

# Global Hard-Surface Flooring Market Report

## 2018-2029

<https://marketpublishers.com/r/GA7DD963B667EN.html>

Date: June 2023

Pages: 136

Price: US\$ 3,200.00 (Single User License)

ID: GA7DD963B667EN

### Abstracts

Hard-Surface Flooring refers to a wide range of flooring materials that are durable, long-lasting, and easy to clean. This type of flooring includes materials such as hardwood, laminate, luxury vinyl tile (LVT), ceramic tile, porcelain tile, and natural stone. Hard-Surface Flooring is versatile and can be used in both residential and commercial spaces, including homes, hotels, hospitals, schools, and offices.

The use of Hard-Surface Flooring has increased rapidly in recent years due to its durability, low maintenance, and aesthetic appeal. It is preferred over other types of flooring because of its resistance to scratches, stains, and dents, making it an ideal choice for high-traffic areas. Additionally, it is easy to clean and does not require frequent replacement, reducing long-term costs.

The global Hard-Surface Flooring market size is projected to reach US\$40559 million by 2022, with a compound annual growth rate of 4.75%. The market growth is driven by the growing demand for Hard-Surface Flooring in various end-use applications such as residential buildings, nonresidential buildings, and transportation. This growth is primarily attributed to the expanding construction industry, particularly in emerging economies such as China and India.

Residential buildings account for the largest share of the Hard-Surface Flooring market, followed by non-residential buildings and transportation. In residential buildings, Hard-Surface Flooring is commonly used in living rooms, kitchens, and bathrooms, while in non-residential buildings, it is used in lobbies, corridors, and classrooms. Transportation applications include trains, buses, and airplanes, where Hard-Surface Flooring is preferred due to its durability and ease of maintenance.



## Prospects for the Hard-Surface Flooring Industry

The prospects for the Hard-Surface Flooring industry are positive, driven by the growing demand for durable, low-maintenance, and aesthetically pleasing flooring options. Manufacturers are constantly innovating to produce Hard-Surface Flooring that is more durable, sustainable, and cost-effective. Furthermore, the increasing adoption of eco-friendly materials, such as bamboo and hardwood sourced from sustainable forests, is expected to drive industry growth.

The Asia-Pacific region is expected to be the fastest-growing market for Hard-Surface Flooring, with increasing infrastructure development and urbanization driving demand. Europe and North America are also expected to experience significant growth due to the rising construction activity in these regions.

Major global manufacturers such as Mohawk Industries, Tarkett, Armstrong Flooring, Mannington Mills, Congoleum, Crossville, Florida Tile, Interceramic, Kronotex, Mullican Flooring, and RPM International offer a range of Hard-Surface Flooring products designed for different applications. These companies are investing in research and development to create new and innovative products that cater to specific industry requirements.

In conclusion, the Hard-Surface Flooring market is projected to grow significantly in the coming years, driven by the expanding construction industry and the growing demand for durable, low-maintenance, and aesthetically pleasing flooring options. Major global manufacturers are investing in innovation, creating opportunities for growth and diversification. The industry presents a range of opportunities for stakeholders, including manufacturers, suppliers, and investors, and a comprehensive market analysis can assist in developing strategic plans that capitalize on these opportunities.

The SWOT analysis of the Hard-Surface Flooring industry is as follows:

### Strengths:

Hard-Surface Flooring is durable and long-lasting, making it a preferred choice for high-traffic areas.

Hard-Surface Flooring is low-maintenance and easy to clean, reducing long-term costs. The increasing availability of eco-friendly Hard-Surface Flooring options appeals to environmentally conscious consumers.

A diverse range of materials are available, offering customization and flexibility for different applications.



Growing demand from the construction industry, particularly in emerging economies, presents opportunities for market expansion.

#### Weaknesses:

Some Hard-Surface Flooring materials can be expensive, limiting accessibility to budget-conscious consumers.

