

Home Decor Market is Expected to Reach USD 1,104.0 Billion by 2033 | At CAGR 3.9%

The global home decor market size to reach USD 1,104.0 Billion by 2033, exhibiting a growth rate (CAGR) of 3.9% during 2025-2033.

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The home décor market is experiencing strong growth as consumers increasingly invest in enhancing the aesthetics, functionality, and comfort of their living spaces.

Home décor includes furniture, textiles, flooring, lighting, wall décor, and accessories that reflect evolving lifestyle preferences and interior design trends. Rapid urbanization, rising disposable incomes, and the growing influence of social media and e-commerce platforms are fueling demand for modern and stylish décor solutions. Additionally, the integration of smart home technologies, along with the rising popularity of sustainable and eco-friendly materials, is reshaping consumer preferences and driving innovation in the global market.



Home Decor Market Scope

The global [home decor market size](https://www.imarcgroup.com/home-decorative-materials-market/requestsampl) reached USD 779.8 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 1,104.0 Billion by 2033, exhibiting a growth rate (CAGR) of 3.9% during 2025-2033. The market is experiencing stable growth driven by the increasing focus on health and wellness, rising preferences for personalized and aesthetically pleasing interior designs, and integration of smart technology in decor products to provide enhanced experiences to individuals.

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- 環境意識の高まりがリサイクル、有機、持続可能な家具・インテリア需要を押し上げる: Growing consumer awareness of environmental concerns is boosting demand for furniture and décor made from recycled, organic, and sustainable materials.
- AR/VRを用いた仮想設計ツール、カスタマイズされた推奨、および幅広い商品へのアクセス: Online platforms are transforming shopping experiences with AR/VR-based virtual design tools, customized recommendations, and wide product accessibility.
- スマート照明、自動化されたカーテン、および多機能家具の採用が増える: Increasing adoption of smart lighting, automated curtains, and multifunctional furniture is aligning home décor with the broader smart living trend.
- 個性を反映したインテリアが好まれる: Consumers prefer décor that reflects individuality, leading to higher demand for customized furniture, wall art, and DIY solutions.
- 都市生活スタイルが多機能、省スペース、およびモダンなデザイン美学を促進する: Urban lifestyles are driving preferences toward multifunctional, space-saving, and modern design aesthetics.

都市生活スタイルとスマートホームの台頭

1. 中産階級人口の増加と都市生活は、スタイリッシュで機能的なホーム・デコル需要を押し上げる: Growing middle-class populations and urban living are increasing demand for stylish and functional home décor.
2. InstagramやPinterestなどのプラットフォームは、消費者をインスパイアし、トレンドの採用を加速し、売上を促進する: Platforms like Instagram and Pinterest inspire consumers, accelerating trend adoption and boosting sales.
3. オンラインの入手可能性とデジタル可視化ツールは、ホーム・デコル製品をより広い層にアクセス可能にする: Online availability and digital visualization tools are making home décor products more accessible to a wider audience.
4. 不動産開発とホーム・リノベーションの急増は、デコルソリューション需要を牽引する: The surge in real estate developments and home renovations is propelling demand for décor solutions.
5. エルゴノミクス家具、自然光、およびエコフレンドリー素材へのシフトは、消費者がより健康的な生活空間を求めることを反映する: The shift toward ergonomic furniture, natural lighting, and eco-friendly materials reflects consumer demand for healthier living spaces.

持続可能性とスマートホームの統合

持続可能性はホーム・デコル市場の定義的力となり、消費者はますますエコフレンドリーな選択を優先する。気候変動と環境への影響に対する意識の高まりは、リサイクル木材、再生素材、および有機繊維から作られた製品の需要を駆動している。環境に配慮した調達と透明な製造プロセスを重視するブランドは、特に環境意識の高い消費者から強い支持を得ている。Fair Tradeや有機認証などの認証は、倫理的で責任ある実践を確保する重要な意思決定要因となっている。小売業者は、エコフレンドリーなコレクションを拡大し、サプライチェーンの透明性を促進している。2025年に向けて、持続可能な生活への焦点は強化され、消費者の嗜好を形作り、ホーム・デコル業界の新しい基準を設定する。

テクノロジーとe-commerceは、消費者がホーム・デコルをどのように購入するかを革命化している。オンラインプラットフォームは、これまで以上に多様な製品を探索し、COVID-19パンデミックがさらにこの傾向を加速させた。

digital shift. Retailers are increasingly adopting technologies like augmented reality (AR) and virtual reality (VR) to help customers visualize how items will look in their spaces, enhancing confidence in purchasing decisions. Social media platforms also play a pivotal role, shaping trends and driving inspiration through influencers and design communities. As we move toward 2025, the integration of data analytics, AI-driven personalization, and immersive online shopping experiences will continue to transform the market, creating stronger engagement and higher conversion rates for retailers.

Wellness and comfort are emerging as central themes in home décor as people spend more time at home due to remote work and lifestyle shifts. Consumers are increasingly seeking interiors that promote relaxation, productivity, and overall well-being. This has fueled demand for calming color palettes, natural and sustainable materials, ergonomic furniture, and biophilic design elements that connect indoor spaces with nature. Multifunctional furniture and adaptable layouts are also gaining popularity as homes double up as workplaces, gyms, and leisure spaces. Heading into 2025, this focus on wellness-driven design is expected to remain a major growth driver, influencing product innovation and consumer buying behavior in the home décor market.

Source: <https://www.imarcgroup.com/checkout?id=1122&method=1670>

Market Segments:

By Product Type:

- Home Furniture
- Home Textiles
- Flooring
- Wall Decor
- Lighting
- Others

Home furniture is the largest market by product type in the global home decor market due to the essential role it plays in furnishing and decorating living spaces, including items such as sofas, tables, chairs, and beds, which are fundamental to interior design and functionality.

By Distribution Channel:

- Home Decor Stores
- Supermarkets and Hypermarkets
- Online Store
- Gift Shops
- Others

Home décor stores represent the largest market by distribution channel, as they specialize in offering a wide range of home décor products, providing consumers with a dedicated retail environment to explore and purchase items such as wall art, rugs, lighting fixtures, and decorative accessories.

Regional Market Segmentation:

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

North America is the largest region in the market owing to factors such as high levels of disposable income, strong consumer preferences for home improvement and renovation projects, and a mature retail infrastructure that supports a diverse range of home décor products and distribution channels across the region.

Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

- Ashley Furniture Industries Inc.
- Duresta Upholstery Ltd.
- Forbo Holding AG
- Hanssem Co. Ltd.
- Herman Miller Inc.
- Inter IKEA Systems B.V.
- Kimball International Inc. (HNI Corporation)
- Koninklijke Philips N.V.
- Mannington Mills Inc.
- Mohawk Industries Inc.
- Samson Holding Ltd.
- Shaw Industries Group Inc. (Berkshire Hathaway Inc.)
- Sophia Home
- Springs Window Fashions
- Suofeiya Home Collection Co. Ltd.

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

For more information, visit: <https://www.imarcgroup.com/request?type=report&id=1122&flag=C>

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