

# **Flooring Market by Type (Soft covering, Resilient, Non-resilient, Others), Materials (Carpets & Rugs, Tiles, Vinyl, Wood, Others), Application (Residential, Non-residential), & by Region (North America, Europe, Asia-Pacific, RoW) - Trends & Forecasts to 2020**

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## **Abstracts**

Increasing population, the rise in income & spending capacity, and the significant increase in urbanized population drive the growth of the flooring market. There are certain factors prevailing in the market that hinder its growth, namely, a severe issue of disposal of waste material generated in the manufacturing process.

Major flooring associations are emphasizing on spreading awareness about flooring, their benefits, and cost-effectiveness. They are also giving importance to the “do-it-yourself” application process, which allows the end user to apply the flooring himself, given the proper information and training. There are also some manufacturers that are associated with providing flooring training to contractors and individuals. Consulting services are also provided by manufacturers to help consumers choose the most-effective flooring for their living spaces.

The flooring market is marked with intense competition due to the presence of a large number of both, big and small firms. New product launches, mergers & acquisitions, and partnerships & expansions are the key strategies adopted by market players to ensure their growth in the market. The key players in the market are Mohawk Industries (U.S.), Shaw Industries (U.S.), Armstrong World Industries (U.S.), Tarkett (France), Forbo Corporation (Switzerland), Toli Corporation (Japan), Gerflor (France), The Dixie Group (U.S.), Interface Incorporation (U.S.), Polyflor (U.K.), and Congoleum (U.S.).

The major players in the market have a strong distribution network across the world and

the financial strength to sustain them; however, the same cannot be said about the new entrants. For the flooring market, it is essential to have a strong distribution network to enable timely delivery of the product to customers, whenever needed. New entrants find it difficult to compete against established players in this regard.

The key players adopted inorganic growth strategies, such as acquisitions and partnerships & agreements to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe and North America and on entering the emerging flooring markets of the Asia-Pacific region and the Middle East. They invested considerably to acquire flooring businesses of local as well as established market players to reinforce their market position in the particular region.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEAR
- 1.4 CURRENCY
- 1.5 PACKAGE SIZE
- 1.6 LIMITATION
- 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key Data from Secondary Sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key Data from Primary Sources
    - 2.1.2.2 Breakdown of Primary Interviews
- 2.2 FACTOR ANALYSIS
  - 2.2.1 INTRODUCTION
  - 2.2.2 DEMAND-SIDE ANALYSIS
    - 2.2.2.1 Increasing Population
    - 2.2.2.2 Increasing Income & Spending Capacity
  - 2.2.3 SUPPLY-SIDE ANALYSIS
    - 2.2.3.1 Regulations in Flooring Waste Management
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.5 MARKET SHARE ESTIMATION
- 2.6 RESEARCH ASSUMPTIONS AND LIMITATIONS
  - 2.6.1 ASSUMPTIONS
  - 2.6.2 LIMITATIONS

### 3 EXECUTIVE SUMMARY

- 3.1 GROWING CONSTRUCTION INDUSTRY IS DRIVING THE GLOBAL FLOORING

## MARKET

### 4 PREMIUM INSIGHTS

- 4.1 U.S. & CHINA: FASTEST-GROWING MARKETS FOR FLOORING
- 4.2 SOFT COVERING TO LEAD THE FLOORING MARKET IN 2015
- 4.3 ANALYSIS OF THE EMERGING ASIA-PACIFIC MARKET IN 2015
- 4.4 ASIA-PACIFIC & EUROPE WILL BE PRIME REVENUE GENERATORS FOR THE FLOORING MARKET BY 2020
- 4.5 FLOORING MARKET: DEVELOPED VS. DEVELOPING NATIONS
- 4.6 FLOORING MARKET SIZE, BY APPLICATION, 2020
- 4.7 LIFE CYCLE ANALYSIS, BY REGION

