

# Global Low-Carbon Flooring Market: Focus on Low-Carbon Flooring Applications and Products - Analysis and Forecast, 2024-2033

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# **Abstracts**

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This report will be delivered in 7-10 working days. Global Low-Carbon Flooring Market Overview

The global low-carbon flooring market was valued at \$65.74 billion in 2023, and it is expected to grow at a CAGR of 8.57% and reach \$150.30 billion by 2033. The low-carbon flooring market is thriving due to increasing environmental awareness and stringent government regulations mandating sustainable construction materials. Consumers and companies alike are prioritizing eco-friendly solutions to reduce their carbon footprint, aligning with corporate sustainability goals. Technological advancements have made low-carbon flooring more accessible and cost-effective, further driving adoption. The demand is also fueled by the popularity of green building certifications, such as LEED, and a growing preference for healthier indoor environments. Additionally, rising investment in green construction projects across residential and commercial sectors is propelling the market's growth.

Introduction to Low-Carbon Flooring

The low-carbon flooring market focuses on flooring solutions designed to minimize environmental impact through reduced carbon emissions during production and use. It includes various types of flooring, such as recycled materials, sustainably sourced products, and those manufactured with lower carbon footprints. The market encompasses innovations such as eco-friendly materials, energy-efficient production



processes, and technologies aimed at enhancing the sustainability of flooring solutions. This market addresses growing demands for green building practices and aims to contribute to overall environmental sustainability by offering products that are both functional and environmentally responsible.

### Market Introduction

The low-carbon flooring market is an emerging sector within the broader building and construction industry, driven by the increasing demand for sustainable and environmentally friendly materials. This market focuses on flooring products designed and manufactured to minimize carbon emissions throughout their lifecycle from raw material extraction to production, installation, and disposal. Low-carbon flooring options include materials such as bamboo, cork, recycled wood, linoleum, and other innovative solutions that offer reduced environmental impact compared to traditional flooring materials. The market is gaining momentum as consumers, businesses, and governments prioritize green building practices, aiming to reduce the carbon footprint of construction projects. Stringent regulations, technological advancements, and a growing awareness of the importance of sustainability are key factors propelling the growth of the low-carbon flooring market. As the push for sustainable construction intensifies, the low-carbon flooring market is set to become a critical component of the global effort to combat climate change and promote environmentally responsible development.

### Consumer Demand for Sustainable Products

Consumer demand for sustainable products is a significant driver of the low-carbon flooring market. Innovations such as Kingspan Group's RMG600+ floor panel, launched on April 5, 2023, and Zena Forest Products' Edge Grain wood flooring, introduced on May 10, 2024, illustrate how consumer preferences for eco-friendly solutions propel companies toward developing sustainable products. Kingspan Group's RMG600+ panel addresses embodied carbon emissions, while Zena's Edge Grain wood flooring utilizes locally sourced hardwood and avoids glue, enhancing durability and ecological balance. Additionally, Crossville's Stone Fiction porcelain tile collection, launched on June 26, 2022, provides a sustainable alternative to natural travertine. This collection combines the aesthetic appeal of travertine with the benefits of low maintenance and durability in porcelain tile. These developments highlight a clear market trend toward sustainable and low-carbon solutions in flooring. Kingspan Group's RMG600+ and Zena Forest Products' Edge Grain wood flooring reflect a growing consumer preference for eco-friendly materials that address carbon emissions and environmental impact. Similarly, Crossville's Stone Fiction collection demonstrates the industry's shift toward durable



alternatives that offer the look of natural materials without their maintenance challenges. These innovations underscore a strong market drive toward sustainability and efficiency in the low-carbon flooring sector.

Market Segmentation:

Segmentation 1: by End-Use Industry

Residential

Non-Residential

Residential to Lead the Low-Carbon Flooring Market (by End-Use Industry)

The residential application is leading the low-carbon flooring market due to heightened consumer awareness of environmental issues and the growing trend toward sustainable home improvements. Homeowners increasingly prioritize eco-friendly products that contribute to healthier living spaces and lower carbon footprints. Low-carbon flooring options such as bamboo, cork, and recycled materials offer both aesthetic appeal and practical benefits, including durability and ease of maintenance. Additionally, government incentives, green building certifications, and rising energy costs drive consumer demand for sustainable flooring solutions. The market's growth is further supported by advancements in technology that make these eco-friendly options more affordable and accessible, reinforcing their popularity in residential applications.

