

Global Luxury Vinyl Tile and Flooring Market Research Report 2026(Status and Outlook)

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Abstracts

Luxury vinyl flooring and tile offer complete design freedom with endless layout possibilities across a broad range of patterns, colorways, quality levels and installation formats. LVT withstands heavy traffic and is easy to maintain with extra resistance to scuffs, scratches and stains. For any segment, for any space, luxury planks and tiles is an optimized, inspired solution. Luxury Vinyl Tile and Flooring (LVT) is one of the most popular flooring materials in the current market, and it is in line with prevailing market trends. As the demand for home improvement continues to grow, Luxury Vinyl Tile and Flooring have gained prominence in the market. This material offers several unique advantages, including aesthetics, durability, ease of cleaning, and a wide range of design options. It can not only mimic the texture and feel of wood and stone flooring but also comes at a more affordable price point. Additionally, LVT is relatively easy to install and maintain, which has been attracting an increasing number of consumers.

The global Luxury Vinyl Tile and Flooring market size was estimated at USD 337.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Luxury Vinyl Tile and Flooring market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current

status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Luxury Vinyl Tile and Flooring market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Luxury Vinyl Tile and Flooring market.

Global Luxury Vinyl Tile and Flooring Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

NOX Corporation
Forbo Flooring Systems
Mannington
Upofloor
Windm?ller
Classen Group
Tarkett
Roppe
Teknoflor
Gerflor
Patcraft

Market Segmentation (by Type)

Tile
Flooring

Market Segmentation (by Application)

Residential
Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Luxury Vinyl Tile and Flooring Market
Overview of the regional outlook of the Luxury Vinyl Tile and Flooring Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Luxury Vinyl Tile and Flooring Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Luxury Vinyl Tile and Flooring, their output value, profit level, regional supply, production capacity layout, etc. from the

supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Luxury Vinyl Tile and Flooring

1.2 Key Market Segments

1.2.1 Luxury Vinyl Tile and Flooring Segment by Type

1.2.2 Luxury Vinyl Tile and Flooring Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 LUXURY VINYL TILE AND FLOORING MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Luxury Vinyl Tile and Flooring Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Luxury Vinyl Tile and Flooring Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 LUXURY VINYL TILE AND FLOORING MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Luxury Vinyl Tile and Flooring Product Life Cycle

3.3 Global Luxury Vinyl Tile and Flooring Sales by Manufacturers (2020-2025)

3.4 Global Luxury Vinyl Tile and Flooring Revenue Market Share by Manufacturers (2020-2025)

3.5 Luxury Vinyl Tile and Flooring Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Luxury Vinyl Tile and Flooring Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Luxury Vinyl Tile and Flooring Market Competitive Situation and Trends

3.8.1 Luxury Vinyl Tile and Flooring Market Concentration Rate

3.8.2 Global 5 and 10 Largest Luxury Vinyl Tile and Flooring Players Market Share by

Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 LUXURY VINYL TILE AND FLOORING INDUSTRY CHAIN ANALYSIS

4.1 Luxury Vinyl Tile and Flooring Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LUXURY VINYL TILE AND FLOORING MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Luxury Vinyl Tile and Flooring Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Luxury Vinyl Tile and Flooring Market

5.7 ESG Ratings of Leading Companies

6 LUXURY VINYL TILE AND FLOORING MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Luxury Vinyl Tile and Flooring Sales Market Share by Type (2020-2025)

6.3 Global Luxury Vinyl Tile and Flooring Market Size by Type (2020-2025)

6.4 Global Luxury Vinyl Tile and Flooring Price by Type (2020-2025)

7 LUXURY VINYL TILE AND FLOORING MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Luxury Vinyl Tile and Flooring Market Sales by Application (2020-2025)
- 7.3 Global Luxury Vinyl Tile and Flooring Market Size (M USD) by Application (2020-2025)
- 7.4 Global Luxury Vinyl Tile and Flooring Sales Growth Rate by Application (2020-2025)

