

Floor Covering Stores in the US

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Abstracts

Floor Covering Stores in the US

More stable ground

The industry will recover in the next five years, as the improving housing market and rising disposable income levels boost homeowners' spending on floor coverings. Additionally, the number of housing starts will grow and, thus, boost demand for floor covering. A number of negative factors will nag the industry, though; most significantly, price-conscious consumers will increasingly turn to large home improvement stores instead of specialty businesses to purchase their floor coverings.

The operators in this industry retail carpets, rugs, tiles and vinyl flooring. Most operators handle sales and administrative activities, such as customer service, product merchandising, advertising, inventory control and cash handling. Some operators also offer installation or repair services in addition to their retailing activities.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

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