### 5 MARKET OVERVIEW

- 5.1 CLEANING OF FLOORS HAS HUGE OPPORTUNITY IN THE FLOORING MARKET
- 5.2 MARKET EVOLUTION
- 5.3 MARKET SEGMENTATION
  - 5.3.1 FLOORING MARKET, BY TYPE
  - 5.3.2 FLOORING MARKET, BY MATERIAL
  - 5.3.3 FLOORING MARKET, BY APPLICATION
  - 5.3.4 FLOORING MARKET, BY GEOGRAPHY
- 5.4 MARKET DYNAMICS
  - 5.4.1 DRIVERS
    - 5.4.1.1 Increasing Urbanized Population
    - 5.4.1.2 Increasing Industrialization
    - 5.4.1.3 Growing Investments in Construction Industry
    - 5.4.1.4 Increase in Use of Recyclable Raw Material
  - 5.4.2 RESTRAINT
    - 5.4.2.1 Increase in Raw Material Cost
  - 5.4.3 OPPORTUNITIES
    - 5.4.3.1 Cleaning of Floor Covering
    - 5.4.3.2 Replacement of Floors
  - 5.4.4 CHALLENGE
    - 5.4.4.1 Disposal of Waste

### 6 INDUSTRY TRENDS

## 6.1 VALUE CHAIN ANALYSIS

## 6.2 PORTER'S FIVE FORCES ANALYSIS

### 6.2.1 THREAT OF NEW ENTRANTS

6.2.1.1 Low Capital Requirement and Easy Raw Material Availability

6.2.1.2 High Product Differentiation

### 6.2.2 THREAT OF SUBSTITUTES

6.2.2.1 Low Substitutes

### 6.2.3 BARGAINING POWER OF SUPPLIERS

6.2.3.1 Low Switching Cost

6.2.3.2 Large Number of Suppliers

### 6.2.4 BARGAINING POWER OF BUYERS

6.2.4.1 Diverse Flooring Market

6.2.4.2 Bulk Purchasing

### 6.2.5 INTENSITY OF COMPETITIVE RIVALRY

6.2.5.1 Many Same-Sized Competitors

## 7 FLOORING MARKET, BY TYPE

### 7.1 INTRODUCTION

#### 7.1.1 SOFT COVERING FLOORING

7.1.1.1 Soft Covering Flooring Market, by Application

7.1.1.1.1 Residential Application has largest share in Soft Covering type Market

7.1.1.2 Soft Covering Flooring Market, by Region

7.1.1.2.1 Asia-Pacific region has the largest Soft Covering Market

#### 7.1.2 RESILIENT FLOORING

7.1.2.1 Resilient Flooring Market, by Application

7.1.2.1.1 Cost of Product and their installation are comparatively lower are main drivers of resilient flooring market

7.1.2.2 Resilient Flooring Market, by Region

7.1.2.2.1 North America is the fastest growing region due to environmental conditions

#### 7.1.3 NON-RESILIENT FLOORING

7.1.3.1 Non-Resilient Flooring Market, by Application

7.1.3.1.1 High durability and reliability properties the non-resilient floors were top priority choice for non-residential application

7.1.3.2 Non-Resilient Flooring Market, by Region

7.1.3.2.1 Asia-Pacific accounted for the largest share in the non-resilient flooring type

#### 7.1.4 OTHERS

7.1.4.1 Other Floorings Market, by Application

7.1.4.2 Other Floorings Market, by Region

7.1.4.2.1 Residential application accounted for the largest share in the others flooring type

## **8 FLOORING MARKET, BY MATERIAL**

### **8.1 INTRODUCTION**

### **8.2 CARPETS & RUGS**

#### **8.2.1 BY APPLICATION**

8.2.1.1 New Residential Construction and Commercial Projects are Increasingly Adopting Carpets & Rugs as Flooring Solutions