8 LUXURY VINYL TILE AND FLOORING MARKET SALES BY REGION

- 8.1 Global Luxury Vinyl Tile and Flooring Sales by Region
 - 8.1.1 Global Luxury Vinyl Tile and Flooring Sales by Region
 - 8.1.2 Global Luxury Vinyl Tile and Flooring Sales Market Share by Region
- 8.2 Global Luxury Vinyl Tile and Flooring Market Size by Region
 - 8.2.1 Global Luxury Vinyl Tile and Flooring Market Size by Region
 - 8.2.2 Global Luxury Vinyl Tile and Flooring Market Size by Region
- 8.3 North America
 - 8.3.1 North America Luxury Vinyl Tile and Flooring Sales by Country
 - 8.3.2 North America Luxury Vinyl Tile and Flooring Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Luxury Vinyl Tile and Flooring Sales by Country
 - 8.4.2 Europe Luxury Vinyl Tile and Flooring Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Luxury Vinyl Tile and Flooring Sales by Region
 - 8.5.2 Asia Pacific Luxury Vinyl Tile and Flooring Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview

- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Luxury Vinyl Tile and Flooring Sales by Country
 - 8.6.2 South America Luxury Vinyl Tile and Flooring Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview
 - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Luxury Vinyl Tile and Flooring Sales by Region
 - 8.7.2 Middle East and Africa Luxury Vinyl Tile and Flooring Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 LUXURY VINYL TILE AND FLOORING MARKET PRODUCTION BY REGION

- 9.1 Global Production of Luxury Vinyl Tile and Flooring by Region(2020-2025)
- 9.2 Global Luxury Vinyl Tile and Flooring Revenue Market Share by Region (2020-2025)
- 9.3 Global Luxury Vinyl Tile and Flooring Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Luxury Vinyl Tile and Flooring Production
 - 9.4.1 North America Luxury Vinyl Tile and Flooring Production Growth Rate (2020-2025)
 - 9.4.2 North America Luxury Vinyl Tile and Flooring Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Luxury Vinyl Tile and Flooring Production
 - 9.5.1 Europe Luxury Vinyl Tile and Flooring Production Growth Rate (2020-2025)
 - 9.5.2 Europe Luxury Vinyl Tile and Flooring Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Luxury Vinyl Tile and Flooring Production (2020-2025)
 - 9.6.1 Japan Luxury Vinyl Tile and Flooring Production Growth Rate (2020-2025)
 - 9.6.2 Japan Luxury Vinyl Tile and Flooring Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Luxury Vinyl Tile and Flooring Production (2020-2025)
 - 9.7.1 China Luxury Vinyl Tile and Flooring Production Growth Rate (2020-2025)
 - 9.7.2 China Luxury Vinyl Tile and Flooring Production, Revenue, Price and Gross

Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 NOX Corporation

- 10.1.1 NOX Corporation Basic Information
- 10.1.2 NOX Corporation Luxury Vinyl Tile and Flooring Product Overview
- 10.1.3 NOX Corporation Luxury Vinyl Tile and Flooring Product Market Performance
- 10.1.4 NOX Corporation Business Overview
- 10.1.5 NOX Corporation SWOT Analysis
- 10.1.6 NOX Corporation Recent Developments

10.2 Forbo Flooring Systems

- 10.2.1 Forbo Flooring Systems Basic Information
- 10.2.2 Forbo Flooring Systems Luxury Vinyl Tile and Flooring Product Overview
- 10.2.3 Forbo Flooring Systems Luxury Vinyl Tile and Flooring Product Market

Performance

- 10.2.4 Forbo Flooring Systems Business Overview
- 10.2.5 Forbo Flooring Systems SWOT Analysis
- 10.2.6 Forbo Flooring Systems Recent Developments

10.3 Mannington

- 10.3.1 Mannington Basic Information
- 10.3.2 Mannington Luxury Vinyl Tile and Flooring Product Overview
- 10.3.3 Mannington Luxury Vinyl Tile and Flooring Product Market Performance
- 10.3.4 Mannington Business Overview
- 10.3.5 Mannington SWOT Analysis
- 10.3.6 Mannington Recent Developments

10.4 Upofloor

- 10.4.1 Upofloor Basic Information
- 10.4.2 Upofloor Luxury Vinyl Tile and Flooring Product Overview
- 10.4.3 Upofloor Luxury Vinyl Tile and Flooring Product Market Performance
- 10.4.4 Upofloor Business Overview
- 10.4.5 Upofloor Recent Developments

10.5 Windm?ller

- 10.5.1 Windm?ller Basic Information
- 10.5.2 Windm?ller Luxury Vinyl Tile and Flooring Product Overview
- 10.5.3 Windm?ller Luxury Vinyl Tile and Flooring Product Market Performance
- 10.5.4 Windm?ller Business Overview
- 10.5.5 Windm?ller Recent Developments

