

## **North America Home Textile - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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### **Report description:**

The North America Home Textile Market size is estimated at USD 29.17 billion in 2025, and is expected to reach USD 37.01 billion by 2030, at a CAGR of 4.87% during the forecast period (2025-2030).

The North American home textile market is experiencing robust growth, driven by continuous enhancements in employment opportunities and a simultaneous increase in disposable income. Personal expenditure on household linen products is rising significantly and exponentially, with bed and kitchen linen registering the most substantial growth.

The surge in new construction projects and the growing number of single-person households in the region drive the demand for home furnishings, particularly home textiles, as consumers seek replacement products for their new living spaces. This trend extends to the commercial sector, where hotels, resorts, and restaurants increasingly gravitate toward innovative home decor items, including bed textiles, further boosting the demand for home textiles. A notable recent trend is the escalating interest in digitally printed home textiles, prompting manufacturers to introduce new products creatively and fueling market demand. For example, New Saga Home Textile introduced the bed-in-a-bag concept, encompassing a comprehensive set of textiles essential for the bedroom, such as a comforter, sheet set, pillowcases, and dust ruffle.

### **North America Home Textile Market Trends**

#### **Increase in Residential Construction and Home Renovation is Fueling the Growth of the Market**

North America is witnessing a notable increase in residential construction and home renovation activities. This trend is driven by various factors contributing to the growth of the housing sector and a surge in the demand for improved living spaces. There has

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been a substantial uptick in residential construction projects across North America. The demand for new homes has surged, fueled by population growth, urbanization, and favorable economic conditions.

Home renovation projects enhance interior spaces, including bedrooms, living rooms, kitchens, and bathrooms. Products employed for these updates range from curtains and bedding to towels and other home textile items. Concurrently, there is a notable uptick in new residential construction across the United States. This surge in residential construction activities not only boosts the utilization of home textiles but also contributes to the expansion of the market.

#### The United States Dominates North America's Home Textile Market

The United States leads the home textile market in North America, significantly influencing growth and industry trends. Several key market drivers underscore the country's pivotal role in this market.

The United States has a vast and varied consumer base with substantial purchasing power. This affluence fuels a strong demand for diverse home textile products, from bedding and curtains to rugs and upholstery. Moreover, American consumers' preference for high-quality and visually appealing textiles spurs innovation and diversification in product offerings.

A pronounced home improvement and interior design trend further buoy the US home textile market. As homeowners invest in renovating and beautifying their spaces, they have an increased appetite for premium textiles that elevate aesthetics and comfort. This trend is reinforced by the popularity of home decor TV shows, online inspiration platforms, and a broader culture emphasizing personalized home environments.

The United States enjoys a sophisticated and established supply chain infrastructure, bolstering its home textile market. With many manufacturing facilities, distribution hubs, and retail outlets, the country ensures efficient production and widespread availability of home textiles. Such a robust infrastructure cultivates a competitive market, offering consumers a diverse product range.

#### North America Home Textile Industry Overview

The North American home textile market is fragmented, with the presence of many players. The market presents opportunities for growth during the forecast period, which is expected to further increase market competition. The competitive landscape shows all strategies, such as acquisitions and mergers, adopted by players to gain the largest market share. The key players include Welspun Group, Ralph Lauren, New Segal Home textiles, Standard Textiles, and H&M Group.

#### Additional Benefits:

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

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