

LED Curtain Lights Market Growth Analysis - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-13 | 152 pages | EMR Inc.

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Report description:

The global LED curtain lights market attained a value of USD 2.17 Billion in 2024. The market is estimated to grow at a CAGR of 2.80% during 2025-2034 to reach a value of USD 2.86 Billion by 2034.

Global LED Curtain Lights Market Growth

During large-scale events, LED curtain lights are used to enhance the aesthetic appeal of the setup and the venue. In the first three quarters of 2023, a total of 342,000 commercial live performances were staged in China, attracting 111 million audiences.

Figure: Global E-Commerce Revenue for Electronics, USD Billion, 2018-2027

LED curtain lights are widely used in restaurants, hotels, and commercial buildings owing to their energy efficiency. In 2022, the global hospitality market grew from USD 4.39 trillion to USD 4.69 trillion in 2023, at a CAGR of 7%. Further, according to the Office for National Statistics, in March 2023, there were 88,310 restaurants, cafes, bars, and pubs in the UK.

The total number of online shoppers is projected to reach 2.71 billion consumers by the end of 2024. In the U.S., as of 2022, 55% of home furnishing sales were controlled by 11 brands, including Walmart, Costco, Target, Amazon, Ikea, and others. The remaining 45% of the sales were controlled by small, independent businesses. Online channels offer LED curtain lights in diverse shapes and colours with quick doorstep delivery. Due to consumers' changing preferences, manufacturers are customising such lights and adding personal touches to gain a competitive edge.

Key Trends and Developments

Rising spending on holiday decorations; energy efficiency of LED lights increasing its adoption; rising adoption of smart adoption;

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and increasing availability of LED lights on online channels are the key trends impacting the LED curtain lights market growth

Jan 11, 2024

Italian smart decorative brand Twinkly launched its smart LED technology with the Matrix light curtain, a beacon of innovation that boasted the highest LED density in its class. Featuring precise LED positioning for fluid-effect graphics, Matrix was designed to redefine ambient lighting.

Nov 29, 2023

Australian tech company Laser launched an exciting range of AmbiColour smart decorative lighting products as part of its popular Connect SmartHome range. The AmbiColour solutions allowed users to get creative with affordable lighting for bedrooms, studies, gaming rooms, mancaves, or lounges.

Oct 9, 2023

Govee introduced two new products-Govee Christmas String Lights and Govee Permanent Outdoor Lights Pro-to elevate festive celebrations indoors and out. Additionally, Govee launched two special limited Christmas Lights Sets. These products were developed to amplify the brand's commitment to providing innovative smart lighting solutions with full customization and effortless control.

Jun 20, 2023

Govee, an innovator in the smart home industry, launched Govee Curtain Lights, designed to enhance home decor and provide a personalized lighting experience. This innovation featured best-in-class pattern display capabilities, ultimate DIY functionality, and versatile indoor and outdoor installation options, offering a unique, easy-to-use decorative lighting experience for any occasion.

Growing demand for lights for special occasions and festivals

LED curtain lights enhance the aesthetics of residential and commercial spaces. These lights are key during festive seasons such as Christmas and New Year for decoration. In 2023, the average spends of the U.S. households during Christmas accounted for USD 1,171 while the Christmas retail sales in the UK reached USD 92 billion.

LED curtain lights are energy efficient compared to traditional lighting systems

LED lighting achieves energy savings of 30% to 90% compared to traditional lighting systems and also has a longer lifespan. The high energy efficiency of LED lights aids their adoption.

Rise in smart home integration increases the adoption of smart LED curtain lighting

Smart homes are gaining popularity in North America, Europe, and Asia Pacific. In 2022, the total number of smart homes in the U.S. were 57.55 million compared to 52.22 million in 2021. There is a growing demand for LED curtain lights that can be controlled through smartphones and voice assistants. As of 2024, there are 974.69 million smartphone users in China and 276.14 million in the USA.

Wide availability of LED curtain lights on online channels

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In addition to offline stores, LED curtain lights are widely available on numerous online platforms. These platforms provide a vast selection of LED curtain lights in various styles, sizes, and colors. Prominent online channels for LED curtain lights include Amazon, eBay, Walmart, AliExpress, Lowe's, and IKEA.