Linoleum

Wood

Cork

Bamboo

Segmentation 2: by Material Type

Stone

Others



Wood Material to Lead the Low-Carbon Flooring Market (by Material Type)

The wood material is leading the low-carbon flooring market due to its natural, renewable qualities and strong appeal for both aesthetics and durability. For instance, in May 2024, Zena Forest Products introduced its Edge Grain wood flooring, which features locally sourced hardwood and advanced manufacturing techniques. This product highlights the sustainable use of wood, reducing environmental impact while maintaining high performance. The use of responsibly managed forests and innovations in wood processing, such as avoiding glue in the construction, enhance the material's durability and eco-friendliness. Additionally, wood's versatility, coupled with growing consumer demand for natural and sustainable materials, reinforces its dominance in the flooring market. This trend is supported by wood's ability to blend with various interior designs, offering both practical benefits and aesthetic appeal.

Segmentation 3: by Design	Type
Sheets	

Blocks and Tiles

Carpet

Carpet Design to Lead the Low-Carbon Flooring Market (by Design Type)

Carpet design type is leading the market due to its adaptability, ease of installation, and low maintenance requirements. Carpet tiles, which can be individually replaced or rearranged, offer design and functionality flexibility for residential and commercial spaces. This design versatility allows for creative and customized flooring solutions that can be easily updated or repaired. For instance, in January 2024, Milliken & Company introduced its innovative carpet tile designs, which focus on sustainability and aesthetic variety, enhancing their appeal. The ability of carpet tiles to integrate sustainable materials and provide easy maintenance solutions contributes to their dominance in the market. This trend reflects the broader consumer demand for practical, high-performance, and environment-friendly flooring options.

Segmentation 4: by Type



Virgin Products

**Recycled Solutions** 

Virgin products to Lead the Low-Carbon Flooring Market (by Type)

Virgin products are leading the flooring market due to their high quality, durability, and consistent performance. Made from new, unused raw materials, virgin products ensure superior strength and reliability compared to recycled alternatives, which can sometimes have compromised properties. These products often offer enhanced aesthetics and better longevity, making them a preferred choice for both residential and commercial applications. For example, in January 2024, MOHAWK INDUSTRIES, INC. launched a new line of virgin polymer flooring featuring advanced durability and visual appeal. This development highlights the continued consumer preference for products that combine high performance with aesthetic value. Virgin products' ability to meet rigorous standards and provide lasting solutions reinforces their dominance in the market, catering to those seeking premium quality and reliability in flooring options.

Segmentation 5: by Region

North America: U.S., Canada, and Mexico

Europe: Germany, France, U.K., Italy, and Rest-of-Europe

Asia-Pacific: China, Japan, India, South Korea, Australia and Rest-of-Asia-

**Pacific** 

Rest-of-the-World: South America and Middle East and Africa

North America is leading the low-carbon flooring market, driven by strong investments in sustainable technologies and practices. A significant instance of this is Milliken & Company's investment in Orak, a carpet maintenance and flooring reuse company, announced on October 27, 2023. This partnership aims to advance the circular economy in the flooring industry by providing access to upcycled carpet tiles, aligning with Milliken's N/XT Life circularity program. Additionally, North America benefits from supportive government policies and increasing consumer demand for ecofriendly products. This region's focus on research and development, along with collaborations



between major industry players, enhances its ability to innovate and adopt sustainable practices. These factors collectively solidify North America's leadership position in the global low-carbon flooring market.

Recent Developments in the Low-Carbon Flooring Market

In October 2023, Interface, Inc. introduced Past Forward, a global carpet tile collection inspired by 50 years of iconic design. This collection merges historic design motifs with bold patterns and modern color palettes, catering to today's commercial spaces. Interface, Inc. highlighted that the collection draws inspiration from fashion's heritage trend and the revival of 60s and 70s furniture design. By incorporating advanced tufting technology and sustainable practices, Interface, Inc. continues its leadership in sustainability. The development of Past Forward showcases Interface, Inc.'s commitment to reducing environmental impact while offering versatile, expressive, and stylish flooring solutions, thereby contributing significantly to the low-carbon flooring market.

In February 2023, Tarkett launched DESSO X RENS, a collaboration with Dutch design research firm Studio RENS, focusing on material reuse and sustainability. This innovative collection utilizes discarded carpet tiles from popular ranges, emphasizing circular design to reduce waste. Featuring 100% recyclable EcoBase backing with an average of 80% recycled chalk from the local drinking water industry, the tiles can be recycled into new raw materials at Tarkett's facility in Waalwijk, Netherlands. This development highlights Tarkett's commitment to sustainability and significantly contributes to the low-carbon flooring market by promoting material longevity and waste reduction.