10.6 Classen Group

- 10.6.1 Classen Group Basic Information
- 10.6.2 Classen Group Luxury Vinyl Tile and Flooring Product Overview
- 10.6.3 Classen Group Luxury Vinyl Tile and Flooring Product Market Performance
- 10.6.4 Classen Group Business Overview
- 10.6.5 Classen Group Recent Developments
- 10.7 Tarkett
 - 10.7.1 Tarkett Basic Information
 - 10.7.2 Tarkett Luxury Vinyl Tile and Flooring Product Overview
 - 10.7.3 Tarkett Luxury Vinyl Tile and Flooring Product Market Performance
 - 10.7.4 Tarkett Business Overview
 - 10.7.5 Tarkett Recent Developments
- 10.8 Roppe
 - 10.8.1 Roppe Basic Information
 - 10.8.2 Roppe Luxury Vinyl Tile and Flooring Product Overview
 - 10.8.3 Roppe Luxury Vinyl Tile and Flooring Product Market Performance
 - 10.8.4 Roppe Business Overview
 - 10.8.5 Roppe Recent Developments
- 10.9 Teknoflor
 - 10.9.1 Teknoflor Basic Information
 - 10.9.2 Teknoflor Luxury Vinyl Tile and Flooring Product Overview
 - 10.9.3 Teknoflor Luxury Vinyl Tile and Flooring Product Market Performance
 - 10.9.4 Teknoflor Business Overview
 - 10.9.5 Teknoflor Recent Developments
- 10.10 Gerflor
 - 10.10.1 Gerflor Basic Information
 - 10.10.2 Gerflor Luxury Vinyl Tile and Flooring Product Overview
 - 10.10.3 Gerflor Luxury Vinyl Tile and Flooring Product Market Performance
 - 10.10.4 Gerflor Business Overview
 - 10.10.5 Gerflor Recent Developments
- 10.11 Patcraft
 - 10.11.1 Patcraft Basic Information
 - 10.11.2 Patcraft Luxury Vinyl Tile and Flooring Product Overview
 - 10.11.3 Patcraft Luxury Vinyl Tile and Flooring Product Market Performance
 - 10.11.4 Patcraft Business Overview
 - 10.11.5 Patcraft Recent Developments

11 LUXURY VINYL TILE AND FLOORING MARKET FORECAST BY REGION

11.1 Global Luxury Vinyl Tile and Flooring Market Size Forecast

11.2 Global Luxury Vinyl Tile and Flooring Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Luxury Vinyl Tile and Flooring Market Size Forecast by Country

11.2.3 Asia Pacific Luxury Vinyl Tile and Flooring Market Size Forecast by Region

11.2.4 South America Luxury Vinyl Tile and Flooring Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Luxury Vinyl Tile and Flooring by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Luxury Vinyl Tile and Flooring Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Luxury Vinyl Tile and Flooring by Type (2026-2035)

12.1.2 Global Luxury Vinyl Tile and Flooring Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Luxury Vinyl Tile and Flooring by Type (2026-2035)

12.2 Global Luxury Vinyl Tile and Flooring Market Forecast by Application (2026-2035)

12.2.1 Global Luxury Vinyl Tile and Flooring Sales (K MT) Forecast by Application

12.2.2 Global Luxury Vinyl Tile and Flooring Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Luxury Vinyl Tile and Flooring Market Size by Type (M USD)

Table 4. Global Luxury Vinyl Tile and Flooring Market Size by Application

Table 5. Luxury Vinyl Tile and Flooring Market Size Comparison by Region (M USD)

Table 6. Global Luxury Vinyl Tile and Flooring Sales (K MT) by Manufacturers
(2020-2025)

Table 7. Global Luxury Vinyl Tile and Flooring Sales Market Share by Manufacturers
(2020-2025)

Table 8. Global Luxury Vinyl Tile and Flooring Revenue (M USD) by Manufacturers
(2020-2025)

Table 9. Global Luxury Vinyl Tile and Flooring Revenue Share by Manufacturers
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Luxury Vinyl Tile and Flooring as of 2025)

Table 11. Global Market Luxury Vinyl Tile and Flooring Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Luxury Vinyl Tile and Flooring Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Luxury Vinyl Tile and Flooring Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Luxury Vinyl Tile and Flooring Sales by Type (K MT)

