

# **Middle East and Africa Flooring Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (LVT and VCT, Rubber, Solid Hardwood Flooring, Ceramic Tile, Concrete, Granite Tile, Terrazzo, Limestone Tile, Marble Tile, Carpets and Rugs, Laminate Flooring, and Others), Type (Resilient Flooring, Non-Resilient Flooring, and Soft Floor Covering), Application [Residential, Commercial (Hospitality, Office Buildings, and Others), Institutional, and Industrial], and Country**

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## **Abstracts**

The Middle East and Africa flooring market size was valued at US\$ 44.78 billion in 2024 and is projected to reach US\$ 68.06 billion by 2031; it is expected to register a CAGR of 6.4% from 2025 to 2031.

A rise in demand for construction materials, such as flooring tiles, due to a surge in infrastructural projects, industrialization, and sustainable construction activities in the Middle East and Africa drives the market growth. Contemporary porcelain tiles have become increasingly popular in the region, combining aesthetic appeal with functionality. Porcelain tiles are considered a cost-effective and versatile alternative to natural stone, replicating the look of granite, wood, or marble with exceptional accuracy. Additionally, the growing trend of sustainable bamboo or reclaimed wood flooring is emerging due to environmental awareness among people.

The construction in the commercial sector has upsurged in the region due to the rising tourism and the increasing immigrant population. The rising urban population has surged the demand for private residential buildings in urban and semi-urban cities, prompting governments to invest in the construction sector. The region also witnesses several ongoing and upcoming residential construction projects. For instance, the construction of a new 73-story premium residential building is set to begin by December 2025 by Walters on Cornerstone at Hainesport. Such projects drive the demand for various flooring options in the region. In addition, rising construction activities across the region and increasing government spending on infrastructure development via programs, including Abu Dhabi Economic Vision 2030 and Saudi Vision 2030, are also expected to positively impact the demand for flooring in the region.

The Middle East is developing ambitious projects centered around mass hotel development. Dubai has been investing in its tourism infrastructure for several years. The success of Expo 2020 has contributed significantly to this effort, and there is a strong pipeline of hotels in development, with plans for an additional 65,000 rooms to be constructed. The region's focus on attracting tourists is creating a need for the hotel infrastructure to host the tourists. Hence, various nations are increasing investment in hospitality projects, including the construction and development of hotels, resorts, and other hospitality infrastructure to cater to this demand. The giga projects such as Diriyah Gate, the Red Sea Projects, and Qiddiya account for the largest share of the hotel pipeline in the Kingdom. Diriyah Gate is planned to have 38 hotels with 5,000 hotel rooms by 2030. Thus, the growing investments in the commercial construction sector are expected to provide more lucrative opportunities for the Middle East and Africa flooring market.

The overall Middle East and Africa flooring market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Middle East and Africa flooring market.

## **Reason to buy**

Progressive industry trends in the Middle East and Africa flooring market to help players develop effective long-term strategies

Business growth strategies adopted by developed and developing markets

Quantitative analysis of the Middle East and Africa flooring market from 2021 to 2031

Estimation of the demand for flooring across various industries in the Middle East and Africa

Porter's Five Forces analysis to illustrate the efficacy of buyers and suppliers operating in the industry to predict the market growth

Recent developments to understand the competitive market scenario and the demand for flooring across the region

Market trends and outlook coupled with factors driving and restraining the growth of the Middle East and Africa flooring market.

Decision-making process by understanding strategies that underpin commercial interest concerning the Middle East and Africa flooring market growth

The Middle East and Africa flooring market size at various nodes of market

Detailed overview and segmentation of the Middle East and Africa flooring market as well as its dynamics in the industry

The Middle East and Africa flooring market size in different countries with promising growth opportunities

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