

# Global Carpet Tile Market: Emerging Markets Driving Growth

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## Abstracts

Carpet tiles also known as carpet squares, are modular sections of carpeting which are typically cut into square shape. Due to its ease of installation, recyclable and replaceable nature, carpet tiles are efficiently used in renovations. In recent years, carpet tiles saw the highest growth in the soft floor coverings segment mainly because of its increasing demand in corporate office sector and declining usage of broadlooms. Strong demand from emerging markets like India, China, Eastern Europe, Middle East and Africa offer significant opportunities for carpet tile penetration.

America and Asia-pacific (including Japan) account for a major portion of carpet tile market. There has been a consistent growth in carpet tile sales over the period 2006-2009 in the US as their demand arose not only from corporate sector but other sectors like retail, hospitality, healthcare and residential as well. Commercial market, which includes corporate offices, healthcare, education, government, and retail accounted for more than 90% of total carpet tile sales in the US at the end of 2009. The barriers to entry in the carpet tile market for a new entrant in U.S. are quite high due to strict environmental regulations, high investment and presence of a large number of substitutes. Interface is the largest carpet tile manufacturer in the US while others include Shaw and Mohawk.

Growth in carpet tile market in Europe was not in line with the growth witnessed by the American and Asia Pacific markets due to economic slowdown and less new build. The UK is the largest market for carpet tiles in Europe followed by France and Germany. Recovery in construction market, huge opportunity in untapped regions like Germany and Scandinavian region will accelerate the popularity of carpet tile in coming years.

Asia-Pacific carpet tile business had a relatively strong performance in 2009, with major

manufacturers like Interface and Mohawk planning to open new carpet tile manufacturing plants. Japan is the largest carpet tile market within the Asia-Pacific region. Other key markets include China, Taiwan and South Korea.

The report titled “Global Carpet Tile Market: Emerging Markets Driving Growth” covers the overview, classification, market size and segmentation of the global carpet tile market. The study analyses the regional carpet tile markets of the US, Europe and Asia Pacific. Michael Porter’s Five Forces Analysis has been done to understand the dynamics of the carpet tile market. Further, trade flow of carpet and other textile flooring coverings in various regions have also been discussed in the report. The competitive aspect of the market is also highlighted and the key players are profiled with their strategies for this market.

## Contents

### **1. GLOBAL CARPET TILE MARKET**

- 1.1 Overview: Carpet Tile
- 1.2 Global Market Size
- 1.3 Global Market Penetration
- 1.4 Region-Wise Segmentation
- 1.5 Breakdown by Construction Type

### **2. THE US CARPET TILE MARKET**

- 2.1 The US Flooring Industry
  - 2.1.1 Market Size
  - 2.1.2 Segmentation by Category
  - 2.1.3 Segmentation by End Use
  - 2.1.4 Top Flooring Manufacturers
- 2.2 The US Carpet Tiles Market
  - 2.2.1 Carpet Tile Penetration Trend
  - 2.2.2 Market Size- Carpet Tiles
  - 2.2.3 Segmentation by End Use
  - 2.2.4 Carpet Tile Increasingly Preferred in Commercial Market- Survey
  - 2.2.5 Top Carpet and Rugs Manufacturers
- 2.3 Market Drivers
  - 2.3.1 Rebound in Office Construction in the US
  - 2.3.2 Rise in Building Permits and Housing Starts
  - 2.3.3 Falling Home Sizes
  - 2.3.4 Rising Housing Affordability Index
  - 2.3.5 Improving Personal savings
- 2.4 Michael Porters Five force Analysis
  - 2.4.1 Bargaining Power of Suppliers
  - 2.4.2 Bargaining Power of Buyers
  - 2.4.3. Rivalry among Existing Companies
  - 2.4.4. Barriers to Entry
  - 2.4.5 Threat of Substitutes

### **3. EUROPEAN CARPET TILE MARKET**

- 3.1 The UK Floor Covering Market

- 3.1.1 The UK Carpet Market
- 3.1.2 The UK Carpet Tile Market
- 3.2 German Carpet Tile Market
- 3.3 Growth Drivers - European Carpet Tile Market
  - 3.3.1 Slow Recovery of the Construction Market
  - 3.3.2 Significant Opportunity in European Markets
  - 3.3.3 Shift in Carpet Tile Backing Technology

#### **4. ASIA-PACIFIC CARPET TILE MARKET**

- 4.1 South Korea and Taiwan
- 4.2 Japan
- 4.3 Australia and New Zealand
- 4.4 India
- 4.5 Growth Drivers – Asia-Pac Carpet Tile Market
  - 4.5.1 Saturated Traditional Markets Offering Opportunities
  - 4.5.2 Rebounding Economy