Table 27. Global Luxury Vinyl Tile and Flooring Market Size by Type (M USD)

Table 28. Global Luxury Vinyl Tile and Flooring Sales (K MT) by Type (2020-2025)

Table 29. Global Luxury Vinyl Tile and Flooring Sales Market Share by Type (2020-2025)

Table 30. Global Luxury Vinyl Tile and Flooring Market Size (M USD) by Type (2020-2025)

Table 31. Global Luxury Vinyl Tile and Flooring Market Share by Type (2020-2025)

Table 32. Global Luxury Vinyl Tile and Flooring Price (USD/KG) by Type (2020-2025)

Table 33. Global Luxury Vinyl Tile and Flooring Sales (K MT) by Application

Table 34. Global Luxury Vinyl Tile and Flooring Market Size by Application

Table 35. Global Luxury Vinyl Tile and Flooring Sales by Application (2020-2025) & (K MT)

Table 36. Global Luxury Vinyl Tile and Flooring Sales Market Share by Application (2020-2025)

Table 37. Global Luxury Vinyl Tile and Flooring Market Size by Application (2020-2025) & (M USD)

Table 38. Global Luxury Vinyl Tile and Flooring Market Share by Application (2020-2025)

Table 39. Global Luxury Vinyl Tile and Flooring Sales Growth Rate by Application (2020-2025)

Table 40. Global Luxury Vinyl Tile and Flooring Sales by Region (2020-2025) & (K MT)

Table 41. Global Luxury Vinyl Tile and Flooring Sales Market Share by Region (2020-2025)

Table 42. Global Luxury Vinyl Tile and Flooring Market Size by Region (2020-2025) & (M USD)

Table 43. Global Luxury Vinyl Tile and Flooring Market Size by Region (2020-2025)

Table 44. North America Luxury Vinyl Tile and Flooring Sales by Country (2020-2025) & (K MT)

Table 45. North America Luxury Vinyl Tile and Flooring Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Luxury Vinyl Tile and Flooring Sales by Country (2020-2025) & (K MT)

Table 47. Europe Luxury Vinyl Tile and Flooring Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Luxury Vinyl Tile and Flooring Sales by Region (2020-2025) & (K MT)

Table 49. Asia Pacific Luxury Vinyl Tile and Flooring Market Size by Region (2020-2025) & (M USD)

Table 50. South America Luxury Vinyl Tile and Flooring Sales by Country (2020-2025) & (K MT)

Table 51. South America Luxury Vinyl Tile and Flooring Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Luxury Vinyl Tile and Flooring Sales by Region (2020-2025) & (K MT)

Table 53. Middle East and Africa Luxury Vinyl Tile and Flooring Market Size by Region (2020-2025) & (M USD)

Table 54. Global Luxury Vinyl Tile and Flooring Production (K MT) by Region(2020-2025)

Table 55. Global Luxury Vinyl Tile and Flooring Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Luxury Vinyl Tile and Flooring Revenue Market Share by Region (2020-2025)

Table 57. Global Luxury Vinyl Tile and Flooring Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Luxury Vinyl Tile and Flooring Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Luxury Vinyl Tile and Flooring Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Luxury Vinyl Tile and Flooring Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Luxury Vinyl Tile and Flooring Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. NOX Corporation Basic Information

Table 63. NOX Corporation Luxury Vinyl Tile and Flooring Product Overview

Table 64. NOX Corporation Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. NOX Corporation Business Overview

Table 66. NOX Corporation SWOT Analysis

Table 67. NOX Corporation Recent Developments

Table 68. Forbo Flooring Systems Basic Information

Table 69. Forbo Flooring Systems Luxury Vinyl Tile and Flooring Product Overview

Table 70. Forbo Flooring Systems Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. Forbo Flooring Systems Business Overview

Table 72. Forbo Flooring Systems SWOT Analysis

Table 73. Forbo Flooring Systems Recent Developments

Table 74. Mannington Basic Information

Table 75. Mannington Luxury Vinyl Tile and Flooring Product Overview

Table 76. Mannington Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD),

Price (USD/KG) and Gross Margin (2020-2025)

Table 77. Mannington Business Overview

Table 78. Mannington SWOT Analysis

Table 79. Mannington Recent Developments

Table 80. Upofloor Basic Information

Table 81. Upofloor Luxury Vinyl Tile and Flooring Product Overview

Table 82. Upofloor Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Upofloor Business Overview

