

# India Flooring Installation Adhesives Market Size, Share & Trends Analysis Report By Application (Resilient Flooring, Wooden Flooring, Laminated Flooring, Artificial Turf), And Segment Forecasts, 2020 - 2027

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## Abstracts

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### India Flooring Installation Adhesives Market Growth & Trends

The India flooring installation adhesive market size is expected to reach USD 135.7 million by 2027, according to a new report by Grand View Research, Inc. The market is projected to register a CAGR of 5.2% in terms of revenue, over the forecast period. Rising technological advancements and growing research and development activities are the factors likely to contribute to the product demand.

The quantity and type of adhesive used to depend on the type of substrate or flooring. For instance, epoxy floor products are capable of producing high-strength, durable bonds. They are suitable for both interior and exterior applications and are resistant to water, dilute acids, alkali, most of the solvents, and oil. They are suitable for most of the types of flooring including resilient and wooden. Novel products are being introduced in the market, which offers simplification of work, enhanced adhesion, and environment-friendly nature.

The establishment of new reforms, such as the Make in India campaign, formed by the government has strengthened the country's economy. Valiant efforts by the local government and the increasing interests of foreign companies to invest and establish their manufacturing plants in India are expected to increase the demand for flooring installation adhesives, which, in turn, is likely to fuel the market growth over the forecast

period.

Increasing demand for vinyl flooring can be attributed to the growing consumer preference for PVC floor coverings and floor tiles, which, in turn, has led adhesive manufacturers to expand their product range for providing ease at the time of installation. For instance, Bostik, a leading adhesive manufacturer, provides several products based on luxury vinyl tile, vinyl tile, vinyl adhesive sprayer, vinyl sheet, and headliner for vinyl flooring applications.

Laminate flooring is preferred in India owing to its low-cost and appearance similar to wood. Based on its installation, it can be classified into glued, glueless, and pre-glued. The glued type needs the adhesive to be spread on the floor before laying the laminate flooring. The glueless type does not require additional adhesive, instead, they are manufactured with special tongue and groove edges that click together and hold.

#### India Flooring Installation Adhesives Market Report Highlights

Resilient flooring was the largest application segment in 2019 and accounted for a volume of 29,802.2 tons in 2019. Growing demand in the construction of restaurants, living rooms, and manufacturing facilities is projected to fuel the growth of this application segment

Artificial turf is projected to witness the fastest CAGR of 7.8% in terms of revenue. Benefits over natural grass, which comprises durability, less maintenance, and saving on water consumption are some of the key contributing factors for the growth of the segment

Wooden flooring accounted for a revenue share of 37.5% in 2019. Increasing penetration of hardwood, engineered wood, and bamboo wood is key attributing for the growth of the market

Key market players include Pidilite Industries Limited, BASF India, Sika India, Bostik, ADFAST POLYMERS, Arofine Polymers Pvt. Ltd., Astra Chemtech (P) Ltd., and MAPEI

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