

France Home Textile - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

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Report description:

The France Home Textile Market is expected to register a CAGR of greater than 2.3% during the forecast period.

Some of the major factors attributed to the growth include the increasing expenditure of consumers on home furnishings, the growing housing market, and increasing urbanization.

Furthermore, the hospitality industry is also witnessing significant growth in the country leading to the rising demand for home textiles. France is one of the rapidly growing textile markets, which is the focus market for Turkey and other developing countries.

France is one of the largest producers of linen in Europe and the manufacturers are increasingly focusing on the top end of the market and producing high-quality decorative textile products. There is a rising trend for 'country-style home decoration, which is traced in the designs of cushion covers on the French market. There is also a rising expansion of e-commerce in the country, driving the demand for home textiles such as bathroom and table linen products.

In COVID-19, all economic activities came to a standstill except for the essential goods and services. The home textile industry was no exception to this. The industry faced a complete shutdown for around 2-3 months. Disrupted logistics and frozen external trade caused due to the pandemic affected the entire value chain alike.

France Home Textile Market Trends

Expansion of E-commerce Augmenting the Demand for Home Textile Products

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E-commerce is one of the fastest-growing segments for retail marketing in European countries like France. Home textile products are becoming one of the increasingly purchased products online, as online retailers offer customers a wide range of buying options. The market for home textile products has developed significantly, and competition has increased in recent years.

France is also one of the countries with the highest purchasing power in Europe which increases the demand along with the insufficient supply of home textiles domestic production. The increasing consumer preferences for eco-friendly materials and premium lifestyle commodities, high product durability, and natural materials further accelerate the demand. Discounts, guarantees, and flexible return policies of online retailers motivate customers to purchase home textile products online.

Increasing Demand for Bed Linen Products

The French market for bed linen is one the largest in the EU markets, which has remained dependent on imports. France is particularly open to new and high-quality furnishing textile products. The increasing awareness of the physical and mental health benefits of good sleeping executions is fueling the demand for bed linen. Therefore, premium and designer bed linen with multiple functional benefits are also gaining popularity in the region.

Furthermore, there is a rising preference amongst customers for large beds and mattresses (trending home decor practices), and eco-friendly products, such as organic material, and the popularity of various designs and patterns of embroidered covers which are further fuelling the demand for bed linen products in the region.

France Home Textile Industry Overview

The France Home Textile market is highly competitive and fragmented. The French manufacturers are producing high-quality but much more expensive home decorative textile products, focusing on the top end of the market and on exports. However, based on the consumption patterns of frequent renewal of products of average quality at attractive prices it provides more opportunities for imported products such as that from Asia.

Additional Benefits:

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

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