

# Opportunities for Vinyl Flooring in the Global Building Construction Market 2015-2020: Trends, Forecast, and Opportunity Analysis, December 2015

<https://marketpublishers.com/r/O8C94453652EN.html>

Date: December 2015

Pages: 216

Price: US\$ 4,850.00 (Single User License)

ID: O8C94453652EN

## Abstracts

According to a new market report published by Lucintel, the future of the global vinyl flooring market looks good with opportunities in the residential and commercial building construction markets. The global vinyl flooring market is forecast to grow at a CAGR of 3.3% from 2015 to 2020. The major drivers for this market are the growth of the global construction industry and renovation activities. Vinyl floor are durable, easy to maintain and more moisture-resistant than many alternative materials.

In this market, vinyl sheet, luxury vinyl tiles, and vinyl composition tiles are some of the major product forms used for residential and commercial construction applications. Vinyl sheet is the largest segment by product forms and is expected to remain the same during the forecast period. Lucintel predicts that the demand for luxury vinyl tiles is likely to experience the highest growth during the forecast period supported by their aesthetic feature, durability, minimal maintenance requirements, and ease in installation properties. On the basis of comprehensive research, Lucintel forecasts that the residential segment is expected to show above average growth during the forecast period.

Within the vinyl flooring in construction industry, the commercial segment is expected to remain the largest market. Increasing demand for vinyl flooring in hospitals, offices, hotels, and educational institutes is expected to spur growth for this segment over the forecast period.

APAC is expected to remain the largest market due to the growth in the construction industry and changing lifestyle.

North America is expected to witness the highest growth over the forecast period because of growing residential and commercial construction activities.

For market expansion, the report suggests innovation and new product development where the unique characteristics of vinyl flooring can be capitalized. Some of the innovation areas in vinyl flooring could be in achieving higher strength, better aesthetics, and technological features.

Emerging trends in the global vinyl flooring market, which have a direct impact on the dynamics of the industry, include increasing demand for tiles with eco-friendly and easy to install properties. Tarkett, Shaw Industries, Inc., Mohawk Industries, Inc., Mannington Mills, Inc., and Armstrong World Industries, Inc. are among the major suppliers of vinyl flooring. Some companies are opting for M&A as a strategic initiative for driving growth.

Lucintel, a leading global strategic consulting and market research firm, has analyzed the global vinyl flooring market by end use industry, product type, and region and has come up with a comprehensive research report, "Opportunities for Vinyl Flooring in the Global Construction Industry 2015-2020: Trends, Forecast, and Opportunity Analysis." The Lucintel report serves as a springboard for growth strategies, as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes forecasts for the global vinyl flooring market through 2020, segmented by end use industry, product type, and region as follows:

By end use industry [\$ million market size analysis from 2009 to 2020]: Residential  
Commercial

By product type [\$ million market size analysis from 2009 to 2020]: Vinyl Sheet Luxury  
Vinyl Tile (LVT) Vinyl Composition Tile (VCT)

By region [value (\$ million) and volume (million sq mt) market size analysis for 2009 to 2020]: North America Europe Asia Pacific Rest of the World

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

To make business, investment, and strategic decisions, you need timely, useful

information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “Opportunities for Vinyl Flooring in the Global Building Construction Market 2015-2020: Trends, Forecast, and Opportunity Analysis” include:

Market size estimates: Opportunities for vinyl flooring in the global construction industry in terms of volume (Mil square meters) and value (\$ Mil) shipment. Trend and forecast analysis: Vinyl flooring in the global construction industry trend (2009-2014) and forecast (2015-2020) by region, segment, and applications. Segmentation analysis: Vinyl flooring market size by various product types such as vinyl sheet, luxury vinyl tile, and vinyl composition tile both in terms of volume and value shipment. Regional analysis: Vinyl flooring in the global construction industry breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of World. Growth opportunities: Analysis on growth opportunities in different segments, applications and regions. Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of vinyl flooring in the global construction industry. Emerging applications: Emerging applications of vinyl flooring in the global construction industry. Analysis of competitive intensity of the industry based on Porter’s Five Forces model.

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