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[What does the European market for sustainable design of home decoration and home textile products look like?](#)

This study describes the market for Sustainable Design of Home Decoration and Home Textile products in the EU and how this market will develop in the coming years. In most EU countries, the awareness of SD is still low and SD is interpreted inconsistently. However, this is changing because more companies and consumers are embracing this new concept. This implies opportunities for DC exporters, especially if they can recognise the nuances in consumers' interpretations of sustainability and their respective needs, and offer products of high design aesthetics that incorporate sustainable dimensions.