

Global Vinyl Tile Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Vinyl tile is a type of resilient flooring that is popular for its durability, affordability, and versatility. It is commonly used in both residential and commercial settings due to its ability to mimic the look of natural materials like wood or stone while offering easy maintenance and installation. The market for vinyl tile is characterized by a wide range of designs, sizes, and installation methods, catering to diverse consumer preferences.

As of 2023, the global vinyl tile market size stands at approximately \$6.7 billion. The market is expected to grow at a Compound Annual Growth Rate (CAGR) of 6.8% from 2024 to 2032. This growth can be attributed to several key drivers and market forces. Firstly, the increasing demand for cost-effective and low-maintenance flooring solutions in both residential and commercial construction projects is propelling the market forward. Additionally, technological advancements in manufacturing processes have led to the development of high-quality vinyl tiles that closely resemble natural materials, further driving consumer interest.

One prominent trend in the vinyl tile market is the growing popularity of luxury vinyl tile (LVT). LVT offers enhanced aesthetics and durability compared to traditional vinyl tile, making it a preferred choice for high-end residential and commercial applications. Another trend is the rising adoption of eco-friendly vinyl tiles made from recycled materials, catering to the increasing consumer focus on sustainability.

Moreover, the shift towards online retail channels for purchasing vinyl tiles is reshaping the market landscape. E-commerce platforms offer a convenient way for consumers to browse a wide range of products, compare prices, and read reviews, driving the online

sales of vinyl tiles.

Regionally, North America and Europe are the leading markets for vinyl tiles, driven by robust construction activities and the renovation sector. In North America, the dominance of the market can be attributed to the high demand for luxury vinyl tiles in residential applications, while in Europe, the market is fueled by stringent regulations promoting sustainable construction practices.

However, the vinyl tile market faces challenges such as fluctuating raw material prices, which can impact the overall production costs for manufacturers. Additionally, intense competition among key players in the market to innovate and offer unique product offerings poses a challenge in maintaining market share and profitability.

In conclusion, the global vinyl tile market is poised for steady growth driven by factors such as increasing demand for cost-effective flooring solutions, technological advancements, and shifting consumer preferences towards eco-friendly products. Understanding key trends and regional dynamics will be crucial for stakeholders to capitalize on growth opportunities and navigate challenges in this competitive market landscape.

This report provides a deep insight into the global Vinyl Tile market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Vinyl Tile Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Vinyl Tile market in any manner.

Global Vinyl Tile Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Tarkett

Gerflor

Armstrong

Mannington Mills

NOX

Shaw

Hanwha

LG Hausys

Mohawk

Polyflor

Congoleum

Forbo

TOLI

Beaulieu

Tajima

Metroflor

Interface

RiL

Karndean

Roppe

Milliken

Kraus

Parterre

Kingdomfloor

Snmo LVT

Hailide New Material

Taide Plastic Flooring

Market Segmentation (by Type)

Luxury Vinyl Tile (LVT)

Vinyl Composite Tile (VCT)

Others

Market Segmentation (by Application)

Commercial Use

Residential Use

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 Vinyl Tile Market

Overview of the regional outlook of the Vinyl Tile Market:

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 (USD Billion) 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

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 Vinyl Tile 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Vinyl Tile

1.2 Key Market Segments

1.2.1 Vinyl Tile Segment by Type

1.2.2 Vinyl Tile 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 VINYL TILE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Vinyl Tile Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Vinyl Tile Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 VINYL TILE MARKET COMPETITIVE LANDSCAPE

3.1 Global Vinyl Tile Sales by Manufacturers (2019-2024)

3.2 Global Vinyl Tile Revenue Market Share by Manufacturers (2019-2024)

3.3 Vinyl Tile Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Vinyl Tile Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Vinyl Tile Sales Sites, Area Served, Product Type

3.6 Vinyl Tile Market Competitive Situation and Trends

3.6.1 Vinyl Tile Market Concentration Rate

3.6.2 Global 5 and 10 Largest Vinyl Tile Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 VINYL TILE INDUSTRY CHAIN ANALYSIS