Global LED Curtain Lights Market Trends

The disadvantages of CFLs, such as extensive energy consumption compared to LEDs and the presence of mercury that is hazardous to humans along with the environment if not disposed of properly, have contributed to their undesirability among the population. In December 2022, the USA's federal government proposed regulations for phasing out CFLs by 2025 as part of its climate change strategy.

By integrating advanced connectivity technologies such as Bluetooth and Wi-Fi, people can control lighting through online applications. The integration of chips and connectivity modules allows consumers to remotely perform several tasks such as dimming, turning lights on/off, choosing brightness and colour, and ensuring efficient energy management.

Commercial establishments, such as restaurants, hotels, office buildings, shopping centers, and pubs employ LED curtain lights for various events to improve their ambiance, benefiting from their long lifespan and low energy consumption. As new buildings, shopping centers, hotels, restaurants, and entertainment venues are constructed, the demand for innovative and energy-efficient lighting solutions like LED curtain lights increases.

Global LED Curtain Lights Industry Segmentation

"Global LED Curtain Lights Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Monochromatic
- Multicolour

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global LED Curtain Lights Market Share

Based on type, monochromatic accounts for a significant share of the market

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Monochromatic LED curtain lights are known for their energy-saving capabilities. It is suitable for a wide range of applications such as homes, offices, retail stores, and hospitality venues. Between 2023 and 2028, Europe's luxury hotel stock is expected to grow by 52.8%, adding approximately 4,000 new rooms. Further, the rising prevalence of aesthetic Airbnb is supporting the demand.

The rising popularity of smart LED curtains is supporting the multicolour LED curtain market. It is ideal for creating vibrant and engaging lighting effects in events, game rooms, holiday decorations, and commercial displays. Advancements in technology and increasing research and development in smart lighting and RGBIC technology are shaping the market.

Based on distribution channel, offline is a major contributor to the global LED curtain lights market revenue

According to industry reports, 56% of people prefer in-store shopping for home decor, with over 42% feeling overwhelmed by online options. Moreover, about 88% of the people in the United States have access to a home decor retailer within a 30-minute radius of where they live. Retailers like Walmart, Target and Tesco offer a diverse range of LED curtain lights for various occasions including Christmas, New Year's, Valentine's Day, party backdrop, weddings, and room decorations.

In 2023, global e-commerce electronic sales accounted for 26.3% of the overall industry, which reached USD 990 billion. It is expected to grow at a CAGR of 9.4% during 2023-2027. Further, internet users are expected to increase by 47% from 5.35 billion in 2024 to 7.9 billion in 2029.

Leading Players in the Global LED Curtain Lights Market

The market players are focused on providing products at competitive prices and high quality, with improved customer service, product support, and performance features.

Govee Moments Trading Limited

Founded in 2017, Govee is engaged in providing innovative lighting solutions and smart appliances. The company has 436 patents under its name. Smart lights provided by the company include outdoor lights, smart lamps, TV lights, gaming lights, strip lights, wall lights, ceiling lights, bulbs, projector lights, and holiday decor lights.

Ledworks S.r.l

Established in 2016, twinkly (LEDWORKS SRL), is engaged in providing decorative lights. The Italian company markets its lights in more than 40 countries.

LASER Corporation

Headquartered in Sydney, Australia, Laser Corporation is a prominent vendor of consumer electronics accessories and peripherals. The company has its offices located in Asia and Australia and has a product range that spans over 20 categories and more than 500 active lines.

Orient Electric

Headquartered in New Delhi, India, Orient Electric is a part of the CK Birla Group, an Indian multinational conglomerate. The company has a presence in more than 30 countries. Some of the key products offered by the company include lighting, fans, home appliances, and switchgear.

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Minetom

Minetom is a manufacturer of decorative lighting products, including string lights, Christmas lights, rope lights, and fairy lights. Established in 2014, the company boasts more than 35,000 sales per year.

Global LED Curtain Lights Market Analysis by Region

Rising tourism in Europe increases decorative needs in hospitality and retail sectors, as hotels and restaurants invest in enhancing ambiance and aesthetics to attract visitors. As per Eurostat, the total number of nights spent in tourist accommodation in 2022 reached 2.72 billion.

In 2022, the total expenditure for decorations during Christmas in the United States was recorded at USD 231 per person. In 2023, Canadians spent USD 1,725.3 as part of their Christmas expenditure, totalling 41.6% of their monthly salary.

