

# Strategies For Global Home Decor Market Players In 2022-2031 Market Forecast Period

*The Business Research Company's Home Decor Global Market Report 2022: Market Size, Trends And Forecast To 2026*

LONDON, GREATER LONDON, UK, July 20, 2022 /EINPresswire.com/ --

According to 'Home Decor Global Market Report 2022 – Market Size, Trends, And Global Forecast 2022-2026' published by The Business Research

Company, the home decor market size is expected to grow to \$805.75 billion in 2026 at a CAGR of 5%. The increasing penetration of smartphones and e-commerce is expected to propel the home decor industry growth going forward.

The logo for The Business Research Company, featuring the text 'The Business Research Company' in a black, sans-serif font. To the right of the text is a stylized bar chart with four bars of varying heights, colored in shades of green and blue.

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Home Decor Global Market Report 2022: Market Size, Trends And Forecast To 2026

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The home decor market consists of sales of home decor products by entities (organizations, sole traders, and partnerships) that are used to make a home more attractive and visually appealing. Home decor is the placement of physical items such as furniture accessories, room colors, walls, and ceilings in a decorative manner. It can be summarized as carefully placing decor pieces in a well-organized manner to create a pleasant, user-friendly environment.

## [Global Home Decor Market Trends](#)

Strategic partnerships and collaborations have emerged as one of the key home decor market trends gaining popularity. According to the home decor market research, major companies are focused on strategic partnerships and collaborations to sustain their position in the market. For instance, in April 2022, Mitzi, a US-based home decor company, collaborated with Dabito, a designer, photographer, artist, and founder of Old Brand New. Through this collaboration, 12 new Mitzi pieces were created, from chandeliers to wall sconces, all equal parts cool, contemporary, and covetable. Also, in April 2022, Ruggable, a US-based innovative washable rug company, teamed up with Keith Haring Studio to create a collection of 15 chenille rugs and 9 doormats decorated with the late American artist's iconic line drawings. As with all Ruggable's products, each rug consists of a padded base and an easily removable (and machine washable)

top layer.

### Global Home Decor Market Segments

The global home decor market is segmented:

By Product Type: Furniture, Textile, Flooring, Others

By Price: Premium, Mass

By Application: Indoor, Outdoor

By Distribution Channel: Supermarkets and Hypermarkets, Specialty Stores, E-Commerce, Others

By Geography: The global home decor market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa. Among these regions, North America accounts for the largest share.

Read more on the global home decor market report here

<https://www.thebusinessresearchcompany.com/report/home-decor-global-market-report>

Home Decor Global Market Report 2022 is one of a series of new reports from The Business Research Company that provides home décor global market overviews, analyzes and forecasts market size and growth for the global home decor market, home decor global market share, home decor market segments and geographies, home decor market players, home decor market leading competitor revenues, profiles and market shares. The home decor market report identifies top countries and segments for opportunities and strategies based on market trends and key competitors' approaches.

TBRC's Home Decor Global Market Report 2022 includes information on the following:

Data Segmentations: Market Size, Global, By Region and Country, Historic and Forecast, and Growth Rates for 60 Geographies

Key Market Players: Inter IKEA Systems BV, Forbo Group, Armstrong World Industries Inc., Mannington Mills Inc., Mohawk Industries Inc., Shaw Industries Group Inc., Herman Miller Inc., Ashley Furniture Industries Ltd., Kimball International Inc, Duresta Upholstery Ltd, home24, Hanssem Corporation, Koninklijke Philips N.V., Conair Corporation, Suofeiya Home Collection Co. Ltd., Springs Window Fashions LLC, Siemens AG., Zepter International Inc., and Samson Holding Ltd.

Regions: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

Countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

And so much more.

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