

## **Europe Upholstered Furniture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 155 pages | Mordor Intelligence

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### **Report description:**

The Europe Upholstered Furniture Market size is estimated at USD 8.89 billion in 2025, and is expected to reach USD 11.56 billion by 2030, at a CAGR of 5.41% during the forecast period (2025-2030).

Upholstered furniture is a rapidly growing segment of the more significant furniture industry. This type of furniture can be stationary or mobile and is characterized by cushions that are partially or fully filled with stuffing. A layer of fabric or other covering then conceals this stuffing material. Upholstered furniture is a product that involves close contact between the fabric and the internal padding materials, such as seats and other surfaces. The fine finishing of the furniture results in exquisite color combinations, designs, and patterns. The rise of this market is due to a boost in consumers' buying ability, which has led to a spike in demand. Additionally, improvements in the standards of living, coupled with changing lifestyles, have also fueled the market for such furniture. The increasing number of building constructions has also supported the industry as new homes require new furniture.

Modern and contemporary furniture styles are currently more popular than traditional three-piece suites, and there is also a growing trend toward modular and flexible furniture that allows for open living areas and spaces. The fabric industry has also seen numerous innovations and developments that have driven the selection of upholstered fabrics among consumers in the European market. Regarding color, neutral and plain shade fabrics remain popular and are expected to remain so in the medium term across many parts of Europe. Consumers prefer colors like grey, beige, and cream shades in the upholstered furniture market.

Europe Upholstered Furniture Market Trends

Growing Demand for Home Furniture Products Through E-commerce Driving the Market

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Online sales of home furniture are projected to experience growth worldwide, and Europe is also witnessing a surge in this segment. Notably, the United Kingdom is considered the fifth-largest market for online furniture purchases in Europe, and this trend is expected to continue in the coming years. One of the advantages of online retailing is the broader range of choices and increased personalization, which influences customers' buying decisions. The increasing digitalization of furniture and interior shopping presents significant opportunities for retailers, leading to substantial investments by industry giants like IKEA and Amazon to enhance their presence in the household e-commerce market.

#### Germany Expected to Dominate the European Upholstered Furniture Market

Upholstered furniture in Germany is a thriving and dynamic market that has gained domestic and international recognition. Germany's reputation for quality craftsmanship and innovative designs has made its upholstered furniture industry one of the most sought-after worldwide. The market's success is also due to its strong emphasis on interior decor and furniture, which German consumers highly value. The increasing desire for visually appealing and practical furniture has led to consistent growth in the market over time.

The exceptional craftsmanship of the German furniture industry shines through in every upholstered piece created. Skilled artisans employ premium materials to create furniture that serves the purpose, exudes elegance, and surpasses the most stringent benchmarks of excellence and durability. The industry's adaptability to changing consumer tastes showcases its innovative spirit, offering practical and visually appealing furniture. With Germany being one of Europe's largest economies, there is a solid consumer base with significant disposable incomes, making it a desirable market for furniture manufacturers and retailers. As a result, the market has become highly competitive, with various furniture brands emerging, each with unique designs tailored to multiple consumer preferences.

#### Europe Upholstered Furniture Industry Overview

The European upholstered furniture market exhibits a moderate level of fragmentation. While a few key players hold significant market shares, the landscape is evolving with technological advancements and innovative product offerings. This has allowed mid-size and smaller companies to expand their market footprint by securing new contracts and exploring new market opportunities. Notable players in this market include DFS Furniture PLC, Natuzzi, 3C Gruppe, Roche Bobois, and OKE Group.

#### Additional Benefits:

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

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