

SHOW/CASE

ART OF LIVING BY STYLO

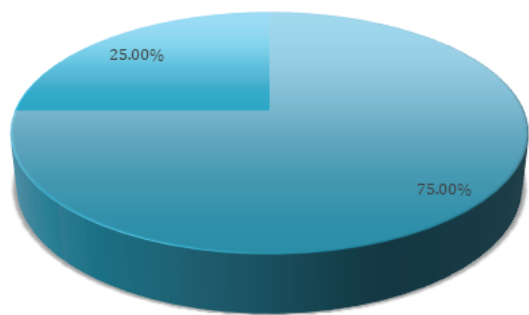
A Monthly Newsletter SEPTEMBER 2025

Stylo
Furniture



MARKET SNAPSHOT

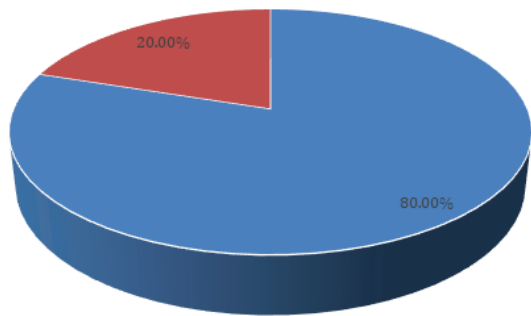
SEPTEMBER 2025



Domestic Market Export Market

Bangladesh’s furniture and home décor sector continued its growth trajectory in September 2025. The domestic market, valued at approximately Tk 300 billion, remains vibrant with annual growth rates hovering around 18–20%. Urbanization, rising middle-class incomes, and shifting lifestyle preferences have been key drivers. Meanwhile, exports have maintained steady momentum, with Bangladesh-made furniture increasingly finding buyers in regional and niche global markets.

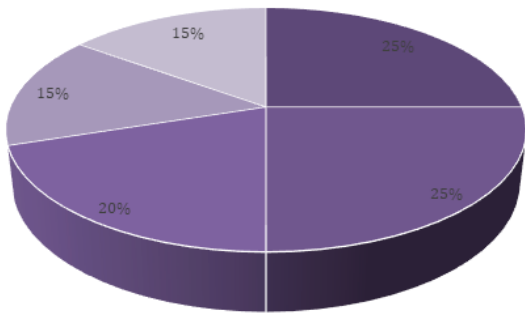
GROWTH HIGHLIGHTS



Furniture Home Décor

- Domestic Market: Strong demand from urban housing developments, modular furniture trends, and growing e-commerce penetration.
- Export Market: Regional shipments to South Asia and the Middle East performed well. Smaller boutique orders increased, driven by interest in crafted wood and rattan items.
- Home Décor: Decorative accessories, textiles, and sustainable décor items saw moderate but steady growth.

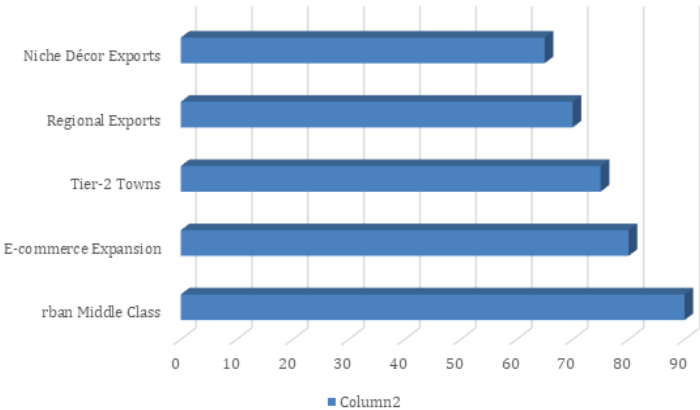
CHALLENGES & REASONS



Policy Gaps Raw Material Cost Skill & Tech Gap Branding & Design Logistics & Compliance

