

North America Flooring Market Size and Forecast (2021 - 2031), 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), and Application (Residential, Commercial, Hospitality, Office Buildings, Others Commercial, Institutional, and Industrial)

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Abstracts

The North America Flooring Market is projected to grow significantly, reaching an estimated US\$ 113,712.4 million by 2031, up from US\$ 68,672.6 million in 2024. This growth represents a compound annual growth rate (CAGR) of 7.7% from 2025 to 2031, driven by various factors influencing the construction and renovation sectors across the region.

Executive Summary and Market Analysis

The flooring market in North America is primarily divided into three countries: the United States, Canada, and Mexico. Recent data from the US Census Bureau and HUD indicates that approximately 1,470,000 building permits were issued for privately owned construction in January 2024, marking an 8.6% increase compared to January 2023. This rise in building permits is a clear indicator of increased demand for flooring

products, as new construction and renovation projects require a wide range of flooring solutions, including hardwood, tile, carpet, and innovative raised access floors.

The surge in construction activity not only boosts the procurement of flooring materials but also benefits manufacturers, distributors, and installers throughout the supply chain. The expansion of sectors such as retail, healthcare, office environments, and hospitality has further stimulated the demand for high-performance flooring solutions that can withstand heavy foot traffic and meet specialized requirements. Additionally, ongoing infrastructure development and commercial real estate projects have led to a rise in the installation of advanced flooring materials, supported by investments from both public and private sectors. The need for renovation and repair of aging commercial buildings also contributes to the growing demand for flooring products in the region.

A notable trend is the increasing consumer and institutional preference for sustainable and eco-friendly building materials, which is driving the demand for flooring solutions that align with these values.

Strategic Insights

Market Segmentation

The North America Flooring Market can be segmented by product type, type, and application:

By Product Type: The market includes categories such as Luxury Vinyl Tile (LVT), Vinyl Composition Tile (VCT), rubber, solid hardwood flooring, ceramic tile, concrete, granite tile, terrazzo, limestone tile, marble tile, carpets and rugs, laminate flooring, and others. In 2024, ceramic tile is expected to hold the largest market share.

By Type: The market is divided into resilient flooring, non-resilient flooring, and soft floor covering, with non-resilient flooring leading in market share in 2024.

By Application: The applications include residential, commercial, hospitality, office buildings, institutional, and industrial sectors, with residential flooring holding the largest share in 2024.

Market Outlook

As urbanization accelerates and populations grow, particularly in developing regions, the demand for new housing projects and renovations is expected to rise. This trend is reflected in the construction industry's value, which was approximately US\$ 1.8 trillion in the US and US\$ 8.9 trillion globally in 2023. In August 2023, construction spending in the US was estimated at a seasonally adjusted annual rate of US\$ 1,983.5 billion, showing a 0.5% increase from the previous month.

Government initiatives aimed at mid- and low-income populations are driving the development of millions of new homes, which directly translates to increased consumption of flooring products. The US market is also experiencing record-high homeowner equity and ongoing housing shortages, which further stimulate new construction and remodeling activities. Shifts in consumer preferences towards home personalization, aesthetics, and durability are driving demand for a diverse range of flooring solutions.

The rise in home improvement projects, fueled by remote work trends and increasing disposable incomes, has led homeowners to invest in premium flooring options to enhance comfort and property value. Manufacturers are responding to these trends by offering innovative and sustainable flooring products tailored to residential needs, which is contributing to market growth.

Country Insights

The North America Flooring Market is segmented by country, with the United States holding the largest market share in 2024. The cost-effectiveness of flooring options is making them increasingly popular in both residential and commercial spaces. In 2022, new residential construction in the US reached approximately US\$ 910 billion. By January 2024, building and construction spending in the US was reported at US\$ 2,102.4 billion, reflecting an 11.7% growth compared to the same period in 2023.

Advancements in manufacturing technology are enhancing flooring performance and expanding the application of specialized flooring, such as luxury vinyl tile (LVT), to areas where traditional materials may not be suitable. The increase in disposable income in the US is also driving renovations, further boosting flooring demand. In January 2024, the disposable personal income in the US rose by 0.3% from the previous month, with the national per capita disposable personal income reaching US\$ 55,832 in 2022.

Company Profiles

Key players in the Flooring Market include Gerflor SAS, Tarkett, Mohawk Flooring, Forbo Holding AG, Toli Corporation, Interface Inc., Shaw Industries Group Inc., Milliken & Co., Wedge Industries Ltd, AHF LLC, Mannington Mills Inc., Congoleum, Altro Limited, Terrain Floorings, and BOEN. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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