Installation costs can be high due to the specialized skills required to install some Hard-Surface Flooring materials.

Hard-Surface Flooring can be slippery when wet, presenting safety concerns in certain applications, such as bathrooms and kitchens.

Heavy furniture or objects dropped on some Hard-Surface Flooring materials can cause damage or scratches, requiring repairs.

#### Opportunities:

Growing demand for eco-friendly Hard-Surface Flooring options presents opportunities for manufacturers to expand their product lines.

Advancements in manufacturing technology offer opportunities to create more cost-effective and sustainable Hard-Surface Flooring options.

The shift towards e-commerce presents opportunities to reach new, geographically diverse customers.

Increasing adoption of Hard-Surface Flooring among commercial spaces, such as hospitals and schools, presents opportunities for market growth.

#### Threats:

Competition from alternative flooring materials, such as carpet and vinyl, could impact market share.

Economic downturns could lead to a reduction in construction activity and a decrease in demand for Hard-Surface Flooring.

Fluctuations in raw material prices could impact production costs and profit margins.

Environmental concerns regarding the production and disposal of some Hard-Surface Flooring materials could lead to regulatory hurdles and negative consumer perception.

Key players in global Hard-Surface Flooring market include:

Mohawk Industries

Tarkett

Armstrong Flooring

Mannington Mills

Congoleum

Crossville



Florida Tile  
Interceramic  
Kronotex  
Mullican Flooring  
RPM International

Market segmentation, by product types:

Ceramic Flooring  
Wood and Laminate Flooring  
Vinyl Flooring  
Other

Market segmentation, by applications:

Residential Buildings  
Nonresidential Buildings  
Transportation



## Contents

### **1 INDUSTRY OVERVIEW OF HARD-SURFACE FLOORING**

- 1.1 Research Scope
- 1.2 Market Segmentation by Types of Hard-Surface Flooring
- 1.3 Market Segmentation by End Users of Hard-Surface Flooring
- 1.4 Market Dynamics Analysis of Hard-Surface Flooring
  - 1.4.1 Market Drivers
  - 1.4.2 Market Challenges
  - 1.4.3 Market Opportunities
  - 1.4.4 Porter's Five Forces

### **2 MAJOR MANUFACTURERS ANALYSIS OF HARD-SURFACE FLOORING INDUSTRY**

- 2.1 Mohawk Industries
  - 2.1.1 Company Overview
  - 2.1.2 Main Products and Specifications
  - 2.1.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.1.4 Contact Information
- 2.2 Tarkett
  - 2.2.1 Company Overview
  - 2.2.2 Main Products and Specifications
  - 2.2.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.2.4 Contact Information
- 2.3 Armstrong Flooring
  - 2.3.1 Company Overview
  - 2.3.2 Main Products and Specifications
  - 2.3.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.3.4 Contact Information
- 2.4 Mannington Mills
  - 2.4.1 Company Overview
  - 2.4.2 Main Products and Specifications
  - 2.4.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)



- 2.4.4 Contact Information
- 2.5 Congoleum
  - 2.5.1 Company Overview
  - 2.5.2 Main Products and Specifications
  - 2.5.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.5.4 Contact Information
- 2.6 Crossville
  - 2.6.1 Company Overview
  - 2.6.2 Main Products and Specifications
  - 2.6.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.6.4 Contact Information
- 2.7 Florida Tile
  - 2.7.1 Company Overview
  - 2.7.2 Main Products and Specifications
  - 2.7.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.7.4 Contact Information
- 2.8 Interceramic
  - 2.8.1 Company Overview
  - 2.8.2 Main Products and Specifications
  - 2.8.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.8.4 Contact Information
- 2.9 Kronotex
  - 2.9.1 Company Overview
  - 2.9.2 Main Products and Specifications
  - 2.9.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.9.4 Contact Information
- 2.10 Mullican Flooring
  - 2.10.1 Company Overview
  - 2.10.2 Main Products and Specifications
  - 2.10.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
  - 2.10.4 Contact Information
- 2.11 RPM International
  - 2.11.1 Company Overview



