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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.

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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.

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H&M's growth is likely to slow down in the future. Slow lead times, adoption of online stores, 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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Submission 2018 for the "The International Théophile Legrand Textile Innovation Awards"

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