Table 84. Upofloor Recent Developments

Table 85. Windm?ller Basic Information

Table 86. Windm?ller Luxury Vinyl Tile and Flooring Product Overview

Table 87. Windm?ller Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 88. Windm?ller Business Overview

Table 89. Windm?ller Recent Developments

Table 90. Classen Group Basic Information

Table 91. Classen Group Luxury Vinyl Tile and Flooring Product Overview

Table 92. Classen Group Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 93. Classen Group Business Overview

Table 94. Classen Group Recent Developments

Table 95. Tarkett Basic Information

Table 96. Tarkett Luxury Vinyl Tile and Flooring Product Overview

Table 97. Tarkett Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Tarkett Business Overview

Table 99. Tarkett Recent Developments

Table 100. Roppe Basic Information

Table 101. Roppe Luxury Vinyl Tile and Flooring Product Overview

Table 102. Roppe Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. Roppe Business Overview

Table 104. Roppe Recent Developments

Table 105. Teknoflor Basic Information

Table 106. Teknoflor Luxury Vinyl Tile and Flooring Product Overview

Table 107. Teknoflor Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Teknoflor Business Overview

- Table 109. Teknoflor Recent Developments
- Table 110. Gerflor Basic Information
- Table 111. Gerflor Luxury Vinyl Tile and Flooring Product Overview
- Table 112. Gerflor Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 113. Gerflor Business Overview
- Table 114. Gerflor Recent Developments
- Table 115. Patcraft Basic Information
- Table 116. Patcraft Luxury Vinyl Tile and Flooring Product Overview
- Table 117. Patcraft Luxury Vinyl Tile and Flooring Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 118. Patcraft Business Overview
- Table 119. Patcraft Recent Developments
- Table 120. Global Luxury Vinyl Tile and Flooring Sales Forecast by Region (2026-2035) & (K MT)
- Table 121. Global Luxury Vinyl Tile and Flooring Market Size Forecast by Region (2026-2035) & (M USD)
- Table 122. North America Luxury Vinyl Tile and Flooring Sales Forecast by Country (2026-2035) & (K MT)
- Table 123. North America Luxury Vinyl Tile and Flooring Market Size Forecast by Country (2026-2035) & (M USD)
- Table 124. Europe Luxury Vinyl Tile and Flooring Sales Forecast by Country (2026-2035) & (K MT)
- Table 125. Europe Luxury Vinyl Tile and Flooring Market Size Forecast by Country (2026-2035) & (M USD)
- Table 126. Asia Pacific Luxury Vinyl Tile and Flooring Sales Forecast by Region (2026-2035) & (K MT)
- Table 127. Asia Pacific Luxury Vinyl Tile and Flooring Market Size Forecast by Region (2026-2035) & (M USD)
- Table 128. South America Luxury Vinyl Tile and Flooring Sales Forecast by Country (2026-2035) & (K MT)
- Table 129. South America Luxury Vinyl Tile and Flooring Market Size Forecast by Country (2026-2035) & (M USD)
- Table 130. Middle East and Africa Luxury Vinyl Tile and Flooring Sales Forecast by Country (2026-2035) & (Units)
- Table 131. Middle East and Africa Luxury Vinyl Tile and Flooring Market Size Forecast by Country (2026-2035) & (M USD)
- Table 132. Global Luxury Vinyl Tile and Flooring Sales Forecast by Type (2026-2035) & (K MT)

Table 133. Global Luxury Vinyl Tile and Flooring Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global Luxury Vinyl Tile and Flooring Price Forecast by Type (2026-2035) & (USD/KG)

Table 135. Global Luxury Vinyl Tile and Flooring Sales (K MT) Forecast by Application (2026-2035)