- 2.11.2 Main Products and Specifications
- 2.11.3 Hard-Surface Flooring Sales Volume, Revenue, Price and Gross Margin (2018-2023)
- 2.11.4 Contact Information

### **3 GLOBAL HARD-SURFACE FLOORING MARKET ANALYSIS BY REGIONS, MANUFACTURERS, TYPES AND END USERS**

- 3.1 Global Sales Volume and Revenue of Hard-Surface Flooring by Regions (2018-2023)
- 3.2 Global Sales Volume and Revenue of Hard-Surface Flooring by Manufacturers (2018-2023)
- 3.3 Global Sales Volume and Revenue of Hard-Surface Flooring by Types (2018-2023)
- 3.4 Global Sales Volume and Revenue of Hard-Surface Flooring by End Users (2018-2023)
- 3.5 Selling Price Analysis of Hard-Surface Flooring by Regions, Manufacturers, Types and End Users in (2018-2023)

### **4 NORTHERN AMERICA HARD-SURFACE FLOORING MARKET ANALYSIS BY COUNTRIES, TYPES AND END USERS**

- 4.1 Northern America Hard-Surface Flooring Sales Volume and Revenue Analysis by Countries (2018-2023)
- 4.2 Northern America Hard-Surface Flooring Sales Volume and Revenue Analysis by Types (2018-2023)
- 4.3 Northern America Hard-Surface Flooring Sales Volume and Revenue Analysis by End Users (2018-2023)
- 4.4 United States Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)
- 4.5 Canada Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

### **5 EUROPE HARD-SURFACE FLOORING MARKET ANALYSIS BY COUNTRIES, TYPES AND END USERS**

- 5.1 Europe Hard-Surface Flooring Sales Volume and Revenue Analysis by Countries (2018-2023)
- 5.2 Europe Hard-Surface Flooring Sales Volume and Revenue Analysis by Types (2018-2023)



5.3 Europe Hard-Surface Flooring Sales Volume and Revenue Analysis by End Users (2018-2023)

5.4 Germany Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.5 France Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.6 UK Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.7 Italy Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.8 Russia Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.9 Spain Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

5.10 Netherlands Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

## **6 ASIA PACIFIC HARD-SURFACE FLOORING MARKET ANALYSIS BY COUNTRIES, TYPES AND END USERS**

6.1 Asia Pacific Hard-Surface Flooring Sales Volume and Revenue Analysis by Countries (2018-2023)

6.2 Asia Pacific Hard-Surface Flooring Sales Volume and Revenue Analysis by Types (2018-2023)

6.3 Asia Pacific Hard-Surface Flooring Sales Volume and Revenue Analysis by End Users (2018-2023)

6.4 China Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.5 Japan Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.6 Korea Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.7 India Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.8 Australia Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.9 Indonesia Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

6.10 Vietnam Hard-Surface Flooring Sales Volume, Revenue, Import and Export



Analysis (2018-2023)

