

## **Russia 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 Russia Home Textile Market size is estimated at USD 4.93 billion in 2025, and is expected to reach USD 6.08 billion by 2030, at a CAGR of 4.28% during the forecast period (2025-2030).

The Russian home textile market is anticipated to be stimulated by the growing awareness of changing trends in domestic interior decor. The demand for household textiles, such as bedding, bed sheets, towels, blankets, and covers, is rising due to the rapid pace of urbanization and improvements in living standards. Additionally, it is anticipated that shifting home furnishings trends would accelerate market expansion. The rapid growth of wholesale and retail businesses is a distinguishing aspect of the Russian market for home textiles. The demand for home textiles is being significantly impacted by the Russia-Ukraine conflict, as many foreign companies halted their businesses in Russia. This led to a fall in the market for household textiles.

As the competition from foreign players decreased, domestic players saw an increase in revenue. With changes in consumer behavior, the structure of the value chain, and the economy as a whole, the home textile industry in Russia is witnessing a significant transformation.

### **Russia Home Textile Market Trends**

#### **E-commerce is Driving the Russian Home Textile Market**

E-commerce stands out as a rapidly expanding industry within Russia's retail landscape. While online shopping is gaining prominence nationwide, its adoption rates vary notably across different regions. Driven by the ongoing Russia-Ukraine conflict, the Russian populace has increasingly turned to e-commerce, marking a significant shift in consumer behavior. When it comes to

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online shopping preferences, Russians show a strong inclination toward clothing and footwear, closely trailed by home electronics and books. Notably, there is a rising trend in online purchasing of home textile products, with bed and bath linen emerging as the top choices in this category.

#### The Bed Linen Segment is Expected to Hold a Significant Share in the Market Studied

Bed linen, encompassing pillow covers, bed covers, bedsheets, and duvet covers, commands the largest market share, driven by a consumer shift toward prioritizing quality over brand names. The bedding market, particularly lucrative for domestic manufacturers, is robust in Russia, where many companies excel in producing top-tier cotton linen fabrics. Notably, the most favored linen falls within the 'lower average' price bracket, ranging from RUB 700 (USD 7.66) to 1,500 (USD 16.42) per set, catering to the majority's relatively modest incomes. The broader home textile market in Russia holds promise, with a notable surge in mattress demand fueling the bedspread segment. Responding to a rising appetite for eco-friendly options, manufacturers are heavily investing in R&D, pivoting toward the production of green mattresses. Concurrently, consumers are gravitating toward designer and aesthetically pleasing bedspreads, aligning with this evolving trend.

#### Russia Home Textile Industry Overview

The Russian home textile market is semi-fragmented and comprises regional and global players. However, due to the Russia-Ukraine War, some major international players halted their operations, making the regional players gain their presence in the home textile market. Some of the major players in the Russian home textile market include Ecotex, Togas, TDL Textile, Vologda Textile Factory, and Krasnodar Textile Factory?.

#### Additional Benefits:

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

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