

Artificial Turf Market by Material Type (Nylon, Polypropylene, Polyethylene), Filament Type (Monofilament, Multi-Filament), End-Use Industry (Building & Construction, Automotive, Artificial Grass), and Region - Global Forecast to 2028

<https://marketpublishers.com/r/A0775BA585C4EN.html>

Date: September 2023

Pages: 190

Price: US\$ 4,950.00 (Single User License)

ID: A0775BA585C4EN

Abstracts

The Artificial turf market is estimated at USD 76.6 billion in 2022 and is projected to reach USD 114.3 billion by 2028, at a CAGR of 6.5% from 2023 to 2028. The creation of building & construction, automotive, artificial grass, and other uses are just a few of the sectors that use artificial turf extensively. Artificial turf is gaining popularity due to its low maintenance cost and better durability compared to natural grass.

“Artificial Grass is expected to witness highest CAGR between 2023 and 2028.”

Based on the artificial grass, artificial turf market can be segmented into contact sports, non-contact sports, leisure, and landscaping. The use of artificial turf is expected to grow significantly in the contact sports segment owing to factors such as the increase in the number of football pitches across the world, the increase in investments in hockey in countries such as India, and the growth in the popularity of American football in the US.

Contact sports are sports in which the participants necessarily come into physical contact with one another. The market for contact sports is driven by the higher adoption of artificial grass in sports tournaments for hockey, football, basketball, and high spending by key stakeholders of these sports, such as FIFA and UEFA. Non-contact sports are sports with minimal physical contact between the players. These types of sports include tennis, golf, volleyball, cricket, lawn bowls, and baseball.

“Multi-filament segment is the largest filament type in terms of value and volume.”

Multi-filament artificial grass is a robust and versatile synthetic turf variety characterized by fibers composed of bundled smaller filaments, often made from materials like polyethylene, polypropylene, or nylon. This type of artificial grass is prized for its exceptional durability and resilience, making it a preferred choice for demanding applications such as sports fields, commercial landscaping, playgrounds, and public spaces. Multi-filament fibers are designed to withstand heavy use and challenging conditions while maintaining an appealing appearance. They are commonly used in sports fields for soccer, football, and other sports, as well as in high-traffic commercial environments. Additionally, multi-filament artificial grass provides a cushioned and safe surface for playgrounds and is employed in golf course fairways, municipal parks, pet facilities, and even urban rooftop gardens due to its ruggedness and low maintenance requirements.

“Asia Pacific is the leading market for artificial turf.”

The demand for artificial turf in Asia Pacific is largely fulfilled by the import of it from North America and Europe region. An increase in income levels and purchasing power, rise in the middle-class population, and demand for artificial turf from the building & construction industry provide promising prospects for the growth of the artificial turf industry. China holds a significant market in the Asia Pacific region for the artificial turf market.

Breakdown of Profiles of Primary Interviews:

By Company Type- Tier 1- 40%, Tier 2- 33%, and Tier 3- 27%

By Designation- C Level- 50%, Director Level- 30%, and Others- 20%

By Region- North America- 15%, Europe- 50%, Asia Pacific (APAC) - 20%, Latin America-10%, Middle East & Africa (MEA)-5%,

The report provides a comprehensive analysis of company profiles listed below:

DuPont (US), FieldTurf (Canada), Shaw Industries Group, Inc. (US), ACT Global (US), TigerTurf (US), Mohawk Industries, Inc. (US), Tarkett (France), Lowe's Companies, Inc. (US), Interface, Inc. (US), Dixie Group, Inc. (US), Oriental Weavers (Egypt), Tai Ping Carpets International Limited (Hong Kong), Victoria PLC (UK), The Home Depot, Inc,

(US)

Research Coverage

This report covers the artificial turf market by process, end-use industry, and region. It aims at estimating the size and future growth potential of the market across various segments. The report also includes an in-depth competitive analysis of the key market players, along with their profiles and key growth strategies.

Reasons to buy the report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall artificial turf market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Water conservation, All-Weather use), restraints (Upfront cost of installing, Release of microplastics), opportunities (Expanding Applications, New Technologies), and challenges (Quality & Longevity, heat retention in artificial turf) influencing the growth of the artificial turf market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the artificial turf market.

Market Development: Comprehensive information about lucrative markets – the report analyses the artificial turf market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the artificial turf market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like include DuPont (US),

FieldTurf (Canada), Shaw Industries Group, Inc. (US), ACT Global (US), TigerTurf (US), Mohawk Industries, Inc. (US), Tarkett (France), Lowe's Companies, Inc. (US), Interface, Inc. (US), Dixie Group, Inc. (US), Oriental Weavers (Egypt), Tai Ping Carpets International Limited (Hong Kong), Victoria PLC (UK), The Home Depot, Inc. (US), among others in the artificial turf market.

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