## **7 LATIN AMERICA HARD-SURFACE FLOORING MARKET ANALYSIS BY COUNTRIES, TYPES AND END USERS**

7.1 Latin America Hard-Surface Flooring Sales Volume and Revenue Analysis by Countries (2018-2023)

7.2 Latin America Hard-Surface Flooring Sales Volume and Revenue Analysis by Types (2018-2023)

7.3 Latin America Hard-Surface Flooring Sales Volume and Revenue Analysis by End Users (2018-2023)

7.4 Brazil Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

7.5 Mexico Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

7.6 Argentina Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

7.7 Colombia Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

## **8 MIDDLE EAST & AFRICA HARD-SURFACE FLOORING MARKET ANALYSIS BY COUNTRIES, TYPES AND END USERS**

8.1 Middle East & Africa Hard-Surface Flooring Sales Volume and Revenue Analysis by Countries (2018-2023)

8.2 Middle East & Africa Hard-Surface Flooring Sales Volume and Revenue Analysis by Types (2018-2023)

8.3 Middle East & Africa Hard-Surface Flooring Sales Volume and Revenue Analysis by End Users (2018-2023)

8.4 Turkey Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

8.5 Saudi Arabia Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

8.6 South Africa Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

8.7 Egypt Hard-Surface Flooring Sales Volume, Revenue, Import and Export Analysis (2018-2023)

## **9 MARKETING CHANNEL, DISTRIBUTORS AND TRADERS ANALYSIS**



## 9.1 Marketing Channel

### 9.1.1 Direct Channel

### 9.1.2 Indirect Channel

## 9.2 Distributors and Traders

# **10 GLOBAL HARD-SURFACE FLOORING MARKET FORECAST BY REGIONS, COUNTRIES, MANUFACTURERS, TYPES AND END USERS**

## 10.1 Global Sales Volume and Revenue Forecast of Hard-Surface Flooring by Regions (2024-2029)

## 10.2 Global Sales Volume and Revenue Forecast of Hard-Surface Flooring by Types (2024-2029)

## 10.3 Global Sales Volume and Revenue Forecast of Hard-Surface Flooring by End Users (2024-2029)

## 10.4 Global Revenue Forecast of Hard-Surface Flooring by Countries (2024-2029)

### 10.4.1 United States Revenue Forecast (2024-2029)

### 10.4.2 Canada Revenue Forecast (2024-2029)

### 10.4.3 Germany Revenue Forecast (2024-2029)

### 10.4.4 France Revenue Forecast (2024-2029)

### 10.4.5 UK Revenue Forecast (2024-2029)

### 10.4.6 Italy Revenue Forecast (2024-2029)

### 10.4.7 Russia Revenue Forecast (2024-2029)

### 10.4.8 Spain Revenue Forecast (2024-2029)

### 10.4.9 Netherlands Revenue Forecast (2024-2029)

### 10.4.10 China Revenue Forecast (2024-2029)

### 10.4.11 Japan Revenue Forecast (2024-2029)

### 10.4.12 Korea Revenue Forecast (2024-2029)

### 10.4.13 India Revenue Forecast (2024-2029)

### 10.4.14 Australia Revenue Forecast (2024-2029)

### 10.4.15 Indonesia Revenue Forecast (2024-2029)

### 10.4.16 Vietnam Revenue Forecast (2024-2029)

### 10.4.17 Brazil Revenue Forecast (2024-2029)

### 10.4.18 Mexico Revenue Forecast (2024-2029)

### 10.4.19 Argentina Revenue Forecast (2024-2029)

### 10.4.20 Colombia Revenue Forecast (2024-2029)

### 10.4.21 Turkey Revenue Forecast (2024-2029)

### 10.4.22 Saudi Arabia Revenue Forecast (2024-2029)

### 10.4.23 South Africa Revenue Forecast (2024-2029)



#### 10.4.24 Egypt Revenue Forecast (2024-2029)

### **11 INDUSTRY CHAIN ANALYSIS OF HARD-SURFACE FLOORING**

#### 11.1 Upstream Major Raw Materials and Equipment Suppliers Analysis of Hard-Surface Flooring

##### 11.1.1 Major Raw Materials Suppliers with Contact Information Analysis of Hard-Surface Flooring

##### 11.1.2 Major Equipment Suppliers with Contact Information Analysis of Hard-Surface Flooring

#### 11.2 Downstream Major Consumers Analysis of Hard-Surface Flooring

#### 11.3 Major Suppliers of Hard-Surface Flooring with Contact Information

#### 11.4 Supply Chain Relationship Analysis of Hard-Surface Flooring

### **12 HARD-SURFACE FLOORING NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS**

#### 12.1 Hard-Surface Flooring New Project SWOT Analysis

#### 12.2 Hard-Surface Flooring New Project Investment Feasibility Analysis

##### 12.2.1 Project Name

##### 12.2.2 Investment Budget

##### 12.2.3 Project Product Solutions

##### 12.2.4 Project Schedule

### **13 HARD-SURFACE FLOORING RESEARCH FINDINGS AND CONCLUSION**

### **14 APPENDIX**

#### 14.1 Research Methodology

#### 14.2 References and Data Sources

##### 14.2.1 Primary Sources

##### 14.2.2 Secondary Paid Sources

##### 14.2.3 Secondary Public Sources

#### 14.3 Abbreviations and Units of Measurement

#### 14.4 Author Details

#### 14.5 Disclaimer



## List Of Tables

### LIST OF TABLES AND FIGURES

Table Types of Hard-Surface Flooring

