

Outdoor flooring Market by Material Type (Wood & Laminate, Ceramic, Synthetic fiber & fabric, and Others), Flooring Type (Non-Resilient, and Resilient), Construction Type (New construction, and Renovation), and End User (Residential, Commercial, Public Infrastructure, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global outdoor flooring market was valued at \$16,557.7 million in 2019, and is projected to reach \$22,070.0 million by 2027, registering a CAGR of 5.6% from 2020 to 2027. Flooring is one of the crucial steps for construction of buildings and infrastructure as it can improve durability, visual appeal, design, and aesthetics of buildings. In addition, outdoor flooring plays a significant role in improving landscaping attributes of exteriors of building pavements, parks, and outdoor areas. Outdoor flooring unlike interior are subjected to external weather conditions resulting in superior durability, resilience, and ability to sustain mechanical force. As a result, outdoor flooring solutions are more resistant to damage and have longer product lives compared to interior flooring solutions. Moreover, growth in popularity of public spaces, especially in urban areas and metro cities has also increased the scope of outdoor flooring in public spaces such as airports, bus stations, parks, and popular tourist attractions.

Growth in the construction industry and rapid urbanization among developing countries are anticipated to drive the market growth. Fast-growing economies such as China and India continue to provide lucrative business opportunities for the market players, owing to significant number of new construction activities in these regions. Moreover, rise in number of millennial populations, especially in developed regions, have increased consciousness toward exterior entertainment areas and propensity to spend on home

remodeling, which also fuels growth of the outdoor flooring market.

However, constant fluctuations in foreign currency exchanges have profound influence on the profit margins as well as material prices for manufacturers. This is projected to restrict the market growth during the forecast period. In addition, emerging effects of global warming and changes in climate have shifted the inclination toward utilization of eco-friendly materials for outdoor flooring solutions for market players. Furthermore, increase in focus toward public-private partnerships (PPPs) for infrastructure development offers lucrative growth opportunities for the market growth.

The outdoor flooring market is segmented on the basis of material type, flooring type, construction type, end user, and region. The material type segment is classified into wood & laminate (decking), ceramics (tile), synthetic fiber and fabric (carpets & rugs) and others. By flooring type, it is segmented into non-resilient and resilient. By construction type, it is segmented into new construction and renovation. By end user, it is segmented into residential, commercial, public infrastructure, and others. Region wise, the market is analyzed across North America, Europe Asia-Pacific, and LAMEA.

COMPETITION ANALYSIS

Key companies profiled in the report include AZEK Company, Beaulieu International Group, Citadel Floors, ECORE International, Inc., Ebaco India Pvt. Ltd., Fiberon, Mats Inc., Mohawk Industries, Tandus Group, Inc., Tarkett S.A., The Bilrite Corporation, and Timber Holdings USA.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging outdoor flooring market trends and dynamics.

In-depth market analysis is conducted by constructing market estimations for the key market segments between 2019 and 2027.

Extensive analysis of the outdoor flooring market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive analysis of all the regions is provided to determine the prevailing opportunities.

The global outdoor flooring market forecast analysis from 2020 to 2027 is included in the report.

The key market players within outdoor flooring market are profiled in this report and their strategies are analyzed thoroughly, which help to understand the competitive outlook of the outdoor flooring industry.

GLOBAL OUTDOOR FLOORING MARKET SEGMENTS

BY MATERIAL TYPE

Wood & Laminate

Ceramics

Synthetic fiber & fabric

Others

BY FLOORING TYPE

Non-Resilient

Resilient

BY CONSTRUCTION TYPE

New Construction

Renovation

BY END-USER

Residential

Commercial

Public Infrastructure

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

AZEK Company

Beaulieu International Group

Citadel Floors

ECORE International, Inc.

Ebaco India Pvt. Ltd.

Fiberon, Mats Inc.

Mohawk Industries

Tandus Group, Inc.

Tarkett S.A.

The Biltrite Corporation

Timber Holdings USA

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