#### **8.2.2 BY REGION**

8.2.2.1 North America is Projected to Grow at the Highest CAGR in the Carpets & Rugs Segment

### **8.3 TILES**

#### **8.3.1 BY APPLICATION**

8.3.1.1 Growing Construction and Infrastructure Industry are Driving the Growth of the Tiles Market

#### **8.3.2 BY REGION**

8.3.2.1 Asia-Pacific Dominated the Tiles Segment in the Flooring Market

### **8.4 VINYL**

#### **8.4.1 BY APPLICATION**

8.4.1.1 Vinyl is the Fastest Growing Material in the Flooring Market

#### **8.4.2 BY REGION**

8.4.2.1 North America is the Second-Largest Market for Vinyl Flooring

### **8.5 WOOD**

#### **8.5.1 BY APPLICATION**

8.5.1.1 Wood is Majorly Preferred Material in the Residential Application

#### **8.5.2 BY REGION**

8.5.2.1 Europe is the Largest Market for Wood Flooring

### **8.6 OTHERS**

#### **8.6.1 BY APPLICATION**

8.6.1.1 Residential Application is Growing at a Healthy CAGR in the Other Flooring Material Market

#### **8.6.2 BY REGION**

8.6.2.1 Asia-Pacific Dominates the Others Flooring Market

## **9 FLOORING MARKET, BY FLOORING SYSTEM**

## 9.1 INTRODUCTION

### 9.1.1 HARD FLOORING SYSTEMS

#### 9.1.1.1 Hard Flooring Market, by Region

9.1.1.1.1 Hard flooring segment accounts for the largest market in the all the regions

### 9.1.2 RAISED FLOORING SYSTEMS

#### 9.1.2.1 Raised Flooring System Market, by Region

9.1.2.1.1 Europe was estimated to be the dominant region in the raised flooring market

## 10 FLOORING MARKET, BY APPLICATION

### 10.1 INTRODUCTION

### 10.2 BY APPLICATION

#### 10.2.1 RESIDENTIAL FLOORING MARKET

##### 10.2.1.1 Residential Flooring Market, by Type

10.2.1.1.1 Non-resilient type is projected to grow at the highest CAGR in the residential application

##### 10.2.1.2 Residential Flooring Market, by Material

10.2.1.2.1 Carpets & rugs accounted for the largest share in the residential application

##### 10.2.1.3 Residential Flooring Market, by Region

10.2.1.3.1 Asia-pacific and North America are growing at highest CAGR in the residential application

#### 10.2.2 NON-RESIDENTIAL FLOORING MARKET

##### 10.2.2.1 Non-Residential Flooring, by Type

10.2.2.1.1 Resilient flooring is projected to grow at the second highest CAGR in the non-residential application

##### 10.2.2.2 Non-Residential Flooring Market, by Material

10.2.2.2.1 Carpets & rugs are the most preferred raw materials in the non-residential application

##### 10.2.2.3 Non-Residential Flooring Market, by Region

10.2.2.3.1 Asia-Pacific region is the dominant region as far as the non-residential flooring segment

## 11 FLOORING MARKET, BY REGION

### 11.1 INTRODUCTION

### 11.2 FLOORING MARKET IS PROJECTED TO GROW AT A HEALTHY CAGR

## DURING THE FORECAST

### 11.3 ASIA-PACIFIC

#### 11.3.1 CHINA

##### 11.3.1.1 China Flooring Market, by Type

11.3.1.1.1 Non-resilient is the dominating flooring type in China

##### 11.3.1.2 China Flooring Market, by Application

11.3.1.2.1 Growing construction industry is driving the residential application

#### 11.3.2 INDIA

##### 11.3.2.1 India Flooring Market, by Type

11.3.2.1.1 Non-resilient is projected to grow at the highest CAGR by 2020

##### 11.3.2.2 India Flooring Market, by Application

11.3.2.2.1 new construction projects is driving the non-residential application

#### 11.3.3 JAPAN

##### 11.3.3.1 Japan Flooring Market, by Type

11.3.3.1.1 Manufacturers are increasingly developing a range of products of soft covering & non-resilient type