Table End Users of Hard-Surface Flooring

Figure Market Drivers Analysis of Hard-Surface Flooring

Figure Market Challenges Analysis of Hard-Surface Flooring

Figure Market Opportunities Analysis of Hard-Surface Flooring

Table Market Drivers Analysis of Hard-Surface Flooring

Table Mohawk Industries Information List

Figure Hard-Surface Flooring Picture and Specifications of Mohawk Industries

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT), Gross (USD/MT), Revenue (Million USD) and Gross Margin of Mohawk Industries (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Mohawk Industries (2018-2023)

Table Tarkett Information List

Figure Hard-Surface Flooring Picture and Specifications of Tarkett

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT), Gross (USD/MT), Revenue (Million USD) and Gross Margin of Tarkett (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Tarkett (2018-2023)

Table Armstrong Flooring Information List

Figure Hard-Surface Flooring Picture and Specifications of Armstrong Flooring

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT), Gross (USD/MT), Revenue (Million USD) and Gross Margin of Armstrong Flooring (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Armstrong Flooring (2018-2023)

Table Mannington Mills Information List

Figure Hard-Surface Flooring Picture and Specifications of Mannington Mills

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT), Gross (USD/MT), Revenue (Million USD) and Gross Margin of Mannington Mills (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Mannington Mills (2018-2023)

Table Congoleum Information List

Figure Hard-Surface Flooring Picture and Specifications of Congoleum

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),



Gross (USD/MT), Revenue (Million USD) and Gross Margin of Congoleum (2018-2023)  
Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of  
Congoleum (2018-2023)

Table Crossville Information List

Figure Hard-Surface Flooring Picture and Specifications of Crossville

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of Crossville (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Crossville  
(2018-2023)

Table Florida Tile Information List

Figure Hard-Surface Flooring Picture and Specifications of Florida Tile

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of Florida Tile (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Florida  
Tile (2018-2023)

Table Interceramic Information List

Figure Hard-Surface Flooring Picture and Specifications of Interceramic

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of Interceramic  
(2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of  
Interceramic (2018-2023)

Table Kronotex Information List

Figure Hard-Surface Flooring Picture and Specifications of Kronotex

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of Kronotex (2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Kronotex  
(2018-2023)

Table Mullican Flooring Information List

Figure Hard-Surface Flooring Picture and Specifications of Mullican Flooring

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of Mullican Flooring  
(2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of Mullican  
Flooring (2018-2023)

Table RPM International Information List

Figure Hard-Surface Flooring Picture and Specifications of RPM International

Table Hard-Surface Flooring Sales Volume (MT), Price (USD/MT), Cost (USD/MT),  
Gross (USD/MT), Revenue (Million USD) and Gross Margin of RPM International



(2018-2023)

Figure Hard-Surface Flooring Sales Volume (MT) and Global Market Share of RPM International (2018-2023)

Table Global Sales Volume (MT) of Hard-Surface Flooring by Regions (2018-2023)

Table Global Revenue (Million USD) of Hard-Surface Flooring by Regions (2018-2023)

Table Global Sales Volume (MT) of Hard-Surface Flooring by Manufacturers (2018-2023)

