

Global Home Textiles and Furnishings Market: Trends and Opportunities (2014-2019)

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Global Home Textiles and Furnishings Market

Scope of the Report

The report titled “Global Home Textiles and Furnishings Market: Trends and Opportunities (2014-2019)” analyzes the consumption pattern of the global home textiles and furnishings market, with a focus on its segments including: curtains, textile floorings and towels. The global market along with markets of the US, Europe, India, China and Turkey are assessed in the report. The major trends, growth drivers as well as issues being faced by the industry are presented in this report. The three major players in the industry, Welspun India Ltd, Dorel Industries Inc. and Springs Global are profiled, along with their key financials and strategies for growth.

Countries Coverage

- ⊕ The US
- ⊕ Europe
- ⊕ China
- ⊕ India
- ⊕ Turkey

Company Coverage

- ⊕ Welspun India Ltd
- ⊕ Springs Global
- ⊕ Dorel Industries Inc.

Executive Summary

Home textiles and furnishing sector forms a significant portion of overall textile industry. The sector offers a wide range of bedspreads, furnishing fabrics, curtains, rugs, carpets, placemats, cushion covers, table covers, linen, kitchen accessories, made-ups, bed spreads, bath linen, and other home furnishings accessories. Over the past 5 years, consumption of home textile and furnishings witnessed consistent growth driven by factors like rising consumer spending on home renovation, accelerating investments on infrastructure, demand from Asian markets like India, China, Korea and Indonesia. Product innovation and development has allowed retailers and manufactures to widen the market, using new technologies and advanced marketing approaches.

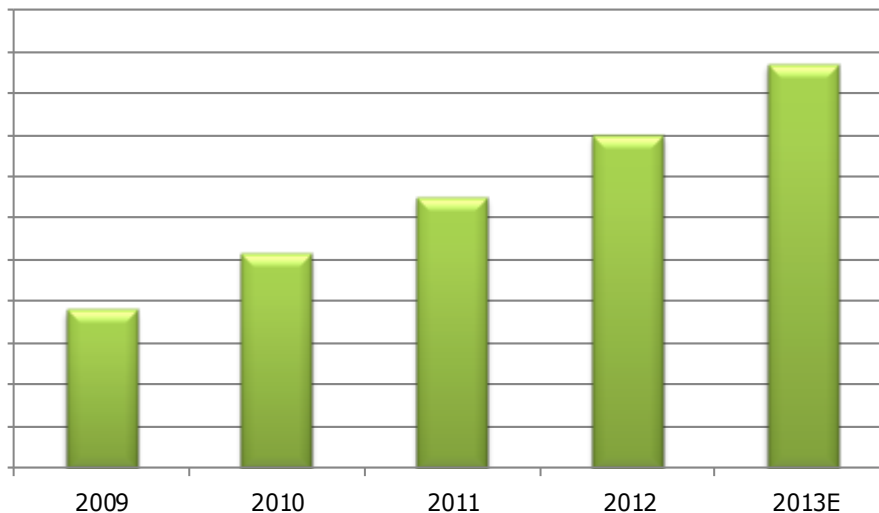
The USA and Europe dominate the home furnishing market as largest consumers, while countries like India, China and Pakistan feature amongst key suppliers. Curtains constitute the largest sub segment of home textiles followed by textile floorings, bed linen, towels and table, toilet & kitchen linen. Major fabrics being used include cotton, organic- cotton, polyester, silk, poly- cotton, poly –silk, natural fibers like bamboos, viscose-silk.

Retail sales of home furnishings are expected to maintain relatively consistent growth in coming years. Economic recovery is expected to reduce the unemployment rate, generate GDP growth and strengthen the housing market, all of which will boost sales of home furnishings products. Moreover, emergence of E-commerce in home furnishings market is scaling new heights, and with increasing number shopping websites the market is also experiencing growth. Key issues in the market include rising raw material prices, strict legislative requirements and high competition.

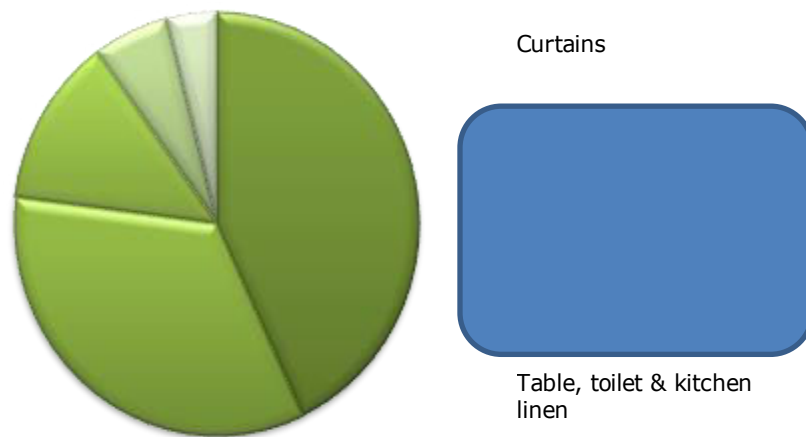
Global Home Textiles and Furnishings Market: An Overview

The global home textiles market is estimated to be about US\$.. billion in 2013. By volume, total consumption of home textile increased frommillion tonnes in 2012 to million tonnes in 2013. Cotton is the most preferred material in home textile segment with a share of% at US\$..... billion.

