

Outdoor Cushions Market is Projected to Grow Exponentially: to Reach USD 9.4 Billion by 2033, Report

The global outdoor cushions market, nestled within the broader outdoor furniture industry, showcases significant growth potential driven by various factors.

WILMINGTON, DE, UNITED STATES, January 24, 2025 /EINPresswire.com/ -- The global [outdoor cushions market](#) size was valued at \$5.7 billion in 2023, and is projected to reach \$9.4 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.



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Key Takeaways

The outdoor cushions market study covers 20 countries. The research includes a segment analysis of each country in terms of value for the outdoor cushions market forecast period.

More than 1, 500 product literature, industry releases, annual reports, and other such documents of major

outdoor cushions industry participants along with authentic industry journals, trade associations' releases, and government websites have been reviewed for generating high-value industry insights.

The study integrated high-quality data, professional opinions and analysis, and critical independent perspectives. The research approach is intended to provide a balanced view of global markets and to assist stakeholders in making educated decisions in order to achieve their most ambitious outdoor cushions market growth objectives.

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Regional/Country Market Outlook

The outdoor cushions market varies significantly by region, mostly due to lifestyle, economic, and environmental factors. According to outdoor cushions market statistics, North America

holds a dominant outdoor cushions market share, particularly in the U.S. and Canada, due to its growing renovation and outdoor living cultures. Europe with nations like Germany, France, and the UK leading the way in incorporating outdoor areas into interior design. Rapid urbanization and rising disposable incomes in nations like Australia, China, and India drive market expansion in the Asia-Pacific region. Emerging markets include the Middle East and Latin America, where there is a growing tendency for outdoor activities and growing real estate sectors. In these diverse markets, regional preferences for materials, designs, and durability also influence product offerings and customer demand.

Industry Trends:

Home Depot mentioned in January 2024 that it will be collaborating strategically with a leading textile producer to improve the comfort and longevity of its outdoor cushion selection to target higher-end market segments.

In February 2024, Alibaba opened a new online store specializing in outdoor living products. This greatly increased the number and diversity of outdoor cushions available, as well as the ease with which customers could obtain innovative styles and materials.

IKEA has announced plans to expand its outdoor living collection into many Asia-Pacific countries starting in March 2024. As part of this growth, the company will launch new outdoor cushion lines with quick-dry foam and ergonomic designs to enhance comfort and convenience.

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Competitive Landscape

The major players operating in the outdoor cushions market include Arden Companies (A subsidiary of Central Garden & Pet Company) , Casual Cushion Corp., Jordan Manufacturing Company, Inc., Classic Accessories, Cushion Source, PILLOW PERFECT, INC., Greendale Home Fashions, Mousses Etoiles, Farabi Cushion, Blazing Needles, L.P., Dunrich Ltd, TROPIQUE CUSHIONS, Caldeira UK Ltd, Hangzhou Nottingham Home Furnishing Co., Ltd., ESS KAY ENTERPRISES, Cushion House Australia, Cushion Connection, Cushions UK Ltd, and Z&Z Industry Limited among others.

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Recent Key Strategies and Developments

In July 2021, a sister brand called ZIPCushions was introduced by Cozy Corner, and it features a whole new collection of summertime outdoor furniture and accessories. With a vast array of materials, coverings, and color options, homeowners can fully design their outdoor furnishings with the help of the new product range.

In September 2023, several developments in the outdoor cushion sector were on display at the

Furniture China Expo, where companies from the Asia-Pacific region showcased novel products that combine contemporary weatherproof technologies with traditional craftsmanship.

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the outdoor cushions market analysis to identify the prevailing outdoor cushions market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the outdoor cushions market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global outdoor cushions market trends, key players, market segments, application areas, and market growth strategies.

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