4.1 Vinyl Tile 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 VINYL TILE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 VINYL TILE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Vinyl Tile Sales Market Share by Type (2019-2024)

6.3 Global Vinyl Tile Market Size Market Share by Type (2019-2024)

6.4 Global Vinyl Tile Price by Type (2019-2024)

7 VINYL TILE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Vinyl Tile Market Sales by Application (2019-2024)

7.3 Global Vinyl Tile Market Size (M USD) by Application (2019-2024)

7.4 Global Vinyl Tile Sales Growth Rate by Application (2019-2024)

8 VINYL TILE MARKET SALES BY REGION

8.1 Global Vinyl Tile Sales by Region

8.1.1 Global Vinyl Tile Sales by Region

8.1.2 Global Vinyl Tile Sales Market Share by Region

8.2 Global Vinyl Tile Market Size by Region

8.2.1 Global Vinyl Tile Market Size by Region

8.2.2 Global Vinyl Tile Market Size Market Share by Region

8.3 North America

8.3.1 North America Vinyl Tile Sales by Country

8.3.2 North America Vinyl Tile 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 Vinyl Tile Sales by Country

8.4.2 Europe Vinyl Tile 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 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Vinyl Tile Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Vinyl Tile Market Size by Region

8.6.2 Asia Pacific Vinyl Tile Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Vinyl Tile Sales by Country

8.7.2 South America Vinyl Tile Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Vinyl Tile Sales by Region

8.8.2 Middle East and Africa Vinyl Tile Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 VINYL TILE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Vinyl Tile by Region (2019-2024)
- 9.2 Global Vinyl Tile Revenue Market Share by Region (2019-2024)
- 9.3 Global Vinyl Tile Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Vinyl Tile Production
 - 9.4.1 North America Vinyl Tile Production Growth Rate (2019-2024)
 - 9.4.2 North America Vinyl Tile Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Vinyl Tile Production
 - 9.5.1 Europe Vinyl Tile Production Growth Rate (2019-2024)
 - 9.5.2 Europe Vinyl Tile Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Vinyl Tile Production (2019-2024)
 - 9.6.1 Japan Vinyl Tile Production Growth Rate (2019-2024)
 - 9.6.2 Japan Vinyl Tile Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Vinyl Tile Production (2019-2024)
 - 9.7.1 China Vinyl Tile Production Growth Rate (2019-2024)
 - 9.7.2 China Vinyl Tile Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Tarkett
 - 10.1.1 Tarkett Vinyl Tile Basic Information
 - 10.1.2 Tarkett Vinyl Tile Product Overview
 - 10.1.3 Tarkett Vinyl Tile Product Market Performance
 - 10.1.4 Tarkett Business Overview
 - 10.1.5 Tarkett Vinyl Tile SWOT Analysis
 - 10.1.6 Tarkett Recent Developments
- 10.2 Gerflor
 - 10.2.1 Gerflor Vinyl Tile Basic Information
 - 10.2.2 Gerflor Vinyl Tile Product Overview
 - 10.2.3 Gerflor Vinyl Tile Product Market Performance
 - 10.2.4 Gerflor Business Overview
 - 10.2.5 Gerflor Vinyl Tile SWOT Analysis