Table Global Revenue (Million USD) of Hard-Surface Flooring by Manufacturers (2018-2023)

Table Global Sales Volume (MT) of Hard-Surface Flooring by Types (2018-2023)

Table Global Revenue (Million USD) of Hard-Surface Flooring by Types (2018-2023)

Table Global Sales Volume (MT) of Hard-Surface Flooring by End Users (2018-2023)

Table Global Revenue (Million USD) of Hard-Surface Flooring by End Users (2018-2023)

Table Selling Price Comparison of Global Hard-Surface Flooring by Regions in (2018-2023) (USD/MT)

Table Selling Price Comparison of Global Hard-Surface Flooring by Manufacturers in (2018-2023) (USD/MT)

Table Selling Price Comparison of Global Hard-Surface Flooring by Types in (2018-2023) (USD/MT)

Table Selling Price Comparison of Global Hard-Surface Flooring by End Users in (2018-2023) (USD/MT)

Table Northern America Hard-Surface Flooring Sales Volume (MT) by Countries (2018-2023)

Table Northern America Hard-Surface Flooring Revenue (Million USD) by Countries (2018-2023)

Table Northern America Hard-Surface Flooring Sales Volume (MT) by Types (2018-2023)

Table Northern America Hard-Surface Flooring Revenue (Million USD) by Types (2018-2023)

Table Northern America Hard-Surface Flooring Sales Volume (MT) by End Users (2018-2023)

Table Northern America Hard-Surface Flooring Revenue (Million USD) by End Users (2018-2023)

Table United States Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure United States Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure United States Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)



Table Canada Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Canada Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Canada Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table Europe Hard-Surface Flooring Sales Volume (MT) by Countries (2018-2023)

Table Europe Hard-Surface Flooring Revenue (Million USD) by Countries (2018-2023)

Table Europe Hard-Surface Flooring Sales Volume (MT) by Types (2018-2023)

Table Europe Hard-Surface Flooring Revenue (Million USD) by Types (2018-2023)

Table Europe Hard-Surface Flooring Sales Volume (MT) by End Users (2018-2023)

Table Europe Hard-Surface Flooring Revenue (Million USD) by End Users (2018-2023)

Table Germany Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Germany Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Germany Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table France Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure France Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure France Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table UK Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure UK Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure UK Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table Italy Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Italy Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Italy Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table Russia Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Russia Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Russia Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table Spain Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Spain Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Spain Hard-Surface Flooring Revenue (Million USD) and Growth Rate (2018-2023)

Table Netherlands Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Netherlands Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Netherlands Hard-Surface Flooring Revenue (Million USD) and Growth Rate



(2018-2023)

Table Asia Pacific Hard-Surface Flooring Sales Volume (MT) by Countries (2018-2023)

Table Asia Pacific Hard-Surface Flooring Revenue (Million USD) by Countries  
(2018-2023)

Table Asia Pacific Hard-Surface Flooring Sales Volume (MT) by Types (2018-2023)

Table Asia Pacific Hard-Surface Flooring Revenue (Million USD) by Types (2018-2023)

Table Asia Pacific Hard-Surface Flooring Sales Volume (MT) by End Users (2018-2023)

Table Asia Pacific Hard-Surface Flooring Revenue (Million USD) by End Users  
(2018-2023)

Table China Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure China Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure China Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Japan Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Japan Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Japan Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Korea Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Korea Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Korea Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table India Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure India Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure India Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Australia Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Australia Hard-Surface Flooring Sales Volume (MT) and Growth Rate  
(2018-2023)

Figure Australia Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Indonesia Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Indonesia Hard-Surface Flooring Sales Volume (MT) and Growth Rate  
(2018-2023)

Figure Indonesia Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Vietnam Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Vietnam Hard-Surface Flooring Sales Volume (MT) and Growth Rate  
(2018-2023)

Figure Vietnam Hard-Surface Flooring Revenue (Million USD) and Growth Rate



(2018-2023)

