

# **South & Central 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 South & Central America Flooring Market is projected to grow significantly, reaching an estimated US\$ 45,366.1 million by 2031, up from US\$ 31,461.3 million in 2024. This growth represents a compound annual growth rate (CAGR) of 5.6% from 2025 to 2031.

## **Executive Summary and Market Analysis**

According to the UN World Urbanization Prospects, Latin America is experiencing one of the highest urbanization rates globally, with over 81% of its population residing in urban areas, and nearly half living in cities with populations exceeding one million. This urban migration, coupled with the development of new residential, commercial, and industrial buildings, is driving a sharp increase in demand for a variety of flooring solutions. The economic growth in major countries, particularly Brazil, along with

government-supported infrastructure initiatives, is fueling this demand for high-quality, durable, and visually appealing flooring options.

The residential sector is a primary driver of market demand, supported by rising disposable incomes, a burgeoning middle class, and increasing homeownership rates. Home improvement and renovation projects are becoming more popular as homeowners seek to enhance their living spaces with cost-effective yet attractive flooring solutions such as vinyl, laminate, and engineered wood. The trend towards easy-to-install and low-maintenance flooring, alongside a growing DIY culture, is further propelling growth in the residential segment.

In the commercial sector, which includes offices, retail spaces, hotels, healthcare facilities, and educational institutions, there is a strong demand for flooring that combines aesthetic appeal with durability, safety, and ease of maintenance. Consequently, materials like luxury vinyl tiles, ceramic and porcelain tiles, and rubber flooring are increasingly favored. The hospitality and retail industries place a high emphasis on customer experience and operational efficiency, which drives the adoption of resilient and easy-to-clean flooring solutions.

## **Strategic Insights**

### **Market Segmentation**

The South & Central America Flooring Market can be segmented by product type, flooring type, and application:

**By Product Type:** The market includes categories such as Luxury Vinyl Tile (LVT), Vinyl Composite Tile (VCT), rubber, solid hardwood, ceramic tile, concrete, granite tile, terrazzo, limestone tile, marble tile, carpets and rugs, laminate flooring, and others. In 2024, ceramic tile held 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 market is segmented into residential, commercial, hospitality, office buildings, institutional, and industrial applications, with the residential sector holding the largest share in 2024.

## Market Outlook

As economies grow and urban populations expand, there is a surge in the development of commercial spaces, including office buildings, retail centers, healthcare facilities, and hospitality venues. This broad commercial activity is driving robust demand for a diverse range of flooring solutions tailored to the specific needs of these environments. New constructions and renovations require flooring materials that are durable, attractive, and low-maintenance. Organizations are increasingly seeking finishes that can withstand heavy foot traffic while enhancing aesthetics and aligning with modern branding and sustainability goals.

Flooring products such as luxury vinyl, ceramic, linoleum, carpet tiles, and engineered wood are in high demand due to their performance, hygiene, and design versatility, which are essential in commercial settings. The growth in the commercial construction sector is expected to create lucrative opportunities for flooring market players in the coming years.

Another significant trend is the rising focus on green buildings and sustainable infrastructure. As commercial developers strive to achieve building certifications and comply with evolving regulatory requirements, there is a growing interest in environmentally friendly flooring options made from recycled or renewable materials, low-VOC products, and solutions that support easy maintenance and long-term lifecycle efficiency. The trend towards modular interiors and 'smart' building designs is influencing material choices, with flooring systems that offer superior adaptability, integrated technology, and rapid installation gaining traction.

## Country Insights

The South & Central America Flooring Market is also analyzed by country, with Brazil, Argentina, and the Rest of South & Central America being the key segments. Brazil is expected to hold the largest market share in 2024. Rapid urbanization in Brazil has led to a significant increase in residential, commercial, and industrial developments, particularly in major metropolitan areas like S?o Paulo, Rio de Janeiro, and Bras?lia. This urban growth is driving ongoing demand for diverse flooring solutions in both new constructions and refurbishments, as cities evolve and require durable and stylish materials to meet changing architectural preferences and functional needs.

In 2023, the Brazilian Ministry of Finance and the banking sector initiated credit lines for the construction of over 530,000 new residential units, indicating a robust construction

industry that is likely to create favorable business opportunities for flooring market players. National housing initiatives, such as the Minha Casa, Minha Vida program, aim to expand affordable housing for low- and middle-income families, further stimulating demand for flooring products across various price points. These initiatives are supported by federal and state-level investments in housing and urbanization projects, facilitating large-scale residential construction and renovations.

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