

# Growth Opportunities for Vinyl Flooring in the Global Construction Market

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## Abstracts

The future of the global vinyl flooring market looks good with opportunities in residential and non-residential floorings. The global vinyl flooring market is expected to reach an estimated \$16.2 billion by 2023, and it is forecast to grow at a CAGR of 4.4% from 2018 to 2023. The major drivers for growth are increasing new construction and renovation activities.

Emerging trends that have a direct impact on the dynamics of the vinyl flooring in the global construction industry include increasing demand for loose lay flooring and phthalate-free vinyl flooring.

A total of 93 figures/charts and 64 tables are provided in this 166 -page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of this vinyl flooring in the global construction market report, download the report brochure.

The study includes the vinyl flooring in the global construction market size and forecast for the global vinyl flooring market through 2023 by product, end use, and region, as follows:

Vinyl Flooring in the Global Construction Market by Product Type [Value (\$ Million) from 2012 to 2023]:

Vinyl Sheet

Luxury Vinyl Tile (LVT)

## Vinyl Composition Tile (VCT)

Vinyl Flooring in the Global Construction Market by End Use [Value (\$ Million) from 2012 to 2023]:

Residential

Non-Residential

Healthcare

Education

Hospitality

Retail

Office

Others

Vinyl Flooring in the Global Construction Market by Region [Value (\$ Million) and Volume (M sqm) from 2012 to 2023]:

North America

United States

Europe

France

United Kingdom

Germany

APAC

China

Japan

India

ROW

Brazil

Vinyl flooring in the global construction companies profiled in this market include Shaw Industries, Tarkett, Mohwak Industries, Armstrong World Industries, and Gerflor are among the major suppliers of vinyl floorings.

On the basis of comprehensive research, Lucintel forecasts that the non-residential segment is expected to show above average growth during the forecast period.

Within the global vinyl flooring market, the non-residential segment is expected to be the largest segment. Increase in demand for luxury vinyl tiles in non-residential buildings, such as offices, hotels, educational institutions, and hospitals, is expected to drive the global vinyl flooring market in the future.

APAC is expected to remain the largest market during the forecast period mainly due to a large construction base and increasing penetration level of vinyl flooring in this region. The awareness regarding the attractive features of vinyl flooring, particularly its ease of installation, low maintenance, and variety of modern designs, are also expected to drive the demand for the vinyl flooring market in the future.

Some of the features of “Growth Opportunities for Vinyl Flooring in the Global Construction Market 2018-2023: Trends, Forecast, and Opportunity Analysis” include:

Market size estimates: Vinyl flooring in the global construction market size estimation in terms of value (\$M) and volume (M Sqm.) shipment. Trend and forecast analysis: Market trend (2012-2017) and forecast (2018-2023) by segments and region. Segmentation analysis: Vinyl flooring in the global construction market size by various applications such as product, and end use in terms of value and volume shipment. Regional analysis: Vinyl flooring in the global construction market breakdown by North America, Europe,

Asia Pacific, and the Rest of the World. Growth opportunities: Analysis on growth opportunities in different applications and regions of vinyl flooring in the global construction market. Strategic analysis: This includes M&A, new product development, and competitive landscape of vinyl flooring in the global construction market. Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report addresses the following key questions:

- Q.1. What are some of the most promising, high-growth opportunities for global vinyl flooring market by product, which includes vinyl sheet, luxury vinyl tile (LVT), and vinyl composition tile (VCT), by end use, residential and non-residential (healthcare, education, hospitality, retail, office, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?
- Q.2. Which products segments will grow at a faster pace and why?
- Q.3. Which region will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the drivers, challenges, and business risks of vinyl flooring in the global construction market?
- Q.5. What are the business risks and competitive threats of vinyl flooring in the global construction market?
- Q.6. What are the emerging trends of vinyl flooring in the global construction market and the reasons behind them?
- Q.7. What are some of the changing demands of customers of vinyl flooring in the global construction market?
- Q.8. What are the new developments of vinyl flooring in the global construction market and which companies are leading these developments?
- Q.9. Who are the major players of vinyl flooring in the global construction market? What strategic initiatives are being taken by key companies for business growth?
- Q.10. What are some of the competing products of vinyl flooring in the global construction market and how big of a threat do they pose for loss of market share by product substitution?
- Q.11. What M&A activity has occurred by the major vinyl flooring suppliers in the global construction market in the last 5 years?

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