

## **Turkey 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 Turkey Home Textile Market size is estimated at USD 40.79 billion in 2025, and is expected to reach USD 52.66 billion by 2030, at a CAGR of 5.24% during the forecast period (2025-2030).

Turkey is a major player in the global home textile industry. It ranks as the third-largest supplier to the European Union and one of the top suppliers worldwide. The market is characterized by dynamic production and substantial trade volumes, both domestically and internationally. Turkey's influence extends to setting global trends in home textiles. The country produces a wide range of products, including towels, bed sheets, bedspreads, curtains, blankets, pillows, quilts, cushions, eiderdowns, table linens, and specialized items such as tulle, lace, and wall hangings. Turkish home textile products consistently meet high-quality standards, making the market crucial in global trade. Turkish companies export to numerous countries, including Germany, the United States, Bulgaria, France, the United Kingdom, Italy, the Netherlands, Poland, Iran, and Spain.

In the textile and luxury fabric market, companies use acquisitions as a strategic tool for growth. This approach allows firms to expand the product range quickly, reach new customer segments, and increase brand recognition. Acquisitions provide access to essential resources such as design expertise, distribution networks, and established customer relationships. Product innovations and brand launches are key strategies in the home decor and furniture industries, where keeping up with consumer preferences is crucial. Companies focus on unique prints, innovative features, and diverse fabric options to maintain competitiveness. Product manufacturers continuously innovate in designs, styles, quality, patterns, and applications to attract consumers. The growth of the real estate industry and rising living standards have led to increased spending on interior design and home decoration, which is expected to drive market expansion in the coming years. The home textiles market offers a wide range of prices, designs, and colors. Increasing awareness of environmental issues, safety, hygiene, and functionality has increased demand for high-quality, stain-resistant, and flame-retardant home textiles.

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## Turkey Home Textile Market Trends

### The Turkish Home Textile Market Embraces Organic Fabrics

The Turkish home textile market is experiencing increased demand for organic fabrics, reflecting a global trend toward sustainability. Consumers are becoming more aware of environmental issues and potential health risks associated with synthetic materials, leading to a preference for textiles made from natural fibers. Turkish manufacturers are adapting their production processes to incorporate organic materials, meeting consumer demands, and enhancing the international competitiveness of Turkish home textiles.

Turkey's emphasis on organic fabrics demonstrates its commitment to quality and innovation. This approach positions Turkey well to cater to discerning consumers in developed markets, particularly Europe and North America, where demand for sustainable products is high. This trend will likely strengthen Turkey's position in the global home textile market, supporting domestic growth and export opportunities.

### Rising Export of Textile is Driving the Market

The textile industry significantly contributes to Turkey's economy, consistently accounting for about 7% of the country's GDP. Turkey ranks as the sixth-largest global exporter of textiles and apparel and the third-largest in Europe. The country is known for its production of silk items, men's and women's apparel, and high-quality carpets. Over the past decade, the value of Turkish textile and clothing exports has more than doubled. Major export markets include Germany, the United Kingdom, Spain, and Italy.

The Turkish textile market comprises approximately 20,000 textile manufacturers and 52,000 apparel producers. The market increasingly adopts advanced technologies to improve production efficiency and product quality. Digital printing has revolutionized the market, offering greater flexibility, enabling shorter production runs, and reducing waste through precise color applications. Automation, including robotic systems and machinery, optimizes key processes such as weaving, cutting, and sewing.

### Turkey Home Textile Industry Overview

The Turkish home textile market is fragmented due to the presence of both local and international players. The report covers major players operating in the Turkish home textile market like Sasa Polyester Sanayi AS, Menderes Tekstil, Zorluteks Tekstil, Merinos Hali Sanayi Ve Ticaret AS, and Kipas Mensucat Isletmeleri AS. A handful of major players dominate the market in terms of share. Consumer income drives the demand. Large corporations vie for dominance through volume purchasing, a wide product range, and savvy merchandising and marketing strategies. In contrast, smaller firms hone in on specific market segments, competing with a deeper product range and exceptional customer service.

#### Additional Benefits:

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

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