10.2.6 Gerflor Recent Developments

10.3 Armstrong

10.3.1 Armstrong Vinyl Tile Basic Information

10.3.2 Armstrong Vinyl Tile Product Overview

10.3.3 Armstrong Vinyl Tile Product Market Performance

10.3.4 Armstrong Vinyl Tile SWOT Analysis

10.3.5 Armstrong Business Overview

10.3.6 Armstrong Recent Developments

10.4 Mannington Mills

10.4.1 Mannington Mills Vinyl Tile Basic Information

10.4.2 Mannington Mills Vinyl Tile Product Overview

10.4.3 Mannington Mills Vinyl Tile Product Market Performance

10.4.4 Mannington Mills Business Overview

10.4.5 Mannington Mills Recent Developments

10.5 NOX

10.5.1 NOX Vinyl Tile Basic Information

10.5.2 NOX Vinyl Tile Product Overview

10.5.3 NOX Vinyl Tile Product Market Performance

10.5.4 NOX Business Overview

10.5.5 NOX Recent Developments

10.6 Shaw

10.6.1 Shaw Vinyl Tile Basic Information

10.6.2 Shaw Vinyl Tile Product Overview

10.6.3 Shaw Vinyl Tile Product Market Performance

10.6.4 Shaw Business Overview

10.6.5 Shaw Recent Developments

10.7 Hanwha

10.7.1 Hanwha Vinyl Tile Basic Information

10.7.2 Hanwha Vinyl Tile Product Overview

10.7.3 Hanwha Vinyl Tile Product Market Performance

10.7.4 Hanwha Business Overview

10.7.5 Hanwha Recent Developments

10.8 LG Hausys

10.8.1 LG Hausys Vinyl Tile Basic Information

10.8.2 LG Hausys Vinyl Tile Product Overview

10.8.3 LG Hausys Vinyl Tile Product Market Performance

10.8.4 LG Hausys Business Overview

10.8.5 LG Hausys Recent Developments

10.9 Mohawk

- 10.9.1 Mohawk Vinyl Tile Basic Information
- 10.9.2 Mohawk Vinyl Tile Product Overview
- 10.9.3 Mohawk Vinyl Tile Product Market Performance
- 10.9.4 Mohawk Business Overview
- 10.9.5 Mohawk Recent Developments
- 10.10 Polyflor
 - 10.10.1 Polyflor Vinyl Tile Basic Information
 - 10.10.2 Polyflor Vinyl Tile Product Overview
 - 10.10.3 Polyflor Vinyl Tile Product Market Performance
 - 10.10.4 Polyflor Business Overview
 - 10.10.5 Polyflor Recent Developments
- 10.11 Congoleum
 - 10.11.1 Congoleum Vinyl Tile Basic Information
 - 10.11.2 Congoleum Vinyl Tile Product Overview
 - 10.11.3 Congoleum Vinyl Tile Product Market Performance
 - 10.11.4 Congoleum Business Overview
 - 10.11.5 Congoleum Recent Developments
- 10.12 Forbo
 - 10.12.1 Forbo Vinyl Tile Basic Information
 - 10.12.2 Forbo Vinyl Tile Product Overview
 - 10.12.3 Forbo Vinyl Tile Product Market Performance
 - 10.12.4 Forbo Business Overview
 - 10.12.5 Forbo Recent Developments
- 10.13 TOLI
 - 10.13.1 TOLI Vinyl Tile Basic Information
 - 10.13.2 TOLI Vinyl Tile Product Overview
 - 10.13.3 TOLI Vinyl Tile Product Market Performance
 - 10.13.4 TOLI Business Overview
 - 10.13.5 TOLI Recent Developments
- 10.14 Beaulieu
 - 10.14.1 Beaulieu Vinyl Tile Basic Information
 - 10.14.2 Beaulieu Vinyl Tile Product Overview
 - 10.14.3 Beaulieu Vinyl Tile Product Market Performance
 - 10.14.4 Beaulieu Business Overview
 - 10.14.5 Beaulieu Recent Developments
- 10.15 Tajima
 - 10.15.1 Tajima Vinyl Tile Basic Information
 - 10.15.2 Tajima Vinyl Tile Product Overview
 - 10.15.3 Tajima Vinyl Tile Product Market Performance

