

Turkey Carpet And Rugs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 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 Turkey Carpet And Rugs Market size is estimated at USD 1.83 billion in 2025, and is expected to reach USD 2.30 billion by 2030, at a CAGR of 4.67% during the forecast period (2025-2030).

Globally recognized for its rich heritage and premium offerings, the Turkish carpets and rugs market boasts a legacy that spans centuries. Regions like Anatolia have gained prominence for their distinctive designs and expert craftsmanship. As one of the leading carpet producers globally, Turkey is responsible for approximately 40% of the world's carpet production and exports its creations to numerous countries. Turkey is home to several leading factories and ensures a steady supply of high-quality imports.

Turkey has emerged as a dominant player in the global machine-made carpet export arena, witnessing significant growth in recent years. The surging demand for sustainable options is a notable trend shaping the Turkish carpet and rug landscape. Market dynamics, influenced by shifting consumer preferences, global demand fluctuations, economic conditions, and competition from other carpet-producing nations, are pivotal in shaping the Turkish carpets and rugs market. To stay ahead, businesses in this segment must prioritize innovation, uphold stringent quality standards, and remain agile to market changes.

Turkey Carpet And Rugs Market Trends

Increasing Demand for Commercial Carpets and Rugs

Turkey's growing market is experiencing increased demand for commercial carpets and rugs. Tailored for businesses, offices, hotels, and other commercial venues, these carpets are becoming increasingly sought after. Several factors fuel this rising demand in Turkey. As the economy expands and businesses increase, the need for premium flooring solutions intensifies. Given

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

that commercial spaces often require carpets in larger quantities, this further amplifies the demand. Turkey's vibrant tourism market also significantly propels the appetite for commercial carpets. Establishments like hotels and restaurants seek carpets that blend visual appeal with durability, ensuring they can endure heavy foot traffic.

Increasing Online Sales is Driving the Market

Online sales are driving growth in the Turkish carpets and rugs market. As e-commerce platforms and digital marketing strategies gain traction, Turkish carpet businesses are broadening their horizons, moving beyond their traditional brick-and-mortar establishments. These online sales offer a seamless shopping experience for local and international customers. Simultaneously, Turkish carpet businesses are tapping into a global audience, slashing overhead costs tied to physical storefronts, and rolling out targeted marketing campaigns to entice online shoppers. In response to this burgeoning online sales trend, Turkish carpet manufacturers and retailers are channeling investments into user-friendly websites, robust online marketing strategies, and secure payment gateways to elevate the online shopping experience.

Turkey Carpet And Rugs Industry Overview

The Turkish carpet and rug market is semi-fragmented. The report includes key information about market players, their products, finances, and developments. The report provides key information about market players, their products, finances, and developments. Technological advancements, driven by product innovation and process automation, are reshaping the market. Major players are enhancing their production capacities, positioning themselves for increased exports. Some prominent players include Merinos Hali Sanayi Ve Ticaret AS, Dinarsu TAS, Milat Carpet, Kaplan Kardesler Carpet, and Grand Carpet.

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 INSIGHTS AND DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Increasing Tourism Industry is Driving the Market

4.2.2 Cultural Significance is Driving the Market

4.3 Market Restraints

4.3.1 Fluctuating Raw Material Prices

4.4 Market Opportunities

4.4.1 E-commerce Expansion is Creating an Opportunity

4.5 Value Chain / Supply Chain Analysis

4.6 Porter's Five Force Analysis

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.6.1 Bargaining Power of Suppliers
- 4.6.2 Bargaining Power of Buyers
- 4.6.3 Threat of New Entrants
- 4.6.4 Threat of Substitutes
- 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights into Latest Technologies Used in the Industry
- 4.8 Insights on Consumer Purchasing Behavior in the Market
- 4.9 Impact of Recent Earthquake on Key Manufacturing Hubs in Turkey
- 4.10 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Tufted
 - 5.1.2 Woven
 - 5.1.3 Needle-punched
 - 5.1.4 Knotted
 - 5.1.5 Other Types
- 5.2 By Application
 - 5.2.1 Residential
 - 5.2.2 Commercial
- 5.3 By Distribution Channel
 - 5.3.1 Offline (Contractors and Retail)
 - 5.3.2 Online
 - 5.3.3 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Merinos Hali Sanayi Ve Ticaret AS
 - 6.2.2 Dinarsu TAS
 - 6.2.3 Milat Carpet
 - 6.2.4 Kaplan Kardesler Carpet
 - 6.2.5 Grand Carpet
 - 6.2.6 Empara Hali
 - 6.2.7 Festival Carpet
 - 6.2.8 Kartal Hali Tekstil San. Tic A.S.
 - 6.2.9 Angora Carpets Corp
 - 6.2.10 ipek Mekik Hali
 - 6.2.11 Aydin Carpets
 - 6.2.12 Saray Hali
 - 6.2.13 Padisah Hali
 - 6.2.14 Melikhan Carpets*

7 MARKET 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

Turkey Carpet And Rugs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 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="2025-05-05"/>
		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