##### 11.3.3.2 Japan Flooring Market, by Application

11.3.3.2.1 New housing and the replacement market are increasing at a strong pace

#### 11.3.4 INDONESIA

##### 11.3.4.1 Indonesia Flooring Market, by Type

11.3.4.1.1 Growing non-resilient type will increase the demand for flooring type market

##### 11.3.4.2 Indonesia Flooring Market, by Application

11.3.4.2.1 Demand for the residential application is estimated to increase over the projected period

#### 11.3.5 AUSTRALIA

##### 11.3.5.1 Australia Flooring Market, by Type

11.3.5.1.1 Soft covering is projected to grow at a steady rate over the projected period

##### 11.3.5.2 Australia Flooring Market, by Application

11.3.5.2.1 Residential flooring is projected to be largest market over the projected period

#### 11.3.6 REST OF ASIA-PACIFIC

##### 11.3.6.1 Rest of Asia-Pacific Flooring Market, by Type

11.3.6.1.1 Non-resilient accounted for the second-largest market share in Rest of Asia-Pacific

##### 11.3.6.2 Rest of Asia-Pacific Flooring Market, by Application

11.3.6.2.1 Residential market is growing at highest CGRA during the forecast period

### 11.4 EUROPE



#### 11.4.1 GERMANY

##### 11.4.1.1 Germany Flooring Market, by Type

11.4.1.1.1 Soft covering is largest market in Germany

##### 11.4.1.2 Germany Flooring Market, by Application

11.4.1.2.1 Growing construction is driving the residential application market

#### 11.4.2 U.K.

##### 11.4.2.1 U.K. Flooring Market, by Type

11.4.2.1.1 Non-resilient type is projected to grow at a steady rate over the projected period

##### 11.4.2.2 U.K. Flooring Market, by Application

11.4.2.2.1 Increasing nuclear families will drive the residential application market

#### 11.4.3 ITALY

##### 11.4.3.1 Italy Flooring Market, by Type

11.4.3.1.1 Soft covering is the largest market in Italy

##### 11.4.3.2 Italy Flooring Market, by Application

11.4.3.2.1 Residential application is projected to grow at the highest CAGR

#### 11.4.4 FRANCE

##### 11.4.4.1 France Flooring Market, by Type

11.4.4.1.1 Growing focus on innovative flooring that is expected to drive market growth

##### 11.4.4.2 France Flooring Market, by Application

11.4.4.2.1 Increased investment in the non-residential application will support the growth of flooring market

#### 11.4.5 REST OF EUROPE

##### 11.4.5.1 Rest of Europe Flooring Market, by Type

11.4.5.1.1 Soft covering was the largest in the type segment

##### 11.4.5.2 Rest of Europe Flooring Market, by Application

11.4.5.2.1 Residential application is projected to grow at the highest CAGR in the rest of Europe

#### 11.5 NORTH AMERICA

##### 11.5.1 U.S.

##### 11.5.1.1 U.S. Flooring Market, by Type

11.5.1.1.1 Soft covering is the largest market in the U.S.

##### 11.5.1.2 U.S. Flooring Market, by Application

11.5.1.2.1 New construction projects being planned in the coming years in the U.S. will drive the flooring market

##### 11.5.2 CANADA

##### 11.5.2.1 Canada Flooring Market, by Type

11.5.2.1.1 Soft covering is the most popular for residential and commercial buildings

in Canada

11.5.2.2 Canada Flooring Market, by Application

11.5.2.2.1 Non-resilient segment is projected to be the fastest by 2020

11.5.3 MEXICO

11.5.3.1 Mexico Flooring Market, by Type

11.5.3.1.1 Soft Covering is the largest market in Mexico

11.5.3.2 Mexico Flooring Market, by Application

11.5.3.2.1 Construction of factories, manufacturing plants, stadiums, and offices has increased in Mexico, which is a driver for the growth of the flooring market

