

U.S. Flooring Market Size, Share & Trends Analysis Report By Product, By Color Tone (Light, Dark, Warm, Grey), By Texture, By Pattern, By End-use (Residential, Commercial, Industrial), By Distribution Channel, By Plank Width, By Plank Thickness, And Segment Forecasts, 2026 - 2035

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Abstracts

U.S. Flooring Market Summary

The U.S. flooring market size was estimated at USD 35.80 billion in 2025 and is projected to reach USD 68.07 billion by 2035, growing at a CAGR of 6.7% from 2026 to 2035. The demand for flooring in the U.S. is rising due to strong growth in residential renovation and remodeling activities.

Increasing homeownership and spending on interior aesthetics are encouraging consumers to upgrade flooring materials. The shift toward premium and durable flooring solutions such as luxury vinyl tiles (LVT) and engineered wood is also fueling demand. In addition, commercial construction across office, healthcare, and retail spaces is driving higher flooring consumption. Rapid urban redevelopment projects and replacement demand from aging infrastructure further support market expansion. Consumer preference for low-maintenance and long-lasting flooring options is increasing adoption rates. Moreover, the rise in DIY home improvement trends is accelerating product penetration across households.

Key demand drivers include technological advancements in flooring materials that enhance durability, water resistance, and ease of installation. The growth of the real estate sector, especially residential housing starts, significantly influences flooring

demand. Increasing disposable income allows consumers to opt for aesthetically appealing and premium flooring options. Sustainability trends are pushing demand for eco-friendly materials such as bamboo and recycled wood. The expansion of commercial spaces such as corporate offices and retail chains is also boosting flooring installations. The rise of e-commerce platforms has improved product accessibility and price transparency. Moreover, changing lifestyle preferences and interior design trends are encouraging frequent upgrades.

Flooring market in the U.S. is witnessing strong innovation in materials such as waterproof LVT, rigid core flooring, and hybrid products. Digital printing technology is enabling realistic wood and stone finishes at lower costs. Smart flooring solutions with embedded sensors for commercial applications are emerging as a niche trend. Sustainability remains a key focus, with increasing use of recycled materials and bio-based products. Easy installation technologies such as click-lock systems are gaining popularity among DIY consumers. Anti-microbial and stain-resistant coatings are being widely adopted, especially in healthcare and hospitality sectors. Additionally, customization and modular flooring designs are becoming more prevalent.

U.S. Flooring Market Report Segmentation

This report forecasts revenue growth at regional & country levels and provides an analysis on the industry trends in each of the sub-segments from 2021 to 2035. For this study, Grand View Research has segmented the U.S. flooring market based on product, color tone, pattern, texture, end use, distribution channel, plank width, plank thickness, and region:

Product Outlook (Volume, Million Square Meters; Revenue, USD Billion; 2021 - 2035)

Resilient Flooring

LVT (Luxury Vinyl Tile)

SPC (Stone Plastic Composite)

WPC (Wood Plastic Composite)

Non-resilient Flooring

Waterproof Laminate

Engineered Hardwood

Solid Hardwood

Oak

Maple

Hickory

Walnut

Others

Others

Color Tone Outlook (Volume, Million Square Meters; Revenue, USD Billion,
2021 - 2035)

Light

Dark

Warm

Grey

Patterns Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 -
2035)

Straight / Linear

Staggered / Random Plank

Herringbone

Chevron

Others

Texture Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

Matte

Satin

Natural / smooth

Others

End Use Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

Residential

Commercial

Industrial

Distribution Channel Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

Retail

Direct-to-Consumer (DTC)

Online Marketplaces

Commercial / B2B

Plank Width Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

Narrow (
Medium (3 - 5 inches)

Wide (5 - 7 inches)

Plank Thickness Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

Thin (
Medium (5 - 10 mm)

Thick (>10 mm)

Regional Outlook (Volume, Million Square Meters; Revenue, USD Billion, 2021 - 2035)

U.S.

Northeast

Midwest

South

West

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