

North America Vinyl Flooring Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The North America vinyl flooring market size reached 322.5 Million Sq. Meters in 2022. Looking forward, IMARC Group expects the market to reach 365.4 Million Sq. Meters by 2028, exhibiting a growth rate (CAGR) of 2.2% during 2023-2028.

Vinyl flooring, also known as resilient flooring, is made from a combination of natural and synthetic polymer materials. It is water and stain-resistant, and a versatile synthetic flooring material which is widely suitable for kitchens and bathrooms. Vinyl flooring is available in two types, namely, sheet flooring and tile flooring. While sheet flooring offers enhanced water resistance and ease of installation, vinyl tile is mostly preferred by consumers for its better aesthetic value. Moreover, the ability of vinyl flooring to sustain high foot traffic has made it a popular flooring material for use in commercial settings. The availability of advanced print and textural techniques further allows vinyl flooring to achieve the look of a variety of other flooring options, such as hardwood, marble, and stone.

North America vinyl flooring market is currently being driven by several factors. The demand in the region is spurred by numerous advantages of vinyl flooring, such as easy installation and maintenance, cost-effectiveness, and moisture-resistance. Apart from this, rising technological advancements in the manufacturing process have also led to a growth in the vinyl flooring market in terms of the performance, installation and design. Additionally, due to the rising per capita incomes and standards of living, the demand for vinyl flooring products has increased in the region. Moreover, the rising renovation activities have induced growth in the vinyl flooring market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the North America vinyl flooring market report, along with forecasts at the regional and country levels 2023-2028. Our report has categorized the market based on product type and sector.

Key Regions Analysed

United States

Canada

Mexico

Analysis for Each Country

Market by Product Type

Vinyl Sheet

Luxury Vinyl Tile (LVT)

Vinyl Composition Tile (VCT)

Market by Sector

Residential

Commercial

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

PESTEL Analysis

Government Regulations

Competitive Landscape

Competitive Structure

Key Player Profiles

Key Questions Answered in This Report

1. What was the size of the North America vinyl flooring market in 2022?
2. What is the expected growth rate of the North America vinyl flooring market during 2023-2028?
3. What are the key factors driving the North America vinyl flooring market?
4. What has been the impact of COVID-19 on the North America vinyl flooring market?

5. What is the breakup of the North America vinyl flooring market based on the product type?
6. What is the breakup of the North America vinyl flooring market based on the sector?
7. What are the key regions in the North America vinyl flooring market?

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