On April 3, 2024, CLASSEN Group launched the Nuva range, highlighting its commitment to innovative, sustainable flooring solutions. This PVC-free design flooring, suitable for both clicking and gluing, showcases the company's dedication to environmental responsibility. The CERAMIN material, central to this product line, is free of PVC, plasticizers, and other stabilizers. By offering 100% recyclable and dimensionally stable flooring, CLASSEN Group has demonstrated its commitment to innovative, sustainable flooring solutions.

Demand - Drivers, Limitations, and Opportunities

Market Drivers: Corporate Sustainability Initiatives



Corporate sustainability initiatives are a significant driver in the low-carbon flooring market, as they reflect a growing commitment by companies to reduce their environmental impact and embrace eco-friendly practices. These initiatives often involve adopting sustainable materials, optimizing production processes, and minimizing waste, all of which contribute to a lower carbon footprint. As corporations implement these practices, they not only enhance their environmental credentials but also respond to increasing consumer and regulatory demands for greener products. This alignment with sustainability goals encourages investment in low-carbon technologies and materials, fostering innovation and expanding market opportunities. Consequently, the push toward corporate sustainability drives market growth by setting industry standards and influencing purchasing decisions, thereby accelerating the adoption of low-carbon flooring solutions.

For instance, on September 15, 2022, SPAN FLOORS launched the Coffee Bean hardwood floors by Coswick in India. This unique collection, inspired by Japanese culture, features hardwood mosaic tiles with intricate patterns created from oak and American walnut. The development emphasizes authenticity and sustainability, aligning with corporate sustainability initiatives by using eco-friendly materials and advanced technology. This contributes to the low-carbon flooring market by offering durable, aesthetically pleasing, and environmentally responsible flooring options. Moreover, on August 9, 2023, BRAUNGART EPEA and CLASSEN Group launched a broad alliance to promote PVC alternatives, focusing on CERAMIN and other eco-friendly building materials. This initiative aims to advance materials suitable for the circular economy, aligning with the the European Green Deal and REACH Regulation. Corporate sustainability initiatives drive this development, contributing to the low-carbon flooring market by emphasizing recyclable and non-toxic alternatives such as CERAMIN, which supports healthier living environments.

Market Challenges: Supply Chain Challenges

Supply chain challenges present a significant hurdle in the low-carbon flooring market. The production of eco-friendly flooring materials often relies on specialized, sustainably sourced raw materials, which can be difficult to procure consistently. Disruptions in the global supply chain, such as those caused by geopolitical tensions, natural disasters, or pandemics, exacerbate these difficulties by delaying shipments and increasing costs. Additionally, stringent environmental regulations and certification requirements add complexity to the procurement and manufacturing processes. These challenges hinder the ability of manufacturers to maintain steady production rates and meet market



demand, ultimately affecting the growth and scalability of low-carbon flooring solutions. Addressing these supply chain issues is crucial for sustaining the momentum of the market and ensuring the availability of sustainable flooring options.

For instance, on in May 2023, Armstrong Flooring ceased operations due to supply chain challenges, inflation, and pandemic-related issues. AHF Products hadacquired certain assets, including the Armstrong Flooring brand and three manufacturing facilities. Supply chain disruptions significantly impacted Armstrong Flooring's ability to maintain production and manage costs, contributing to its bankruptcy. This situation underscores the broader challenge within the low-carbon flooring market, where consistent supply and cost management of sustainable materials are critical for manufacturers to meet growing demand and adhere to environmental standards.

Market Opportunities: Innovation in Materials and Designs

Innovation in materials and designs presents a significant opportunity in the low-carbon flooring market. As consumer demand for sustainable and aesthetically versatile flooring solutions increases, advancements in material science and design technology offer manufacturers the chance to differentiate their products and meet evolving market needs. Innovations such as the development of high-performance, recyclable materials and creative design patterns enable companies to offer environmentally friendly options that do not compromise on durability or visual appeal. These advancements not only enhance product offerings but also align with regulatory requirements and sustainability goals. By capitalizing on these innovations, companies can expand their market reach, attract eco-conscious consumers, and position themselves as leaders in the growing low-carbon flooring market.