Table 136. Global Luxury Vinyl Tile and Flooring Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Luxury Vinyl Tile and Flooring
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Luxury Vinyl Tile and Flooring Market Size (M USD), 2025-2035
- Figure 5. Global Luxury Vinyl Tile and Flooring Market Size (M USD) (2020-2035)
- Figure 6. Global Luxury Vinyl Tile and Flooring Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Luxury Vinyl Tile and Flooring Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Luxury Vinyl Tile and Flooring Product Life Cycle
- Figure 13. Luxury Vinyl Tile and Flooring Sales Share by Manufacturers in 2025
- Figure 14. Global Luxury Vinyl Tile and Flooring Revenue Share by Manufacturers in 2025
- Figure 15. Luxury Vinyl Tile and Flooring Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Luxury Vinyl Tile and Flooring Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Luxury Vinyl Tile and Flooring Revenue in 2025
- Figure 18. Industry Chain Map of Luxury Vinyl Tile and Flooring
- Figure 19. Global Luxury Vinyl Tile and Flooring Market PEST Analysis
- Figure 20. Global Luxury Vinyl Tile and Flooring Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Luxury Vinyl Tile and Flooring Market Share by Type
- Figure 27. Sales Market Share of Luxury Vinyl Tile and Flooring by Type (2020-2025)
- Figure 28. Sales Market Share of Luxury Vinyl Tile and Flooring by Type in 2025
- Figure 29. Market Share of Luxury Vinyl Tile and Flooring by Type (2020-2025)
- Figure 30. Market Share of Luxury Vinyl Tile and Flooring by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

- Figure 32. Global Luxury Vinyl Tile and Flooring Market Share by Application
- Figure 33. Global Luxury Vinyl Tile and Flooring Sales Market Share by Application (2020-2025)
- Figure 34. Global Luxury Vinyl Tile and Flooring Sales Market Share by Application in 2025
- Figure 35. Global Luxury Vinyl Tile and Flooring Market Share by Application (2020-2025)
- Figure 36. Global Luxury Vinyl Tile and Flooring Market Share by Application in 2025
- Figure 37. Global Luxury Vinyl Tile and Flooring Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Luxury Vinyl Tile and Flooring Sales Market Share by Region (2020-2025)
- Figure 39. Global Luxury Vinyl Tile and Flooring Market Size by Region (2020-2025)
- Figure 40. North America Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Luxury Vinyl Tile and Flooring Sales Market Share by Country in 2024
- Figure 43. North America Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Luxury Vinyl Tile and Flooring Market Size by Country in 2024
- Figure 45. U.S. Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Luxury Vinyl Tile and Flooring Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Luxury Vinyl Tile and Flooring Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Luxury Vinyl Tile and Flooring Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Luxury Vinyl Tile and Flooring Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Luxury Vinyl Tile and Flooring Sales Market Share by Country in 2024
- Figure 53. Europe Luxury Vinyl Tile and Flooring Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 54. Europe Luxury Vinyl Tile and Flooring Market Size by Country in 2024

Figure 55. Germany Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Luxury Vinyl Tile and Flooring Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Luxury Vinyl Tile and Flooring Sales Market Share by Region in 2024

Figure 67. Asia Pacific Luxury Vinyl Tile and Flooring Market Size by Region in 2024

Figure 68. China Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K

MT)

Figure 75. India Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Luxury Vinyl Tile and Flooring Sales and Growth Rate (K MT)

Figure 79. South America Luxury Vinyl Tile and Flooring Sales Market Share by Country in 2024

Figure 80. South America Luxury Vinyl Tile and Flooring Market Size and Growth Rate (M USD)

Figure 81. South America Luxury Vinyl Tile and Flooring Market Size by Country in 2024

Figure 82. Brazil Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Luxury Vinyl Tile and Flooring Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Luxury Vinyl Tile and Flooring Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Luxury Vinyl Tile and Flooring Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Luxury Vinyl Tile and Flooring Market Size by Region in 2024

Figure 92. Saudi Arabia Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K

MT)

Figure 95. UAE Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Luxury Vinyl Tile and Flooring Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Luxury Vinyl Tile and Flooring Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Luxury Vinyl Tile and Flooring Production Market Share by Region (2020-2025)

Figure 103. North America Luxury Vinyl Tile and Flooring Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Luxury Vinyl Tile and Flooring Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Luxury Vinyl Tile and Flooring Production (K MT) Growth Rate (2020-2025)

Figure 106. China Luxury Vinyl Tile and Flooring Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Luxury Vinyl Tile and Flooring Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Luxury Vinyl Tile and Flooring Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Luxury Vinyl Tile and Flooring Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Luxury Vinyl Tile and Flooring Market Share Forecast by Type (2026-2035)

Figure 111. Global Luxury Vinyl Tile and Flooring Sales Forecast by Application (2026-2035)

Figure 112. Global Luxury Vinyl Tile and Flooring Market Share Forecast by Application (2026-2035)

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