11.6 REST OF THE WORLD (ROW)

11.6.1 BRAZIL

11.6.1.1 Brazil Flooring Market, by Type

11.6.1.1.1 Non-resilient is projected to grow at the highest CAGR in Brazil

11.6.1.2 Brazil Flooring Market, by Application

11.6.1.2.1 New structures for the hospitality and sports industries will drive the non-residential flooring market

11.6.2 ARGENTINA

11.6.2.1 Argentina Flooring Market, by Type

11.6.2.1.1 Soft covering represented the largest market share in Argentina

11.6.2.2 Argentina Flooring Market, by Application

11.6.2.2.1 Growing construction sector will drive the flooring market

11.6.3 TURKEY

11.6.3.1 Turkey Flooring Market, by Type

11.6.3.1.1 Soft covering is estimated to be the fastest-growing flooring market

11.6.3.2 Turkey Flooring Market, by Application

11.6.3.2.1 Residential is the largest market due to the spending power of the population is high

11.6.4 OTHERS IN ROW

11.6.4.1 Others in RoW Flooring Market, by Type

11.6.4.1.1 Soft covering represented the largest market share

11.6.4.2 Others in RoW Flooring Market, by Application

11.6.4.2.1 Growing new construction will drive the flooring market

## **12 COMPETITIVE LANDSCAPE**

12.1 OVERVIEW

12.2 MARKET SHARE ANALYSIS

12.3 COMPETITIVE SITUATION & TRENDS

12.4 MERGERS & ACQUISITIONS

- 12.5 NEW PRODUCT LAUNCHES
- 12.6 ENVIRONMENTAL AND SOCIAL INITIATIVES
- 12.7 AGREEMENT AND OTHERS

## **13 COMPANY PROFILES**

(Company at a Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)\*

- 13.1 INTRODUCTION
- 13.2 ARMSTRONG WORLD INDUSTRIES, INC.
- 13.3 FORBO
- 13.4 MOHAWK INDUSTRIES, INC.
- 13.5 SHAW INDUSTRIES
- 13.6 CONGOLEUM CORPORATION
- 13.7 GERFLOR
- 13.8 INTERFACE INCORPORATION
- 13.9 JAMES HALSTEAD PLC
- 13.10 THE DIXIE GROUP
- 13.11 TOLI CORPORATION

\*Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.

## **14 APPENDIX**

- 14.1 INSIGHTS OF INDUSTRY EXPERTS
- 14.2 DISCUSSION GUIDE
- 14.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
- 14.4 AVAILABLE CUSTOMIZATIONS
- 14.5 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 REGIONAL URBANIZATION PROSPECTS

Table 2 COUNTRY WISE INDUSTRY, VALUE ADDED (% OF GDP) FROM 2010 TO 2013

Table 3 INCREASING URBANIZATION, INDUSTRIALIZATION & INFRASTRUCTURE INVESTMENTS ARE PROPELLING THE GROWTH OF THE FLOORING MARKET

Table 4 LACK OF INDUSTRY PROFESSIONALS RESTRAIN MARKET GROWTH

Table 5 CLEANING OF FLOOR COVERING & REPLACEMENT OF FLOORS ARE THE MAJOR OPPORTUNITIES FOR THE FLOORING MARKET

Table 6 SUMMARY OF THE U.K. FLOORING SECTOR & ITS DISPOSAL MECHANISM

Table 7 DISPOSAL OF WASTE IS A MAJOR CHALLENGE FACED BY THE FLOORING INDUSTRY

Table 8 FLOORING MARKET SIZE, BY TYPE, 2013–2020 (\$BILLION)

Table 9 FLOORING MARKET SIZE, BY TYPE, 2013–2020 (BILLION SQUARE FEET)

Table 10 SOFT COVERING FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (\$BILLION)

Table 11 SOFT COVERING FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (BILLION SQUARE FEET)

Table 12 SOFT COVERING FLOORING MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 13 SOFT COVERING FLOORING MARKET SIZE, BY REGION, 2013–2020 (BILLION SQUARE FEET)

Table 14 RESILIENT FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (\$BILLION)

Table 15 RESILIENT FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (BILLION SQUARE FEET)

Table 16 RESILIENT FLOORING MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 17 RESILIENT FLOORING MARKET SIZE, BY REGION, 2013–2020 (BILLION SQUARE FEET)

Table 18 NON-RESILIENT FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (\$BILLION)

Table 19 NON-RESILIENT FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (BILLION SQUARE FEET)

Table 20 NON-RESILIENT FLOORING MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 21 NON-RESILIENT FLOORING MARKET SIZE, BY REGION, 2013–2020  
(BILLION SQUARE FEET)

Table 22 OTHER FLOORINGS MARKET SIZE, BY APPLICATION, 2013–2020  
(\$BILLION)

Table 23 OTHER FLOORINGS MARKET SIZE, BY APPLICATION, 2013–2020  
(BILLION SQUARE FEET)

Table 24 OTHER FLOORINGS MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 25 OTHER FLOORINGS MARKET SIZE, BY REGION, 2013–2020 (BILLION  
SQUARE FEET)

Table 26 FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE  
FEET)

Table 27 FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 28 CARPETS & RUGS MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION  
SQUARE FEET)

Table 29 CARPETS & RUGS MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 30 CARPETS & RUGS MARKET SIZE, BY REGION, 2013-2020 (BILLION  
SQUARE FEET)

Table 31 CARPETS & RUGS MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 32 TILES MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE  
FEET)

Table 33 TILES MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 34 TILES MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 35 TILES MARKET SIZE, BY REGION, 2013-2020 (\$BILLION )

Table 36 VINYL MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE  
FEET)

Table 37 VINYL MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 38 VINYL MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 39 VINYL MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 40 WOOD MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE  
FEET)

Table 41 WOOD MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 42 WOOD MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 43 WOOD MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 44 OTHER FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION  
SQUARE FEET)

