manufacturers focusing on these market segments to expand their sales.

Post-COVID-19, online home textile market value in Europe observed a continuous increase, leading to an increasing number of buyers buying the product through online channels and direct manufacturer websites. United Kingdom, Norway, Denmark, and the Netherlands have emerged as the countries in Europe with the largest share of consumers using online shopping, leading to manufacturers continuously expanding their home textile products through online channels.

Europe Home Textile Market Trends

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Germany Leading the European Market

Among the European countries, Germany has the largest market size of home textiles in the region, leading to an increasing number of global manufacturers selecting Germany as a destination for making their home textile investments. Bed linen and bedspread exist in the home textile category in Germany, with the largest market size of more than USD 1.3 billion, and is observing continuous growth over the years post, which comes with the market size of the floor, bath linen, and upholstery. With its expanding market size, the import value of home textiles in Germany has observed a continuous increase over the years, making a wide range of products and prices available to customers. Rising urbanization in the country is leading to an increase in demand for Home Textile from the commercial and residential segments making Germany an emerging market for home textile manufacturers.

Bed Linen Leading the Market

Bed linen includes pillow covers, bed covers, bedsheets, and duvet covers. The bed linen segment accounted for the highest market share in the European home textile market, existing at a value of more than USD 10 billion; this rise in the market is primarily due to the increasing consumer preference for quality over brands. Manufacturers are offering new and improved quality products with attractive designs. Some of the other factors aiding the growth include the booming housing sector and increasing consumer spending on home furnishing. Rising consumer awareness about a good night's sleep and appropriate bedding materials has increased demand for bed linen, thereby driving the market for home textiles. European countries of Germany and the United Kingdom exist as catalyst markets for the growth of bed linen and the expansion of their business in the region.

Europe Home Textile Industry Overview

Europe's home textile market is fragmented, with a large number of players existing in the market. Technological innovations in printing and design are leading the market in a new direction, with mid-size to smaller companies increasing their market presence by securing new contracts and tapping new markets. Some of the existing players in Europe's Home textile market are AW Hainsworth, Tisseray & Cie, REIG MARTI, LAMEIRINHO, and TIROTEX.

Additional Benefits:

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

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