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The global home textiles market is witnessing steady growth. Currently, China, the USA, and Europe
are dominating the global home textiles market as the largest consumers. The market’s average retail
growth until 2021 is forecasted at 2.1% (CAGR). It represents positive trends in almost all regions of
the world apart from Eastern Europe.

The Repartition of the Home Textile Market around the Globe
Evolution of the Home Textile Market 2016-2021

2. Home Textile Trends, Top, and Flops Page 5
The home textile market is conditioned by leading trends which shape people’s living environment
across the globe. One of them, urbanisation, will be addressed at the Heimtextil Exhibition in January
2018 in Frankfurt/Germany. At the same time, disruption emerges in production with innovative
technologies such as digital printing and nanotechnologies.

Urbanisation and socioeconomic changes
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3. Has the Rapid Pace of the Fashion Industry Left H&M behind? Page 8
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overexposure to store-based retailing, or juggling short lead times both in store-based and online
retailing are major challenges for the company.

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