

Global Carpet Tile Market Report: 2014 Edition

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Abstracts

Carpet tiles also known as carpet squares form a significant portion of soft flooring industry. Carpet tiles are modular sections of carpet typically cut into squares or rectangles. Demand for carpet tiles is strongest in the corporate and institutional sectors. It is also gaining share in the retail market, healthcare and educational institutions. Given its properties like design flexibility, durability, functionality and ease of maintenance; carpet tiles are also becoming popular even in residential segment.

North America is the largest carpet tile market with its sales driven by continued rebound of corporate office segment, as well as improvements in education and retail market segments. On the contrary, European carpet tile market remained sluggish due to economic slowdown with most of the demand coming from refurbishment projects. The Asian (including Japan) carpet tile market witnessed a robust growth in 2012 driven by factors like rising consumer spending on home renovation, accelerating investments on infrastructure, demand from markets like India, China, Korea and Indonesia.

Key issues in the industry include price volatility of raw materials, threat from substitutes and strict environmental regulations. Carpet tile industry is highly fragmented though there were M&A activities in 2012 (Tarkett acquired Tandus) by leading players to expand into new geographies. Interface is the market leader in global carpet tile industry followed by Shaw, Milliken, Toli, Mohawk, Desso and Tandus.

The report analyzes the global carpet tile market, along with some of the major regional markets, including the US, the UK and Australia. The report discusses the major growth drivers and challenges of the industry. It also profiles the top players along with their business strategies.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various

significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. GLOBAL FLOORING MARKET

- 1.1 Volume Demand by Product
- 1.2 Regional Analysis

2. GLOBAL CARPET TILE MARKET

- 2.1 Overview
- 2.2 Market Size
- 2.3 Geographical Segmentation
- 2.4 Market penetration

3. NORTH AMERICAN CARPET TILE MARKET

- 3.1 The US Floor Covering Industry
 - Market Size by Value/Volume
 - Market Segmentation
- 3.2 Import & Export of Floor Coverings
 - By Value
 - By Volume
- 3.3 The US Carpet and Rugs Industry
 - Market Size by Value/Volume
 - Market Segmentation
 - End Markets
- 3.4 Import and Exports of Carpet & Area Rugs
 - By Value
 - By Volume
- 3.5 Carpet Tile Market

4. EUROPEAN CARPET TILE MARKET

- 4.1 Market Size
- 4.2 The UK Carpet Tile Market
- 4.3 Trade Statistics- Carpets and Other Textile Floor Coverings
 - 4.3.1 The UK
 - 4.3.2 Germany
 - 4.3.3 France

4.3.4 Italy

5. ASIAN CARPET TILE MARKET

5.1 Market Size

5.2 Australasia Carpet Tile Market

5.3 Trade Statistics- Carpets and Other Textile Floor Coverings

5.3.1 Japan

5.3.2 Australia

5.3.3 China

5.3.4 India

6. MARKET TRENDS AND DRIVERS

6.1 Rising Infrastructure Investment in Asian Region

6.2 Rising Housing Affordability Index

6.3 Product Innovations

6.4 Industry Consolidation

7. CHALLENGES

7.1 High Raw Material Costs

7.2 Threat from Substitutes

7.3 Environmental Regulations

8. COMPETITIVE LANDSCAPE

Competitive Overview

Market Share

9. COMPANY PROFILES

9.1 Interface Inc.

9.1.1 Business Description

9.1.2 Financial Overview

9.1.3 Business Strategies

Focus on Research & Development

Expansion in Emerging Markets

9.2 Mohawk Industries Inc.

9.2.1 Business Description

9.2.2 Financial Overview

9.2.3 Business Strategies

Expansion through Acquisitions/Joint Ventures

Improvement in Distribution Channels

9.3 Shaw Industries Group Inc.

9.3.1 Business Description

9.3.2 Business Strategies

Capital Investments

Diversification of Business

10. MARKET OUTLOOK

10.1 Market Forecast

10.2 Forecast Methodology

10.2.1 Dependent and Independent Variables

10.2.2 Correlation Analysis

10.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Global Flooring Demand Volume by Product (2012)
Geographical Segmentation of Global Flooring Market (2012)
Global Carpet Tile Market Size: (2006-2012)
Geographical Segmentation of Carpet Tile Market by Value: (2012)
Carpet Tile Penetration in Global Commercial Carpet Market: (2012)
The US Floor Covering Industry-Market Size (2004-2012)
The US Floor Covering Imports and Exports by Value (2008-2012)
The US Floor Covering Imports and Exports by Volume (2008-2012)
The US Floor Covering Distribution Channels (2012)
The US-Carpet and Rugs Industry by Value and Volume (2008-2012)
The US Carpet & Area Fiber Market Shares (2012)
The US Carpet & Area Rug Purchases by End-Use Market (2012)
Carpet and Area Rugs Import Value and Volume (2008-2012)
Carpet and Area Rugs Export Value and Volume (2008-2012)
North America Carpet Tile Market Size: (2009-2012)
The US Soft Flooring Market Segmentation by Categories (2012)
The European Carpet Tile Market by Value (2008-2012)
Retail Sales of Floor Covering in the UK (2008-2012)
Share of the UK Market for Floor Coverings by Sector (2012)
Retail Sales of Carpet in the UK (2008-2012)
The UK - Share of Carpet by Types (2012)
The UK Carpet Tile Market (2006-2012)
The UK- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
Germany- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
France- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
Italy- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
Asia (Incl Japan) Carpet Tile Market (2008-2012)
Australia & New Zealand Carpet Tile Market (2008-2012)
Japan- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
Australia- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
China- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
India- Import and Export of Carpet and Textile Floor Coverings by Value (2007-2012)
Share of Construction Spending by sector in Asia (2012)

Construction Spending in Asian Countries (2012)
Carpet and Area Rugs Market Average Value per Square Foot in the US (2008-2012)
Competitive Landscape of Carpet Tile Market (2012)
Interface Inc - Breakup of Revenues by Geography (2012)
Net Sales of Interface Inc. (2008-2012)
Business Segmentation of Mohawk Industries Inc (2012)
Mohawk Industries Inc. Net Sales (2008-2012)
Global Carpet Tile Market Forecast (2012-2016F)

List Of Tables

LIST OF TABLES

Shares of Flooring Types by Geography (2012)
The US Floor Covering Market Sales by Value (2008-2012)
The US Floor Covering Market Sales by Volume (2008-2012)
The US Top Ten Flooring Manufacturers (2012)
2012 FLOOR FOCUS US TOP 250 DESIGN SURVEY: HOT PRODUCTS
Housing Opportunity Index in the US (2008-2013)
Annual Housing Starts in the US (2002-2013)
Product Portfolio of Major Floor Covering Manufacturers (2012)
Dependent & Independent Variables (2006–2012)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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