For instance, on April 30, 2024, HempWood introduced an innovative organic flooring solution, providing a sustainable alternative to traditional wooden flooring. This development highlights how innovation in materials and designs, such as the use of hemp, offers significant opportunities in the low-carbon flooring market. HempWood flooring, which features a carbon-negative footprint, demonstrates the potential of advanced materials to meet both environmental and aesthetic needs. By providing a durable and eco-friendly option for both commercial and residential applications, this innovation contributes to the growth of the low-carbon flooring market and aligns with the increasing demand for sustainable building materials.

Moreover, in July 2024, AHF Products unveiled Ingenious Plank, a hybrid resilient flooring solution. This development reflects a significant opportunity in the low-carbon



flooring market through innovation in materials and designs. Ingenious Plank is entirely PVC-free and free of harmful substances such as ortho-phthalates and heavy metals, utilizing natural wood fibers and renewable raw materials instead. This product's eco-friendly credentials and reduced weight enhance both sustainability and ease of installation, positioning it as a leading example of how advanced materials can meet growing environmental and performance standards in the flooring industry.

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different applications and products of low-carbon flooring market. The market is poised for significant expansion with ongoing technological advancements, increased investments, and growing awareness of the importance of low-carbon flooring. Therefore, the low-carbon flooring business is a high-investment and high-revenue generating model.

Growth/Marketing Strategy: The low-carbon flooring market has been growing at a rapid pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include product development.

Competitive Strategy: The key players in the low-carbon flooring market analyzed and profiled in the study include professionals with expertise in the flooring industry. Additionally, a comprehensive competitive landscape such as partnerships, agreements, and collaborations are expected to aid the reader in understanding the untapped revenue pockets in the market.

Research Methodology

Factors for Data Prediction and Modeling

The scope of this report has been focused on various types of low-carbon flooring applications and product types.

The base currency considered for the market analysis is US\$. Currencies other than the US\$ have been converted to the US\$ for all statistical calculations, considering the average conversion rate for that particular year.



The currency conversion rate has been taken from the historical exchange rate of the Oanda website.

Nearly all the recent developments from January 2021 to July 2024 have been considered in this research study.

The information rendered in the report is a result of in-depth primary interviews, surveys, and secondary analysis.

Where relevant information was not available, proxy indicators and extrapolation were employed.

Any economic downturn in the future has not been taken into consideration for the market estimation and forecast.

Technologies currently used are expected to persist through the forecast with no major breakthroughs in technology.

### Market Estimation and Forecast

This research study involves the usage of extensive secondary sources, such as certified publications, articles from recognized authors, white papers, annual reports of companies, directories, and major databases to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the low-carbon flooring market.

The process of market engineering involves the calculation of the market statistics, market size estimation, market forecast, market crackdown, and data triangulation (the methodology for such quantitative data processes is explained in further sections). The primary research study has been undertaken to gather information and validate the market numbers for segmentation types and industry trends of the key players in the market.

### Primary Research

The primary sources involve industry experts from the low-carbon flooring market and various stakeholders in the ecosystem. Respondents such as CEOs, vice presidents,



marketing directors, and technology and innovation directors have been interviewed to obtain and verify both qualitative and quantitative aspects of this research study.

The key data points taken from primary sources include:

validation and triangulation of all the numbers and graphs

validation of reports segmentation and key qualitative findings

understanding the competitive landscape

validation of the numbers of various markets for market type

percentage split of individual markets for geographical analysis

## Secondary Research

This research study of the low-carbon flooring market involves the usage of extensive secondary research, directories, company websites, and annual reports. It also makes use of databases, such as Hoovers, Bloomberg, Businessweek, and Factiva, to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the global market. In addition to the aforementioned data sources, the study has been undertaken with the help of other data sources and websites, such as IRENA and IEA.

Secondary research was done in order to obtain crucial information about the industry's value chain, revenue models, the market's monetary chain, the total pool of key players, and the current and potential use cases and applications.

The key data points taken from secondary research include:

segmentations and percentage shares

data for market value

key industry trends of the top players of the market

qualitative insights into various aspects of the market, key trends, and emerging



areas of innovation

quantitative data for mathematical and statistical calculations

Key Market Players and Competition Synopsis

The companies that are profiled in the low-carbon flooring market have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Some of the prominent names in this market are:

Tarkett
Interface, Inc.
Forbo Group
MOHAWK INDUSTRIES, INC.
Shaw Industries Group, Inc.
Milliken & Company
Kingspan Group
Gerflor
Amtico International
UCX
Parterre Flooring and Surface Systems, LLC
Congoleum
BUILDSTAR PROJECTS PVT. LIMITED



Teragren

Emilceramica S.r.l.

Companies that are not a part of the aforementioned pool have been well represented across different sections of the report (wherever applicable).



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