Table 45 OTHER FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 46 OTHER FLOORING MARKET SIZE, BY REGION, 2013-2020 (BILLION

SQUARE FEET)

Table 47 OTHER FLOORING MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 48 FLOORING MARKET SIZE, BY FLOORING SYSTEM, 2013–2020 (BILLION SQUARE FEET)

Table 49 FLOORING MARKET SIZE, BY FLOORING SYSTEM, 2013–2020 (\$BILLION)

Table 50 HARD FLOORING SYSTEMS MARKET SIZE, BY REGION, 2013–2020 (BILLION SQUARE FEET)

Table 51 HARD FLOORING SYSTEMS MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 52 RAISED FLOORING SYSTEMS MARKET SIZE, BY REGION, 2013–2020 (BILLION SQUARE FEET)

Table 53 RAISED FLOORING SYSTEMS MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Table 54 FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 55 FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 56 RESIDENTIAL FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 57 RESIDENTIAL FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 58 RESIDENTIAL FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE FEET)

Table 59 RESIDENTIAL FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 60 RESIDENTIAL FLOORING MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 61 RESIDENTIAL FLOORING MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 62 NON-RESIDENTIAL FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET )

Table 63 NON-RESIDENTIAL FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 64 NON-RESIDENTIAL FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE FEET)

Table 65 NON-RESIDENTIAL FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 66 NON-RESIDENTIAL FLOORING MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 67 NON-RESIDENTIAL FLOORING MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 68 FLOORING MARKET SIZE, BY REGION, 2013-2020 (BILLION SQUARE FEET)

Table 69 FLOORING MARKET SIZE, BY REGION, 2013-2020 (\$BILLION)

Table 70 ASIA-PACIFIC FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (BILLION SQUARE FEET)

Table 71 ASIA-PACIFIC FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (\$BILLION)

Table 72 ASIA-PACIFIC: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 73 ASIA-PACIFIC: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 74 ASIA-PACIFIC FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 75 ASIA-PACIFIC: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 76 ASIA-PACIFIC: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE FEET)

Table 77 ASIA-PACIFIC: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 78 CHINA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 79 CHINA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 80 CHINA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 81 CHINA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 82 INDIA FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 83 INDIA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 84 INDIA FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 85 INDIA FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 86 JAPAN FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 87 JAPAN: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 88 JAPAN FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 89 JAPAN FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 90 INDONESIA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION

SQUARE FEET)

Table 91 INDONESIA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 92 INDONESIA FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(BILLION SQUARE FEET)

Table 93 INDONESIA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 94 AUSTRALIA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION  
SQUARE FEET)

Table 95 AUSTRALIA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 96 AUSTRALIA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(BILLION SQUARE FEET)

Table 97 AUSTRALIA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 98 REST OF APAC: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION  
SQUARE FEET)

Table 99 REST OF APAC: FLOORING MARKET SIZE, BY TYPE, 2013-2020  
(\$BILLION)

Table 100 REST OF APAC: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(BILLION SQUARE FEET)

Table 101 REST OF APAC: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 102 EUROPE: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (BILLION  
SQUARE FEET)

Table 103 EUROPE: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020  
(\$BILLION)

Table 104 EUROPE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION  
SQUARE FEET)

Table 105 EUROPE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 106 EUROPE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(BILLION SQUARE FEET)

Table 107 EUROPE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020  
(\$BILLION)

Table 108 EUROPE: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION  
SQUARE FEET)

Table 109 EUROPE: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020  
(\$BILLION)

Table 110 GERMANY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION  
SQUARE FEET)

Table 111 GERMANY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)



Table 112 GERMANY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 113 GERMANY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 114 U.K.: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 115 U.K.: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 116 U.K.: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 117 U.K.: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 118 ITALY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 119 ITALY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 120 ITALY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 121 ITALY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 122 FRANCE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 123 FRANCE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 124 FRANCE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 125 FRANCE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 126 REST OF EUROPE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 127 REST OF EUROPE: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 128 REST OF EUROPE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 129 REST OF EUROPE: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 130 NORTH AMERICA: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (BILLION SQUARE FEET)

Table 131 NORTH AMERICA: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (\$BILLION)

Table 132 NORTH AMERICA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 133 NORTH AMERICA: FLOORING MARKET SIZE, BY TYPE, 2013-2020

(\$BILLION)