According to ADB, Asia Pacific is expected to account for 60% of the global e-commerce market by 2025. This surge highlights the region's enhanced accessibility, variety, and affordability of products, including LED curtain lights, thereby boosting consumer demand and sales.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles

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- 4.1 Country Risk
- 4.2 Business Climate
- 5 Global LED Curtain Lights Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Global LED Curtain Lights Historical Market (2018-2024)
 - 5.3 Global LED Curtain Lights Market Forecast (2025-2034)
 - 5.4 Global LED Curtain Lights Market by Type
 - 5.4.1 Monochromatic
 - 5.4.1.1 Historical Trend (2018-2024)
 - 5.4.1.2 Forecast Trend (2025-2034)
 - 5.4.2 Multicolor
 - 5.4.2.1 Historical Trend (2018-2024)
 - 5.4.2.2 Forecast Trend (2025-2034)
 - 5.5 Global LED Curtain Lights Market by Distribution Channel
 - 5.5.1 Offline
 - 5.5.1.1 Historical Trend (2018-2024)
 - 5.5.1.2 Forecast Trend (2025-2034)
 - 5.5.2 Online
 - 5.5.2.1 Historical Trend (2018-2024)
 - 5.5.2.2 Forecast Trend (2025-2034)
 - 5.6 Global LED Curtain Lights Market by Region
 - 5.6.1 North America
 - 5.6.1.1 Historical Trend (2018-2024)
 - 5.6.1.2 Forecast Trend (2025-2034)
 - 5.6.2 Europe
 - 5.6.2.1 Historical Trend (2018-2024)
 - 5.6.2.2 Forecast Trend (2025-2034)
 - 5.6.3 Asia Pacific
 - 5.6.3.1 Historical Trend (2018-2024)
 - 5.6.3.2 Forecast Trend (2025-2034)
 - 5.6.4 Latin America
 - 5.6.4.1 Historical Trend (2018-2024)
 - 5.6.4.2 Forecast Trend (2025-2034)
 - 5.6.5 Middle East and Africa
 - 5.6.5.1 Historical Trend (2018-2024)
 - 5.6.5.2 Forecast Trend (2025-2034)
- 6 North America LED Curtain Lights Market Analysis
 - 6.1 United States of America
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 Canada
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe LED Curtain Lights Market Analysis
 - 7.1 United Kingdom
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)

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- 7.2 Germany
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 7.3 France
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 7.4 Italy
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
- 7.5 Others
- 8 Asia Pacific LED Curtain Lights Market Analysis
 - 8.1 China
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Japan
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 India
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 ASEAN
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
 - 8.5 Australia
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
 - 8.6 Others
- 9 Latin America LED Curtain Lights Market Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
 - 9.4 Others
- 10 Middle East and Africa LED Curtain Lights Market Analysis
 - 10.1 Saudi Arabia
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 United Arab Emirates
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 South Africa
 - 10.3.1 Historical Trend (2018-2024)

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- 10.3.2 Forecast Trend (2025-2034)
- 10.4 Others
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Price Analysis
- 13 Competitive Landscape
 - 13.1 Supplier Selection
 - 13.2 Key Global Players
 - 13.3 Key Regional Players
 - 13.4 Key Player Strategies
 - 13.5 Company Profiles
 - 13.5.1 Govee Moments Trading Limited
 - 13.5.1.1 Company Overview
 - 13.5.1.2 Product Portfolio
 - 13.5.1.3 Demographic Reach and Achievements
 - 13.5.1.4 Certifications
 - 13.5.2 Ledworks S.r.l.
 - 13.5.2.1 Company Overview
 - 13.5.2.2 Product Portfolio
 - 13.5.2.3 Demographic Reach and Achievements
 - 13.5.2.4 Certifications
 - 13.5.3 LASER Corporation
 - 13.5.3.1 Company Overview
 - 13.5.3.2 Product Portfolio
 - 13.5.3.3 Demographic Reach and Achievements
 - 13.5.3.4 Certifications
 - 13.5.4 Orient Electric
 - 13.5.4.1 Company Overview
 - 13.5.4.2 Product Portfolio
 - 13.5.4.3 Demographic Reach and Achievements
 - 13.5.4.4 Certifications
 - 13.5.5 Minetom
 - 13.5.5.1 Company Overview
 - 13.5.5.2 Product Portfolio
 - 13.5.5.3 Demographic Reach and Achievements

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13.5.5.4 Certifications
13.5.6 Others

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