

# **Vinyl Flooring Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Product (Vinyl Sheets, Vinyl Tiles, Luxury Vinyl Tiles), By Application (Residential, Commercial), By Region, By Competition, 2020-2030F**

<https://marketpublishers.com/r/VE097D757474EN.html>

Date: May 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: VE097D757474EN

## **Abstracts**

### **Market Overview**

The Global Vinyl Flooring Market was valued at USD 29.75 billion in 2024 and is projected to reach USD 39.59 billion by 2030, growing at a CAGR of 4.72%. Vinyl flooring represents a significant segment of the global flooring industry, known for its affordability, resilience, and versatility compared to traditional materials like wood, stone, and ceramic. Manufactured from polyvinyl chloride (PVC), vinyl flooring offers a broad range of design options that replicate the appearance of natural materials while ensuring durability and moisture resistance. This combination of cost-effectiveness and performance continues to drive widespread adoption across residential, commercial, and institutional settings, especially in regions prioritizing economical and quick renovation solutions.

### **Key Market Drivers**

#### **Growing Demand for Cost-Effective and Durable Flooring Solutions**

The market is expanding due to rising demand for affordable and long-lasting flooring across residential and commercial sectors. Products like luxury vinyl tiles (LVT) and sheet vinyl deliver a practical blend of durability, aesthetic appeal, and lower costs compared to alternatives such as hardwood or ceramic tiles. Their resilience to moisture, heavy foot traffic, and wear makes them ideal for high-use areas including kitchens,

schools, hospitals, and retail spaces. Innovations like wear-layer technology and waterproof core construction have extended product life and simplified maintenance. In economically sensitive regions and urban renovation projects, vinyl flooring is increasingly viewed as a reliable and budget-friendly solution, meeting the demand for fast, durable, and visually appealing installations.

## Key Market Challenges

### Environmental Concerns and Sustainability Regulations

Environmental scrutiny and regulatory challenges pose significant hurdles for the vinyl flooring market. The primary material, PVC, raises concerns due to the use of harmful chemicals during manufacturing and the emission of pollutants like dioxins. These substances affect both environmental and human health, especially in enclosed spaces. Post-consumer recycling is complicated by material composition and contamination, leading to landfill disposal. Stricter environmental standards, particularly in North America and Europe, are increasing pressure on manufacturers to produce phthalate-free, low-VOC, and recyclable flooring. Certifications like FloorScore, GREENGUARD, and adherence to green building guidelines such as LEED are becoming critical factors in consumer purchasing decisions.

## Key Market Trends

### Rising Popularity of Luxury Vinyl Tiles (LVT) and Planks (LVP)

The surge in demand for Luxury Vinyl Tiles (LVT) and Luxury Vinyl Planks (LVP) is reshaping the market due to their high-end look, durability, and practicality. These products emulate the appearance of natural materials such as wood and stone through advanced imaging and embossing technologies. LVT and LVP are well-suited for high-traffic and moisture-prone areas, offering water and scratch resistance with minimal upkeep. Their growing appeal among design-conscious consumers and commercial developers stems from their balance of aesthetics and functionality. In addition, their modular design and acoustic benefits enhance their use in spaces like hospitals, hotels, and retail settings where ease of installation and maintenance are crucial.

## Key Market Players

Armstrong Flooring, Inc.

## ForbFlooring Systems

Mohawk Industries, Inc.

Tarkett S.A.

Mannington Mills, Inc.

Shaw Industries Group, Inc.

Fatra A.S.

Beaulieu International Group

Polyflor Ltd.

LX Hausys, Ltd.

## Report Scope:

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

### Vinyl Flooring Market, By Product:

Vinyl Sheets

Vinyl Tiles

Luxury Vinyl Tiles

### Vinyl Flooring Market, By Application:

Residential

Commercial

### Vinyl Flooring Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Vinyl Flooring Market.

## Available Customizations:

Global Vinyl Flooring 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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