Challenge	Underlying Reasons	Impact
Raw Material Costs	Heavy import dependence on timber, chemicals, and hardware; high tariffs and exchange rate volatility	Rising production costs, thinner margins
Skill & Technology Gap	Limited skilled labor and modern machinery adoption	Lower productivity and quality compared to global competitors
Weak Branding & Design	Dominance of unbranded carpentry; limited design investment	Price competition, lack of premium positioning
Policy & Regulatory Gaps	High tariffs, limited bonded facilities, weak export incentives	Scaling difficulty, export cost disadvantages
Logistics & Compliance	Export packaging, certification, transport cost issues	Slower market penetration abroad

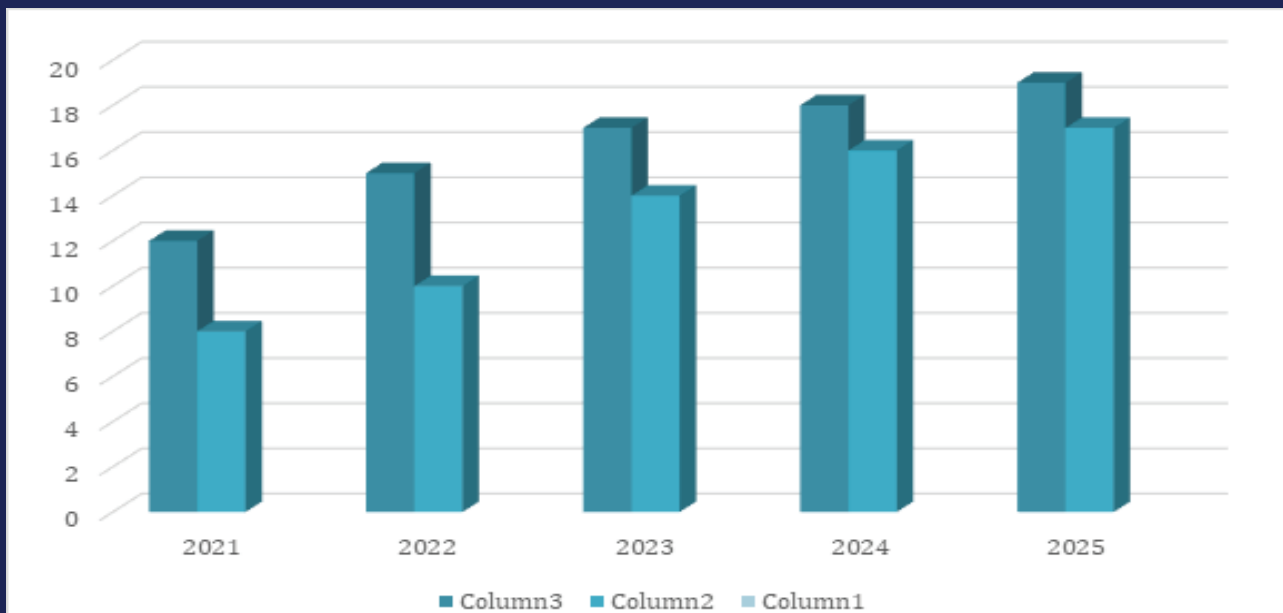
OPPORTUNITIES



DOMESTIC MARKET

- Rising urban middle class fuels demand for stylish, modular furniture.
- E-commerce channels are expanding the reach of furniture and décor to new segments.
- Customization, sustainable materials, and lifestyle-oriented bundles are gaining traction.
- Tier-2 and Tier-3 towns offer fresh retail expansion potential.
- Partnerships with real estate developers for pre-furnished packages are growing.

DOMESTIC MARKET



EXPORT MARKET

- Regional markets in South Asia and the Middle East offer near-shore export advantages.
- Niche products like rattan, bamboo, and decorative small items have high potential.
- Trade agreements and bonded warehouse facilities can support cost competitiveness.
- Digital platforms and B2B marketplaces are opening new global sales channels.
- Branding, certification, and co-branding with foreign partners can help climb the value chain.

CLOSING REFLECTION

As the industry stands at the crossroads of tradition and modernity, Stylo Furniture Limited sees September 2025 not just as a marker of growth but as a signal to evolve. With smart investments in design, technology, and partnerships, Bangladesh's furniture and décor sector can transform into a globally admired industry — rooted locally, reaching worldwide.