Table 134 NORTH AMERICA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 135 NORTH AMERICA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 136 NORTH AMERICA: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE FEET)

Table 137 NORTH AMERICA: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 138 U.S.: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 139 U.S.: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 140 U.S.: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 141 U.S.: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 142 CANADA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 143 CANADA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 144 CANADA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 145 CANADA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 146 MEXICO: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 147 MEXICO: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 148 MEXICO: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 149 MEXICO: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 150 ROW: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (BILLION SQUARE FEET)

Table 151 ROW: FLOORING MARKET SIZE, BY COUNTRY, 2013-2020 (\$BILLION)

Table 152 ROW: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 153 ROW: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 154 ROW: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 155 ROW: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 156 ROW: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (BILLION SQUARE FEET)

Table 157 ROW: FLOORING MARKET SIZE, BY MATERIAL, 2013-2020 (\$BILLION)

Table 158 BRAZIL: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 159 BRAZIL: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 160 BRAZIL: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 161 BRAZIL: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 162 ARGENTINA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 163 ARGENTINA: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 164 ARGENTINA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 165 ARGENTINA: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 166 TURKEY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 167 TURKEY: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 168 TURKEY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 169 TURKEY: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 170 OTHERS IN ROW: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (BILLION SQUARE FEET)

Table 171 OTHERS IN ROW: FLOORING MARKET SIZE, BY TYPE, 2013-2020 (\$BILLION)

Table 172 OTHERS IN ROW: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (BILLION SQUARE FEET)

Table 173 OTHERS IN ROW: FLOORING MARKET SIZE, BY APPLICATION, 2013-2020 (\$BILLION)

Table 174 MERGERS & ACQUISITIONS, 2014-2015

Table 175 NEW PRODUCT LAUNCHES, 2014-2015

Table 176 ENVIRONMENTAL INITIATIVES, 2012-2015

Table 177 AGREEMENT, 2012 -2015

## List Of Figures

### LIST OF FIGURES

Figure 1 MARKETS COVERED: FLOORING MARKET

Figure 2 FLOORING MARKET: RESEARCH DESIGN

Figure 3 POPULATION GROWTH HAS INCREASED BY 3 BILLION IN THREE DECADES

Figure 4 TOTAL EXPENDITURE OF MIDDLE-CLASS FAMILIES PROJECTED UPTO 2030

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 6 DATA TRIANGULATION METHODOLOGY

Figure 7 FLOORING MARKET SNAPSHOT (2015 VS. 2020): MARKET FOR NON-RESILIENT SEGMENT

Figure 8 THE MARKET FOR FLOORING IS TO GROW AT THE HIGHEST RATE IN CHINA (2014)

Figure 9 LEADING MARKET PLAYERS ADOPTED MERGERS & ACQUISITIONS AS THE KEY STRATEGY BETWEEN 2011 & 2015

Figure 10 ATTRACTIVE MARKET OPPORTUNITIES IN THE FLOORING MARKET

Figure 11 FLOORING MARKET SHARE, 2015

Figure 12 SOFT COVERINGS DOMINATED THE FLOORING MARKET SHARE IN 2013 TO 2020

Figure 13 FLOORING MARKET SIZE (VALUE), BY REGION, 2015–2020

Figure 14 FLOORING MARKET SIZE, BY KEY COUNTRY, 2015–2020 (\$BILLION)

Figure 15 FLOORING MARKET SIZE (VALUE), BY APPLICATION, 2015-2020

Figure 16 ASIA-PACIFIC REGION IS THE FASTEST-GROWING MARKET

Figure 17 FLOORING BECOME IMPORTANT PART OF INTERIOR DESIGN IN THE CONSTRUCTION INDUSTRY

Figure 18 MARKET SEGMENTATION OF FLOORING MARKET

Figure 19 SEGMENTATION OF THE FLOORING MARKET, BY TYPE

Figure 20 SEGMENTATION OF THE FLOORING MARKET, BY MATERIAL

Figure 21 SEGMENTATION OF THE FLOORING MARKET, BY APPLICATION

Figure 22 SEGMENTATION OF THE FLOORING MARKET, BY GEOGRAPHY

Figure 23 MARKET DYNAMICS OF FLOORING MARKET

Figure 24 SHARE OF CONSTRUCTION SPENDING BY REGION, 2015 & 2020

Figure 25 TOTAL WASTE GENERATED IN THE U.K. FLOORING MARKET IN 2010

Figure 26 VALUE CHAIN ANALYSIS: MAJOR VALUE IS ADDED DURING OPERATION & AFTER-SALES PHASE

Figure 27 PORTER'S FIVE FORCES ANALYSIS: INTENSITY OF RIVALRY IS HIGH

## IN THE FLOORING MARKET

Figure 28 THE PRIME TYPES OF FLOORINGS AND ITS PROPERTIES

Figure 29 FLOORING MARKET SIZE ANALYSIS, 2013–2020 (\$BILLION)