Global Home Textile Consumption by Volume in Million Tonnes, 2009-2013



Market Segmentation of Global Home Textile Industry in %, 2013E

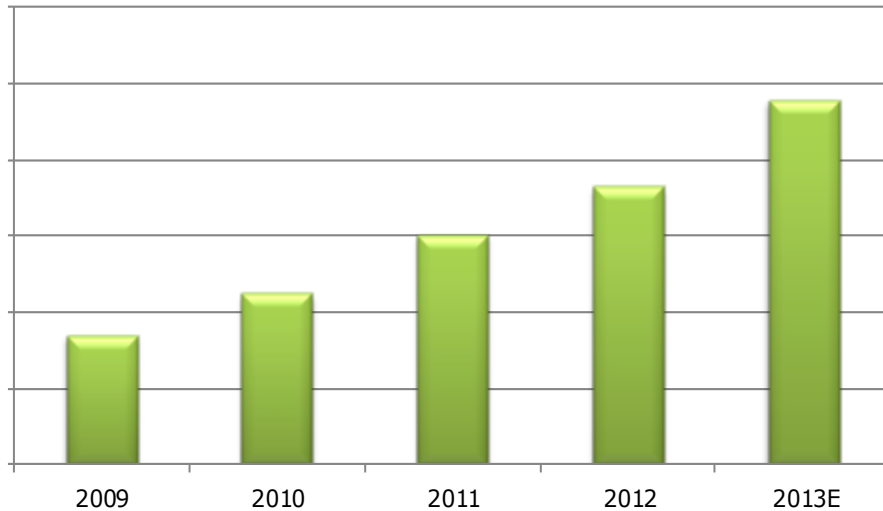


- Curtains constitute the largest sub segment of home textiles with a share of% in 2013. Textile floorings category accounted for ...% of total home textile consumption. Other major categories include bed linen, towels and table, toilet & kitchen linen having shares of....%, ...% and...% respectively.

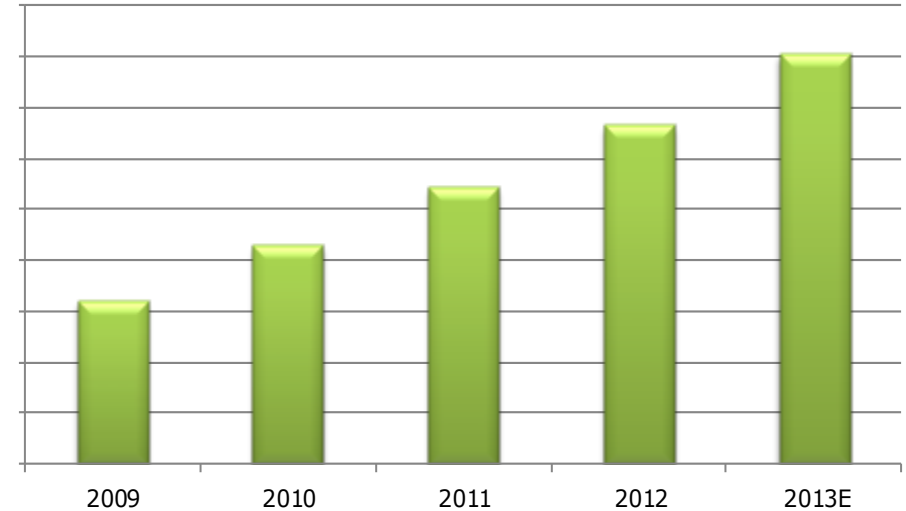
Global Home Textiles Market Segments

The global home textile consumption in curtains category increased from ...million tonnes in 2009 to million tonnes in 2013. Curtain manufacturers constantly upgrade their products according to market demand.

Global Home Textile Consumption in Curtains Category in Million Tonnes, 2009-2013



Global Home Textile Consumption in Floor Coverings Category in Million Tonnes, 2009-2013



- Volume sales of floor covering both in the North America improved in 2013 on account of rising consumer confidence, spending for durable goods, availability of credit, turnover in housing, condition of the residential and commercial construction industries and overall strength of the economy.