- 10.15.4 Tajima Business Overview
- 10.15.5 Tajima Recent Developments
- 10.16 Metroflor
 - 10.16.1 Metroflor Vinyl Tile Basic Information
 - 10.16.2 Metroflor Vinyl Tile Product Overview
 - 10.16.3 Metroflor Vinyl Tile Product Market Performance
 - 10.16.4 Metroflor Business Overview
 - 10.16.5 Metroflor Recent Developments
- 10.17 Interface
 - 10.17.1 Interface Vinyl Tile Basic Information
 - 10.17.2 Interface Vinyl Tile Product Overview
 - 10.17.3 Interface Vinyl Tile Product Market Performance
 - 10.17.4 Interface Business Overview
 - 10.17.5 Interface Recent Developments
- 10.18 RiL
 - 10.18.1 RiL Vinyl Tile Basic Information
 - 10.18.2 RiL Vinyl Tile Product Overview
 - 10.18.3 RiL Vinyl Tile Product Market Performance
 - 10.18.4 RiL Business Overview
 - 10.18.5 RiL Recent Developments
- 10.19 Karndean
 - 10.19.1 Karndean Vinyl Tile Basic Information
 - 10.19.2 Karndean Vinyl Tile Product Overview
 - 10.19.3 Karndean Vinyl Tile Product Market Performance
 - 10.19.4 Karndean Business Overview
 - 10.19.5 Karndean Recent Developments
- 10.20 Roppe
 - 10.20.1 Roppe Vinyl Tile Basic Information
 - 10.20.2 Roppe Vinyl Tile Product Overview
 - 10.20.3 Roppe Vinyl Tile Product Market Performance
 - 10.20.4 Roppe Business Overview
 - 10.20.5 Roppe Recent Developments
- 10.21 Milliken
 - 10.21.1 Milliken Vinyl Tile Basic Information
 - 10.21.2 Milliken Vinyl Tile Product Overview
 - 10.21.3 Milliken Vinyl Tile Product Market Performance
 - 10.21.4 Milliken Business Overview
 - 10.21.5 Milliken Recent Developments
- 10.22 Kraus

- 10.22.1 Kraus Vinyl Tile Basic Information
- 10.22.2 Kraus Vinyl Tile Product Overview
- 10.22.3 Kraus Vinyl Tile Product Market Performance
- 10.22.4 Kraus Business Overview
- 10.22.5 Kraus Recent Developments
- 10.23 Parterre
 - 10.23.1 Parterre Vinyl Tile Basic Information
 - 10.23.2 Parterre Vinyl Tile Product Overview
 - 10.23.3 Parterre Vinyl Tile Product Market Performance
 - 10.23.4 Parterre Business Overview
 - 10.23.5 Parterre Recent Developments
- 10.24 Kingdomfloor
 - 10.24.1 Kingdomfloor Vinyl Tile Basic Information
 - 10.24.2 Kingdomfloor Vinyl Tile Product Overview
 - 10.24.3 Kingdomfloor Vinyl Tile Product Market Performance
 - 10.24.4 Kingdomfloor Business Overview
 - 10.24.5 Kingdomfloor Recent Developments
- 10.25 Snmo LVT
 - 10.25.1 Snmo LVT Vinyl Tile Basic Information
 - 10.25.2 Snmo LVT Vinyl Tile Product Overview
 - 10.25.3 Snmo LVT Vinyl Tile Product Market Performance
 - 10.25.4 Snmo LVT Business Overview
 - 10.25.5 Snmo LVT Recent Developments
- 10.26 Hailide New Material
 - 10.26.1 Hailide New Material Vinyl Tile Basic Information
 - 10.26.2 Hailide New Material Vinyl Tile Product Overview
 - 10.26.3 Hailide New Material Vinyl Tile Product Market Performance
 - 10.26.4 Hailide New Material Business Overview
 - 10.26.5 Hailide New Material Recent Developments
- 10.27 Taide Plastic Flooring
 - 10.27.1 Taide Plastic Flooring Vinyl Tile Basic Information
 - 10.27.2 Taide Plastic Flooring Vinyl Tile Product Overview
 - 10.27.3 Taide Plastic Flooring Vinyl Tile Product Market Performance
 - 10.27.4 Taide Plastic Flooring Business Overview
 - 10.27.5 Taide Plastic Flooring Recent Developments

11 VINYL TILE MARKET FORECAST BY REGION

11.1 Global Vinyl Tile Market Size Forecast

11.2 Global Vinyl Tile Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Vinyl Tile Market Size Forecast by Country

11.2.3 Asia Pacific Vinyl Tile Market Size Forecast by Region

11.2.4 South America Vinyl Tile Market Size Forecast by Country

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Vinyl Tile Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Vinyl Tile by Type (2025-2032)

12.1.2 Global Vinyl Tile Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Vinyl Tile by Type (2025-2032)

12.2 Global Vinyl Tile Market Forecast by Application (2025-2032)

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

12.2.2 Global Vinyl Tile Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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