

# Vinyl Flooring-China Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/V6679E41396MEN.html

Date: February 2018

Pages: 134

Price: US\$ 2,980.00 (Single User License)

ID: V6679E41396MEN

# **Abstracts**

### **Report Summary**

Vinyl Flooring-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Vinyl Flooring industry, standing on the readers? perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Vinyl Flooring 2013-2017, and development forecast 2018-2023

Main market players of Vinyl Flooring in China, with company and product introduction, position in the Vinyl Flooring market

Market status and development trend of Vinyl Flooring by types and applications Cost and profit status of Vinyl Flooring, and marketing status Market growth drivers and challenges

The report segments the China Vinyl Flooring market as:

China Vinyl Flooring Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China
Northeast China
East China
Central & South China
Southwest China



### Northwest China

China Vinyl Flooring Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Decorative Luxury Vinyl Flooring Functional Luxury Vinyl Flooring

China Vinyl Flooring Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Commercial Use Residential Use

China Vinyl Flooring Market: Players Segment Analysis (Company and Product introduction, Vinyl Flooring Sales Volume, Revenue, Price and Gross Margin):

Armstrong

Mannington Mills

Tarkett

**NOX Corporation** 

LG Hausys

Congoleum

Mohawk

Gerflor

Forbo

Beaulieu

RiL

Metroflor

Milliken

Polyflor

Karndean

Parterre

Snmo LVT

Hailide New Material

Taide Plastic Flooring

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and



individuals interested in the market.



# **Contents**

### CHAPTER 1 OVERVIEW OF VINYL FLOORING

- 1.1 Definition of Vinyl Flooring in This Report
- 1.2 Commercial Types of Vinyl Flooring
  - 1.2.1 Decorative Luxury Vinyl Flooring
  - 1.2.2 Functional Luxury Vinyl Flooring
- 1.3 Downstream Application of Vinyl Flooring
  - 1.3.1 Commercial Use
  - 1.3.2 Residential Use
- 1.4 Development History of Vinyl Flooring
- 1.5 Market Status and Trend of Vinyl Flooring 2013-2023
  - 1.5.1 China Vinyl Flooring Market Status and Trend 2013-2023
- 1.5.2 Regional Vinyl Flooring Market Status and Trend 2013-2023

#### CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Vinyl Flooring in China 2013-2017
- 2.2 Consumption Market of Vinyl Flooring in China by Regions
  - 2.2.1 Consumption Volume of Vinyl Flooring in China by Regions
  - 2.2.2 Revenue of Vinyl Flooring in China by Regions
- 2.3 Market Analysis of Vinyl Flooring in China by Regions
  - 2.3.1 Market Analysis of Vinyl Flooring in North China 2013-2017
  - 2.3.2 Market Analysis of Vinyl Flooring in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Vinyl Flooring in East China 2013-2017
  - 2.3.4 Market Analysis of Vinyl Flooring in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Vinyl Flooring in Southwest China 2013-2017
- 2.3.6 Market Analysis of Vinyl Flooring in Northwest China 2013-2017
- 2.4 Market Development Forecast of Vinyl Flooring in China 2018-2023
  - 2.4.1 Market Development Forecast of Vinyl Flooring in China 2018-2023
  - 2.4.2 Market Development Forecast of Vinyl Flooring by Regions 2018-2023

#### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole China Market Status by Types
  - 3.1.1 Consumption Volume of Vinyl Flooring in China by Types
  - 3.1.2 Revenue of Vinyl Flooring in China by Types
- 3.2 China Market Status by Types in Major Countries



- 3.2.1 Market Status by Types in North China
- 3.2.2 Market Status by Types in Northeast China
- 3.2.3 Market Status by Types in East China
- 3.2.4 Market Status by Types in Central & South China
- 3.2.5 Market Status by Types in Southwest China
- 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Vinyl Flooring in China by Types

# CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Vinyl Flooring in China by Downstream Industry
- 4.2 Demand Volume of Vinyl Flooring by Downstream Industry in Major Countries
- 4.2.1 Demand Volume of Vinyl Flooring by Downstream Industry in North China
- 4.2.2 Demand Volume of Vinyl Flooring by Downstream Industry in Northeast China
- 4.2.3 Demand Volume of Vinyl Flooring by Downstream Industry in East China
- 4.2.4 Demand Volume of Vinyl Flooring by Downstream Industry in Central & South China
  - 4.2.5 Demand Volume of Vinyl Flooring by Downstream Industry in Southwest China
  - 4.2.6 Demand Volume of Vinyl Flooring by Downstream Industry in Northwest China
- 4.3 Market Forecast of Vinyl Flooring in China by Downstream Industry

#### CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF VINYL FLOORING

- 5.1 China Economy Situation and Trend Overview
- 5.2 Vinyl Flooring Downstream Industry Situation and Trend Overview

# CHAPTER 6 VINYL FLOORING MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Vinyl Flooring in China by Major Players
- 6.2 Revenue of Vinyl Flooring in China by Major Players
- 6.3 Basic Information of Vinyl Flooring by Major Players
  - 6.3.1 Headquarters Location and Established Time of Vinyl Flooring Major Players
- 6.3.2 Employees and Revenue Level of Vinyl Flooring Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch



# CHAPTER 7 VINYL FLOORING MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Armstrong
  - 7.1.1 Company profile
  - 7.1.2 Representative Vinyl Flooring Product
  - 7.1.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Armstrong
- 7.2 Mannington Mills
  - 7.2.1 Company profile
  - 7.2.2 Representative Vinyl Flooring Product
  - 7.2.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Mannington Mills
- 7.3 Tarkett
  - 7.3.1 Company profile
  - 7.3.2 Representative Vinyl Flooring Product
  - 7.3.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Tarkett
- 7.4 NOX Corporation
- 7.4.1 Company profile
- 7.4.2 Representative Vinyl Flooring Product
- 7.4.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of NOX Corporation
- 7.5 LG Hausys
  - 7.5.1 Company profile
  - 7.5.2 Representative Vinyl Flooring Product
  - 7.5.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of LG Hausys
- 7.6 Congoleum
  - 7.6.1 Company profile
  - 7.6.2 Representative Vinyl Flooring Product
  - 7.6.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Congoleum
- 7.7 Mohawk
  - 7.7.1 Company profile
  - 7.7.2 Representative Vinyl Flooring Product
  - 7.7.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Mohawk
- 7.8 Gerflor
  - 7.8.1 Company profile
  - 7.8.2 Representative Vinyl Flooring Product
  - 7.8.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Gerflor
- 7.9 Forbo
  - 7.9.1 Company profile
- 7.9.2 Representative Vinyl Flooring Product



- 7.9.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Forbo
- 7.10 Beaulieu
  - 7.10.1 Company profile
  - 7.10.2 Representative Vinyl Flooring Product
  - 7.10.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Beaulieu
- 7.11 RiL
  - 7.11.1 Company profile
  - 7.11.2 Representative Vinyl Flooring Product
  - 7.11.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of RiL
- 7.12 Metroflor
  - 7.12.1 Company profile
  - 7.12.2 Representative Vinyl Flooring Product
  - 7.12.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Metroflor
- 7.13 Milliken
  - 7.13.1 Company profile
  - 7.13.2 Representative Vinyl Flooring Product
- 7.13.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Milliken
- 7.14 Polyflor
  - 7.14.1 Company profile
  - 7.14.2 Representative Vinyl Flooring Product
  - 7.14.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Polyflor
- 7.15 Karndean
  - 7.15.1 Company profile
  - 7.15.2 Representative Vinyl Flooring Product
  - 7.15.3 Vinyl Flooring Sales, Revenue, Price and Gross Margin of Karndean
- 7.16 Parterre
- 7.17 Snmo LVT
- 7.18 Hailide New Material
- 7.19 Taide Plastic Flooring

# CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF VINYL FLOORING

- 8.1 Industry Chain of Vinyl Flooring
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

#### CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF VINYL FLOORING



- 9.1 Cost Structure Analysis of Vinyl Flooring
- 9.2 Raw Materials Cost Analysis of Vinyl Flooring
- 9.3 Labor Cost Analysis of Vinyl Flooring
- 9.4 Manufacturing Expenses Analysis of Vinyl Flooring

### **CHAPTER 10 MARKETING STATUS ANALYSIS OF VINYL FLOORING**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

### **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



### I would like to order

Product name: Vinyl Flooring-China Market Status and Trend Report 2013-2023

Product link: <a href="https://marketpublishers.com/r/V6679E41396MEN.html">https://marketpublishers.com/r/V6679E41396MEN.html</a>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/V6679E41396MEN.html">https://marketpublishers.com/r/V6679E41396MEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970