

# Global Vinyl Plank Flooring Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Vinyl Plank Flooring market size will reach 9,880.63 Million USD in 2025 and is projected to reach 15,587.99 Million USD by 2032, with a CAGR of 6.73% (2025-2032). Notably, the China Vinyl Plank Flooring market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Vinyl plank flooring is a type of resilient flooring that mimics the look and feel of hardwood flooring but is made from synthetic materials. It typically consists of multiple layers, including a durable wear layer on top, a printed design layer that resembles wood grain or other natural textures, a core layer for stability, and a backing layer for added support and moisture resistance. Vinyl plank flooring is available in various styles, colors, and finishes, allowing for customization to match different decor preferences. One of the key advantages of vinyl plank flooring is its water resistance, making it suitable for use in moisture-prone areas such as kitchens, bathrooms, and basements. Additionally, vinyl plank flooring is relatively easy to install, often featuring a click-lock or adhesive installation system that allows for floating installation over existing subfloors. It is also durable, scratch-resistant, and easy to maintain, requiring only regular sweeping and occasional mopping for cleaning. Overall, vinyl plank flooring offers a cost-effective and versatile alternative to traditional hardwood flooring, providing the aesthetic appeal of wood with added durability and practicality.

The major global manufacturers of Vinyl Plank Flooring include CFL Flooring, Taizhou Huali New Materials, Tianzhen Bamboo Flooring, NOX Corporation, Zhejiang Walrus New Material, Tarkett, Zhangjiagang Yihua Rundong, Zhejiang Kingdom, Mohawk, Jinka Flooring, Novalis, Zhangjiagang Elegant Plastics, Zhejiang GIMIG Technology, Dongshin Polymer, Armstrong, Mannington Mills, LG Hausys, Metroflor, Shaw Floors, Gerflor, Forbo, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Vinyl Plank Flooring. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Vinyl Plank Flooring market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Vinyl Plank Flooring market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Vinyl Plank Flooring industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Vinyl Plank Flooring Include:

CFL Flooring

Taizhou Huali New Materials

Tianzhen Bamboo Flooring

NOX Corporation

Zhejiang Walrus New Material

Tarkett

Zhangjiagang Yihua Rundong

Zhejiang Kingdom

Mohawk

Jinka Flooring

Novalis

Zhangjiagang Elegant Plastics

Zhejiang GIMIG Technology

Dongshin Polymer

Armstrong

Mannington Mills

LG Hausys

Metroflor

Shaw Floors

Gerflor

Forbo

Vinyl Plank Flooring Product Segment Include:

Loose-lay LVT

Dry-back LVT

SPC

WPC

Vinyl Plank Flooring Product Application Include:

Residential

Commercial

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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