Table Latin America Hard-Surface Flooring Sales Volume (MT) by Countries

(2018-2023)

Table Latin America Hard-Surface Flooring Revenue (Million USD) by Countries

(2018-2023)

Table Latin America Hard-Surface Flooring Sales Volume (MT) by Types (2018-2023)

Table Latin America Hard-Surface Flooring Revenue (Million USD) by Types

(2018-2023)

Table Latin America Hard-Surface Flooring Sales Volume (MT) by End Users

(2018-2023)

Table Latin America Hard-Surface Flooring Revenue (Million USD) by End Users

(2018-2023)

Table Brazil Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Brazil Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Brazil Hard-Surface Flooring Revenue (Million USD) and Growth Rate

(2018-2023)

Table Mexico Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Mexico Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Mexico Hard-Surface Flooring Revenue (Million USD) and Growth Rate

(2018-2023)

Table Argentina Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Argentina Hard-Surface Flooring Sales Volume (MT) and Growth Rate

(2018-2023)

Figure Argentina Hard-Surface Flooring Revenue (Million USD) and Growth Rate

(2018-2023)

Table Colombia Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Colombia Hard-Surface Flooring Sales Volume (MT) and Growth Rate

(2018-2023)

Figure Colombia Hard-Surface Flooring Revenue (Million USD) and Growth Rate

(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Sales Volume (MT) by Countries

(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Revenue (Million USD) by Countries

(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Sales Volume (MT) by Types

(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Revenue (Million USD) by Types

(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Sales Volume (MT) by End Users



(2018-2023)

Table Middle East & Africa Hard-Surface Flooring Revenue (Million USD) by End Users  
(2018-2023)

Table Turkey Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Turkey Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Turkey Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Saudi Arabia Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Saudi Arabia Hard-Surface Flooring Sales Volume (MT) and Growth Rate  
(2018-2023)

Figure Saudi Arabia Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table South Africa Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure South Africa Hard-Surface Flooring Sales Volume (MT) and Growth Rate  
(2018-2023)

Figure South Africa Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Egypt Hard-Surface Flooring Import and Export (MT) (2018-2023)

Figure Egypt Hard-Surface Flooring Sales Volume (MT) and Growth Rate (2018-2023)

Figure Egypt Hard-Surface Flooring Revenue (Million USD) and Growth Rate  
(2018-2023)

Table Global Sales Volume (MT) Forecast of Hard-Surface Flooring by Regions  
(2024-2029)

Table Global Revenue (Million USD) Forecast of Hard-Surface Flooring by Regions  
(2024-2029)

Table Global Sales Volume (MT) Forecast of Hard-Surface Flooring by Types  
(2024-2029)

Table Global Revenue (Million USD) Forecast of Hard-Surface Flooring by Types  
(2024-2029)

Table Global Sales Volume (MT) Forecast of Hard-Surface Flooring by End Users  
(2024-2029)

Table Global Revenue (Million USD) Forecast of Hard-Surface Flooring by End Users  
(2024-2029)

Table Major Raw Materials Suppliers with Contact Information of Hard-Surface Flooring

Table Major Equipment Suppliers with Contact Information of Hard-Surface Flooring

Table Major Consumers with Contact Information of Hard-Surface Flooring

Table Major Suppliers of Hard-Surface Flooring with Contact Information

Figure Supply Chain Relationship Analysis of Hard-Surface Flooring

Table New Project SWOT Analysis of Hard-Surface Flooring



Table Project Appraisal and Financing

Table New Project Construction Period

Table New Project Investment Feasibility Analysis of Hard-Surface Flooring

Table Research Programs/Design for This Report

Table Key Data Information from Primary Sources

Table Key Data Information from Secondary Sources

Table Part of Interviewees Record List of Hard-Surface Flooring Industry

Table Part of References List of Hard-Surface Flooring Industry

Table Units of Measurement List

Table Part of Author Details List of Hard-Surface Flooring Industry



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