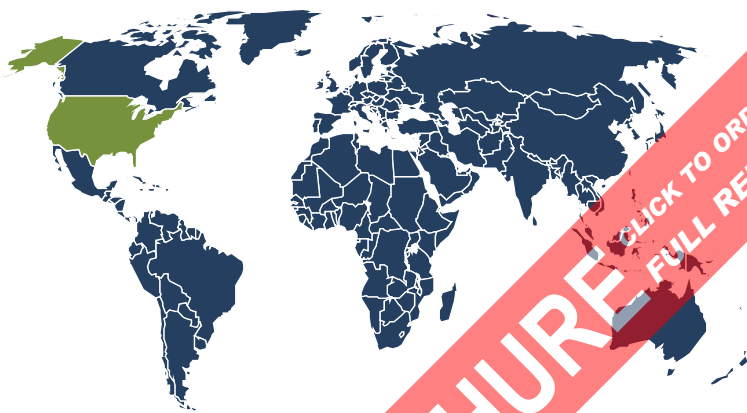




Freedonia Focus Reports
US Collection

Window Coverings: United States

December 2021



CLICK TO ORDER
FULL REPORT **BROCHURE** CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	7
Trade	8
Environmental & Regulatory Factors	10
3. Segmentation & Forecasts	11
Demand	11
Blinds & Shades	15
Curtains & Drapes	18
Curtain & Drape Hardware	20
Shipments	22
Blinds & Shades	23
Curtains & Drapes	24
Curtain & Drape Hardware	24
4. Industry Structure	26
Industry Characteristics	26
Market Leaders	30
Hunter Douglas	31
Springs Window Fashions	31
Ethan Allen Interiors	32
5. About This Report	33
Scope	33
Sources	33
Industry Codes	34
Freedonia Methodology	34
Resources	36

List of Tables & Figures

Figure 1 Key Trends in US Window Coverings Demand & Shipments, 2020 – 2025	3
Figure 2 US Window Coverings Demand Trends, 2010 – 2020	5
Figure 3 US Window Coverings Shipment Trends, 2010 – 2020	6
Table 1 Key Indicators for US Window Coverings Demand, 2010 – 2025 (US\$ bil)	7
Figure 4 US Window Coverings Trade, 2010 – 2020	8
Table 2 US Window Coverings Trade, 2010 – 2020 (US\$ mil)	8
Table 3 US Window Coverings Imports by Country, 2010 – 2020 (US\$ mil)	9
Table 4 US Window Coverings Exports by Country, 2010 – 2020 (US\$ mil)	9
Figure 5 US Window Coverings Demand by Product, 2010 – 2025 (US\$ bil)	11
Table 5 US Window Coverings Demand by Product, 2010 – 2025 (US\$ mil)	11
Figure 6 US Window Coverings Demand by Product Performance Index, 2010 – 2025 (2010=100)	12
Figure 7 US Window Coverings Demand by Product, 2010 – 2025 (%)	13
Figure 8 US Survey: Installation of Window Coverings in the Past 12 Months, 2021	14
Figure 9 US Survey: Installation of Window Coverings in the Next 12 Months, 2021	14
Figure 10 US Blinds & Shades Demand w/ Select Building Construction Expenditures, 2010 – 2025	16
Figure 11 US Survey: Window Coverings with Smart/Electronic Controls by Household Income, 2021	17
Figure 12 US Survey: Presence of Window Coverings with Smart/Electronic Controls by Residence Type, 2021	18
Figure 13 US Curtains & Drapes Demand w/ Existing Home Sales & New Housing Completions, 2010 – 2025	19
Figure 14 US Window Coverings Shipments by Product, 2010 – 2025 (US\$ bil)	22
Table 6 US Window Coverings Shipments by Product, 2010 – 2025 (US\$ mil)	22
Figure 15 US Window Coverings Shipments by Product Performance Index, 2010 – 2025 (2010=100)	23
Figure 16 US Window Coverings Shipments by Product, 2010 – 2025 (%)	24
Figure 17 US Blinds & Shades Firms, Establishments, & Employment, 2010 – 2019	27
Table 7 US Blinds & Shades Firms, Establishments, & Employment, 2010 – 2019	28
Figure 18 US Blinds & Shades Shipments Concentration, 2007 – 2017	28
Figure 19 US Curtain & Linen Mill Firms, Establishments, & Employment, 2010 – 2019	29
Table 8 US Curtain & Linen Mill Firms, Establishments, & Employment, 2010 – 2019	29
Figure 20 US Curtain & Linen Mill Shipments Concentration, 2007 – 2017	29
Table 9 Leading Suppliers to the US Window Coverings Market by Product	30
Table 10 NAICS & SIC Codes Related to Window Coverings	34

About This Report

Scope

This report forecasts to 2021 and 2025 US window coverings demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments are segmented by product in terms of:

- blinds and shades
- curtains and drapes
- curtain and drape hardware such as curtain and drapery fixtures, poles, and rods

In addition, blind and shade shipments are further segmented by product as follows:

- window shades
- Venetian blinds
- other blinds and shades such as wooden slat porch shades and vertical blinds

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2010 to 2020.

Window shutters are excluded from the scope of this report. Re-exports of window coverings are excluded from demand and trade figures.

This report includes the results of a proprietary national online consumer survey of US adults (age 18+). This Freedonia Focus Reports National Survey has a sample size of approximately 2,000, screened for response quality, and representative of the US population on the demographic measures of age, gender, geographic region, race/ethnicity, household income, and the presence/absence of children in the household.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Window Coverings: United States (FF15014) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations

- proprietary national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 10 | NAICS & SIC Codes Related to Window Coverings

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
314120	Curtain and Linen Mills	2391	Curtains and Draperies
337920	Blind and Shade Manufacturing	2591	Draperly Hardware and Window Blinds and Shades

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term

historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

The Freedonia Group

Freedonia Industry Studies

Global Ceilings

Global Housing

Global Insulation

Global Roofing

Global Siding (Cladding)

Global Windows & Doors

Siding

Windows & Doors

Freedonia Focus Reports

Bed & Bath Furnishings: United States

Cabinets: United States

Commercial Windows & Doors: United States

Construction: United States

Furniture: United States

Hardware: United States

Household Furniture: United States

Housing: United States

Industrial Fasteners: United States

Office Furniture: United States

Nonresidential Building Construction: United States

Sleep Products: United States

Tableware & Kitchenware: United States

Windows & Doors: United States

Freedonia Custom Research

Trade Publications

Home & Textiles Today

Home Furnishings News

Textile Month International

Textile World

Agencies & Associations

American National Standards Institute
Interior Design Society
National Fenestration Rating Council
United States Census Bureau
United States Consumer Product Safety Commission
United States Green Building Council
United States International Trade Commission
Window Covering Manufacturers Association
Window Covering Safety Council
Window Coverings Association of America