Figure 30 SOFT COVERING TO ACCOUNT FOR THE LARGEST MARKET BETWEEN 2013 & 2020

Figure 32 VINYL SEGMENT PROJECTED TO GROW AT HIGHEST CAGR FROM 2015 TO 2020

Figure 33 DRIVERS OF GROWTH IN FLOORING MARKET

Figure 34 FLOORING MARKET SIZE, 2013–2020 (\$BILLION)

Figure 35 HARD FLOORING SYSTEMS TO ACCOUNT FOR THE LARGEST MARKET SIZE BETWEEN 2013 & 2020

Figure 36 ASIA-PACIFIC ACCOUNTS FOR THE LARGEST HARD FLOORING MARKET BETWEEN 2015 & 2020

Figure 37 FLOORING MARKET SIZE, BY APPLICATION, 2013–2020 (\$BILLION )

Figure 38 FLOORING MARKET SHARE (VALUE), BY APPLICATION, 2014

Figure 39 ASIA-PACIFIC CAPTURED THE LARGEST SHARE IN RESIDENTIAL FLOORING MARKET IN 2015 AND 2020

Figure 40 NORTH AMERICA GROWING AT HIGHEST RATE IN NON-RESIDENTIAL FLOORING MARKET FROM 2015 TO 2020

Figure 41 GEOGRAPHIC SNAPSHOT (2015-2020): THE ASIA-PACIFIC MARKET WILL EXPERIENCE THE HIGHEST GROWTH RATE

Figure 42 FLOORING MARKET SIZE, BY REGION, 2013–2020 (\$BILLION)

Figure 43 FLOORING MARKET SHARE (VALUE), BY REGION, 2014

Figure 44 ASIA-PACIFIC FLOORING MARKET SNAPSHOT: CHINA IS THE MOST LUCRATIVE MARKET

Figure 45 ASIA-PACIFIC FLOORING MARKET SHARE (VALUE), BY COUNTRY, 2014

Figure 46 EUROPE: FLOORING MARKET SHARE (VALUE) BY COUNTRY, 2014

Figure 47 NORTH AMERICA SNAPSHOT: U.S. IS THE LARGEST FLOORING MARKET

Figure 48 NORTH AMERICA: FLOORING MARKET SHARE (VALUE), BY COUNTRY, 2014

Figure 49 ROW: FLOORING MARKET SHARE BY COUNTRY, 2014 (\$BILLION)

Figure 50 COMPANIES ADOPTED VARIOUS GROWTH STRATEGIES IN THE PAST THREE YEARS

Figure 51 SHAW INDUSTRIES GREW AT THE HIGHEST RATE BETWEEN 2011 & 2014

Figure 52 MERGERS & ACQUISITIONS: THE KEY GROWTH STRATEGY

Figure 53 FLOORING MARKET SHARE, BY KEY PLAYER, 2014

Figure 54 MARKET EVOLUTION FRAMEWORK

Figure 55 GEOGRAPHIC REVENUE MIX OF TOP 5 PLAYERS

Figure 56 COMPANY SNAPSHOT: ARMSTRONG WORLD INDUSTRIES

Figure 57 COMPANY SNAPSHOT: FORBO

Figure 58 COMPANY SNAPSHOT: MOHAWK INDUSTRIES

Figure 59 COMPANY SNAPSHOT: SHAW INDUSTRIES

Figure 60 COMPANY SNAPSHOT: GERFLOR

Figure 61 COMPANY SNAPSHOT: INTERFACE INCORPORATION

Figure 62 COMPANY SNAPSHOT: JAMES HALSTEAD

Figure 63 COMPANY SNAPSHOT: THE DIXIE GROUP

Figure 64 COMPANY SNAPSHOT: TOLI CORPORATION

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