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Luxury Vinyl Tiles Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Flexible LVT, Rigid LVT, Glue-down LVT, Loose Lay LVT), By Installation Type (Glue Down, Click (Floating), Loose Lay), By End User (Residential, Commercial, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Luxury Vinyl Tiles Market was valued at USD 25.28 Billion in 2024 and is expected to reach USD 35.67 Billion by 2030 with a CAGR of 5.75% during the forecast period.

The global Luxury Vinyl Tiles (LVT) market has witnessed substantial growth in recent years, driven by evolving consumer preferences, rapid urbanization, and advancements in flooring technologies. LVT, a sub-segment of the resilient flooring category, is increasingly being adopted due to its superior durability, water resistance, cost-effectiveness, and ability to replicate the appearance of natural materials such as wood, stone, and ceramic. Unlike traditional flooring options, LVT offers easy installation, minimal maintenance, and enhanced aesthetic appeal, making it a popular choice across residential, commercial, and industrial applications. The market has also benefited from the growing demand for modular flooring solutions, particularly in urban residential constructions and commercial spaces such as retail outlets, offices, healthcare facilities, and hospitality venues.

A notable trend in the market is the shift toward rigid core LVT formats such as Stone

Plastic Composite (SPC) and Wood Plastic Composite (WPC), which provide improved structural stability, sound insulation, and dimensional consistency. These innovations are catering to the growing consumer emphasis on both performance and comfort. The rise in renovation and remodeling activities in developed regions like North America and Europe is further supporting market growth, as consumers increasingly prioritize design flexibility and environmental sustainability. In developing markets, particularly across Asia Pacific and Latin America, rising disposable incomes, expanding middle-class populations, and ongoing infrastructure development are stimulating the demand for affordable yet premium-quality flooring options, where LVT fits well.

Key Market Drivers

Rising Demand for Durable and Water-Resistant Flooring Solutions

The demand for highly durable and water-resistant flooring materials has significantly contributed to the growth of the LVT market. Unlike traditional hardwood or laminate, luxury vinyl tiles offer exceptional resistance to water, scratches, and stains, making them ideal for high-traffic areas and moisture-prone zones such as kitchens, bathrooms, and basements. As modern lifestyles place greater emphasis on convenience and longevity, LVT has emerged as a preferred choice across both residential and commercial sectors.

Over 60% of consumers in the U.S. now prioritize water resistance when selecting flooring products.

In commercial spaces, more than 45% of flooring failures are due to moisture-related damage, encouraging the shift to LVT.

A typical LVT product has a lifespan of 15–25 years, compared to 10–15 years for traditional vinyl.

According to Floor Covering News, rigid core LVT (known for water resistance) now accounts for over 70% of LVT sales in North America.

The home improvement segment in North America has seen a 35% increase in LVT use for bathrooms and kitchens in the last 5 years.

Expansion in Residential Renovation and Remodeling Activities

The global rise in home improvement activities, particularly post-pandemic, has amplified the demand for aesthetically pleasing and easily installable flooring solutions like LVT. Renovation-driven demand is increasingly evident in mature housing markets across North America and Europe, where homeowners are replacing outdated flooring with low-maintenance and stylish alternatives. LVT, with its wide range of patterns and finishes, provides an affordable luxury option.

In 2023, 78% of U.S. homeowners undertook some form of remodeling, with flooring among the top three focus areas.

DIY flooring installations surged by 25% in Europe between 2020 and 2023, with click-lock LVT formats being the most popular.

According to Houzz, 27% of home renovators globally chose vinyl flooring in their upgrades in 2022.

In the U.K., renovation spending per home increased by 12% YoY in 2023, supporting higher LVT adoption.

40% of LVT installations in residential settings globally are now tied to remodeling projects rather than new builds.

Key Market Challenges

Environmental Concerns Related to PVC-Based LVT

One of the most pressing challenges in the LVT market is its heavy reliance on polyvinyl chloride (PVC), a petroleum-based product known for environmental and health concerns. The production of PVC releases hazardous by-products such as dioxins, which are persistent environmental pollutants. Furthermore, end-of-life disposal of vinyl flooring contributes to non-biodegradable landfill waste. Although recycling efforts exist, the recyclability of LVT is limited due to its multi-layered structure and presence of adhesives and coatings. With regulatory bodies in the EU and North America tightening rules on volatile organic compounds (VOCs) and non-sustainable building materials, manufacturers face rising pressure to innovate or face restricted market access. Consumer segments, particularly in developed countries, are also increasingly turning

toward sustainable flooring alternatives such as cork, linoleum, and bamboo, which challenges the LVT market's long-term environmental viability.

Key Market Trends

Rise of Customization and Digital Printing in Design

Digital printing has revolutionized LVT aesthetics by enabling hyper-realistic replication of wood grains, stone textures, and abstract patterns. Consumers are increasingly seeking personalized design solutions that match contemporary interior styles. As a result, custom-printed LVT products — even with corporate logos or thematic visuals — are being adopted in retail, hospitality, and educational sectors. Manufacturers now offer hundreds of SKU options with high-definition embossing and varied finishes, including matte, gloss, hand-scraped, and brushed. Digital printing also reduces inventory costs by enabling on-demand production, allowing companies to cater to niche customer preferences with shorter lead times. This trend supports the ongoing shift toward interior design-driven flooring choices, expanding LVT's market beyond functionality into the premium design space.

Key Market Players

Mohawk Industries, Inc.

Shaw Industries Group, Inc.

Tarkett S.A.

Armstrong Flooring, Inc.

Gerflor Group

Interface, Inc.

Forbo Flooring Systems

Mannington Mills, Inc.

Beaulieu International Group

Karndean Designflooring

Report Scope:

In this report, the Global Luxury Vinyl Tiles Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Luxury Vinyl Tiles Market, By Product Type:

Flexible LVT

Rigid LVT

Glue-down LVT

Loose Lay LVT

Luxury Vinyl Tiles Market, By Installation Type:

Glue Down

Click (Floating)

Loose Lay

Luxury Vinyl Tiles Market, By End User:

Residential

Commercial

Others

Luxury Vinyl Tiles Market, By Region:

North America

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- United States
- Canada
- Mexico

Europe

- Germany
- France
- United Kingdom
- Italy
- Spain

South America

- Brazil
- Argentina
- Colombia

Asia-Pacific

- China
- India
- Japan
- South Korea
- Australia

Middle East & Africa

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Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Luxury Vinyl Tiles Market.

Available Customizations:

Global Luxury Vinyl Tiles Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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