

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Saudi Arabia Home Textile Market is expected to register a CAGR of greater than 4% during the forecast period.

The market experienced a short-term slowdown due to the COVID-19 pandemic, which effectively reduced tourism in Saudi Arabia. The Saudi Arabia home textile industry is popular in the world because of its association with heritage and its dependence on handicrafts in addition to its association with the Hajj and Umrah season in selling.

Development in end-user segments, for instance, residential and commercial (hospitality), together with the increasing attentiveness regarding altering inclinations of home-based interior decoration is expected to motivate the home textiles industry in Saudi Arabia. The increasing rate of urbanization and improved quality of living are responsible for the growing demand for home textiles like beddings, bed sheets, towels, blankets, and covers. Growing real estate market and improving standards of living have resulted in increased spending on home decoration and interior. This is also projected to be one of the key factors augmenting market growth over the forecast years. In addition, changing trends in home furnishing is expected to boost the market growth further.

Saudi Arabia Home Textiles Market Trends

Growth of Imports and E-Commerce Segments is Fueling the Market

E-commerce is one of the fastest-growing segments of the retail markets in Saudi Arabia. Online shopping is growing its importance, although take-up varies significantly by region in the country. The Saudi Arabia home textile industry is popular in the world because of its association with heritage and its dependence on handicrafts in addition to its association with the Hajj and

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Umrah season in selling.

The Saudi Arabia Home Textile Market is experiencing unprecedented growth created by the explosion in population and the huge surge in the property market. Standing currently at more than USD 4 billion, the Saudi Arabia Textile imports are increasing at 13-15% annually. Ihram for men and Abayas for women, form a large section of this expanding market due to the increasing number of Haj and Umrah pilgrims. The top e-commerce website in Saudi Arabia for home textiles is Amazon. Tents and towels are also in great demand due to the nature of the countries geography and environmental requirements.

Rise in Demand for Home Furnishing and Residential Real Estate is Boosting the Market

Saudi Arabia is one of the largest home textile (especially, bed linen) exporters in the Middle East. Favorable economic conditions and trade equations have led to the growth and development of the home textile segment in Saudi Arabia. Recent surveys reveal that the population of the KSA is relatively young and growing, with a preference for high-end brands. Wool-based textile accounted for more than 13.0% of the market in terms of revenue in recent year. In addition, changing trends in home furnishing is expected to boost the market growth further. The export of textile and clothing products accounted for 9% of total sales within the export market for this country. Furthermore, the construction of residential buildings and luxury hotels is expected to drive the demand of home textiles in the region. Growth of end-use sectors like housing, hospitality, office spaces, and healthcare has ignited interest in home textiles among consumers.

Saudi Arabia Home Textiles Industry Overview

The Saudi Arabia home textile market is competitive in nature with several small, medium and large players in the region. Manufacturers in the region are adopting new technologies and using new innovative methods such as 3-D cotton textiles and other materials like nylon, synthetic fibers to attract consumers in the market. Players are also adopting for the use of recycled and sustainable materials that are cost-effective and use fewer natural resources. The major competitive players of the market are Satex, Omar Kassem Alesayi for Textiles, Safa Al Shams Est., AlJedaie and Bed Quarter (Al Mazro Group).

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Increasing Residential Real Estate will Drive the Market
 - 4.2.2 Growth of E-Commerce will Drive the Market
- 4.3 Market Restraints

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.1 Changing Consumer Preferences will Restrain the Growth of the Market
- 4.3.2 Increasing Raw Material Costing will Restrain the Growth of the Market
- 4.4 Market Opportunities
 - 4.4.1 Customized Products for the Customer Need
 - 4.4.2 Online Platform for Selling the Products Acts as an Opportunity for the Market to Grow
- 4.5 Industry Value Chain Analysis
- 4.6 Industry Attractiveness - Porters' Five Forces Analysis
 - 4.6.1 Threat of New Entrants
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Bargaining Power of Suppliers
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on technology Innovation in the Market.
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 Bed Linen
 - 5.1.2 Bath Linen
 - 5.1.3 Kitchen Linen
 - 5.1.4 Upholstery
 - 5.1.5 Floor Covering
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets & Hypermarkets
 - 5.2.2 Specialty Stores
 - 5.2.3 Online Stores
 - 5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Satex
 - 6.2.2 Omar Kassem Alesayi for Textiles
 - 6.2.3 Al Jedaie
 - 6.2.4 Bed Quarter (Al Mazro Group)
 - 6.2.5 Ralph Lauren Corporation
 - 6.2.6 Bycop SAL
 - 6.2.7 Watheer Global
 - 6.2.8 H&M Group
 - 6.2.9 Iconix International Inc.
 - 6.2.10 Deyarco Furniture Factory LLC*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com