

# Saudi Arabia Floor Covering - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Saudi Arabia Floor Covering Market size is estimated at USD 272 million in 2024, and is expected to reach USD 381.49 million by 2029, growing at a CAGR of greater than 7% during the forecast period (2024-2029).

Saudi Arabia stands as a prominent global importer of ceramic tiles, particularly for flooring. Flooring materials, pivotal in both indoor and outdoor spaces, are chosen based on factors like durability, maintenance, comfort, cost, and design aesthetic. This selection significantly influences a space's look, feel, and usability, making it a vital aspect of interior design and architecture.

### Key Highlights

The Saudi Arabian flooring market thrives on a burgeoning construction sector driven by government investments in infrastructure and a robust real estate industry. As the nation aims to diversify its economy and reduce oil dependency, construction activities, including mega-projects, are on the rise, propelling the flooring market. Urbanization, population growth, and a surge in demand for residential buildings further bolster this sector.

A penchant for luxurious and visually captivating flooring options is fueling the growth of high-end and innovative solutions.

A growing emphasis on eco-friendliness and sustainability is reshaping the market landscape. Customers and companies alike are seeking environmentally conscious choices, a wider color palette, and improved water resistance.

Technological strides in flooring materials, such as enhanced durability and easier installation, are capturing consumer attention and driving market expansion. The incorporation of digital technologies such as 3D printing and advanced manufacturing methods is facilitating customized flooring options to meet the changing tastes of consumers in Saudi Arabia. This technological leap has also led to notable product enhancements, such as digitally printed tile designs, further boosting the market's growth trajectory. Furthermore, the domestic flooring industry is witnessing a surge as local companies ramp up their efforts, embracing technologies like digital printing.

## Saudi Arabia Floor Covering Market Trends

### Rise in Construction Activities Propelling Growth

Saudi Arabia's construction sector is currently experiencing steady growth, resulting in heightened demand for floor-covering products. This rise can be attributed to increased investments in new housing projects and a surge in home renovation endeavors.

Notably, the mounting construction activities and a rising focus on building enhancements and repairs are pivotal drivers of the market's growth.

The tourism boom in the country is fueling hotel construction, exemplified by the Jeddah Central projects, which will feature 17,000 housing units and 2,700 hotel rooms.

To address the housing shortage, the Saudi Arabian government aims to construct 3.0 million homes by 2025. Government-backed investments and initiatives have breathed new life into the real estate and other sectors.

In line with its "Vision 2030" agenda, Saudi Arabia has embarked on an ambitious economic diversification and liberalization program. Against this backdrop, the evolution of new buildings, hotel ventures, and infrastructure dynamics are expected to significantly drive the floor covering market's expansion in Saudi Arabia in the coming years.

### Growing Urbanization and Disposable Income are Driving the Market

The floor covering market in Saudi Arabia is expected to grow due to a large number of

consumers who are looking for quality products.

The growth of the population and the increase in nuclear families are expected to lead to the growth of the floor-covering market over the forecast period.

The increase in urban population, industrialization, growing consumer disposable income, and the government's Vision 2030 initiative have contributed to the market's healthy development.

The increasing population has led to the need to upgrade the standard of living to higher capacities. Therefore, the demand for flooring products is increasing.

Floor coverings, such as ceramic floor coverings, vinyl floor coverings, laminate floor coverings, wood floor coverings, and tile floor coverings, are needed for many places, such as living rooms, bedrooms, kitchens, and bathrooms in new home projects or restorations in metropolitan areas.

Commercial activities in Saudi Arabia are concentrated in the urban areas. Thus, the market is expected to experience growth in the near future.

### Saudi Arabia Floor Covering Industry Overview

The Saudi Arabian floor covering market is fragmented with major players, including Saudi Ceramic, Prime Floor KSA, RAK Ceramics, Arabian Tile Company Ltd, and Saudi Industrial Flooring Co., among others. The players majorly compete on the basis of product quality and pricing. However, with technological advancement and product innovation, midsize to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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