#### **5. TRADE STATISTICS–CARPET & OTHER TEXTILE FLOOR COVERINGS**

- 5.1 The US carpet Trade
- 5.2 European Carpet Trade
  - 5.2.1 The United Kingdom
  - 5.2.2 Germany
  - 5.2.3 Italy
  - 5.2.4 France
- 5.3 Middle East Carpet Trade
  - 5.3.1 Saudi Arabia
  - 5.3.2 UAE
  - 5.3.3 Oman
  - 5.3.4 Kuwait
  - 5.3.5 Qatar

#### **6. COMPANY ANALYSIS**

- 6.1. Interface Inc.
  - 6.1.1 Company At-A-Glance
  - 6.1.2 Business Description
  - 6.1.3 Business and Geographical Segmentation

- 6.1.4 SWOT ANALYSIS
- 6.1.5 Business Strategies
- 6.2 Mohawk Industries
  - 6.2.1 Company At-a-Glance
  - 6.2.2 Business Description
  - 6.2.3 Business and Geographical Segmentation
  - 6.2.4 SWOT ANALYSIS
  - 6.2.5 Business Strategies
- 6.3 Milliken Floor Covering
  - 6.3.1 Company At-a-Glance
  - 6.3.2 Business Description
  - 6.3.3 SWOT Analysis
  - 6.3.4 Business Strategies
  - 6.3.5 Significant Developments
- 6.4 Shaw Industries
  - 6.4.1 Company At-a-Glance
  - 6.4.2 Business Description
  - 6.4.3 Business Segmentation
  - 6.4.4 SWOT Analysis

## List Of Figures

### LIST OF FIGURES AND CHARTS

Global Carpet Tile Market Size (2006-2011E)  
Carpet Tile Penetration in Various Markets (2009)  
Geographical Break-down of Global Carpet Tile (2009) – Value  
Geographical Break-down of Global Carpet Tile (2009) – Volume  
Global Breakdown of Types of Carpet Tile Construction (2006 vs 2011E)  
The US Floor Covering Sales and Growth (2002-2009)  
The US Flooring Industry by Category (2009)  
The US Floor Covering Sales by End-Use Market (2009)  
The US Flooring Sales by Distribution Channels (2009)  
The US Carpet and Rugs Industry Sales (2002-2009)  
The US Soft Flooring Market Segmentation by Categories (2009)  
Carpet Tile Penetration Trend in the US (2004-2009)  
The US Carpet Tile Sales (2001-2009)  
The US Carpet Tile Segmentation by End User (2009)  
The US Specified Commercial Carpet Market Sales (2009-2012E)  
The US Commercial Carpet Market Segmentation by Category (2009)  
Carpet Tile Share of the US Commercial Carpet Market (2004-2020F)  
The US Office Construction Starts (2000-2014F)  
Building Permits in the US (2006-2010)  
New and Existing Home Sales in the US (2006-2010)  
Average Square Footage of Homes Built in the US (2000-2009)  
Disposable Personal Income in the US (2002 - 2009)  
Personal Saving As a Percentage of Disposable Personal Income in the US (2002-2009)  
Michael Porters Five force Analysis- The US Carpet Tile Market  
Concentration of Companies in North America  
Concentration of Companies in South America  
European Carpet Tile Market Size (2006-2009)  
Carpet Tile Volume Shares in Europe (2006-2011F)  
Carpet Tile Market Shares of Major European Countries (2009)  
Europe: Carpet Tile Penetration in Contract Soft Flooring Market (2006- 2009)  
Western European Carpet Tile Market in Volume (2007-2009)  
France: Carpet Tile Penetration in Contract Soft Flooring Market (2007-2009)  
Scandinavian Region Contract Soft Flooring Market in Volume (2007-2009)  
Scandinavian Region Carpet Tile Market in Volume (2007-2009)

The UK Floor Coverings Market Sales (2004-2012E)  
The UK Floor Coverings Market by Distribution Channels (2009)  
The UK Carpet Market (2008-2013E)  
The UK Carpet Tile Market (2006-2009)  
The UK Carpet Tile Market in Volume (2006-2011E)  
Carpet Tile Market Segmentation by Category – The UK (2009)  
The UK & Ireland Carpet Tile Penetration in Contract Soft Flooring Market (2006-2009)  
UK & Ireland Carpet Tile by Styling Trend (2008)  
The UK/Ireland Carpet Tile Makers - Market Shares (2008)  
German Carpet Tile Market size (2004-2009)  
Germany- Carpet Tile Market Penetration (2006-2009)  
Value of New Orders Obtained By Contractors in the UK: By Type of Work (Q108-Q310)  
Carpet Tile Penetration of European Contract Soft Flooring Market: (2009)  
Asia Pacific Contract Carpet Tile Market (2009)  
Contract Carpet Tile Penetration in Various Markets (2008)  
Australia – New Housing Starts: (2008/09- 2011/12)  
Exports of Carpets, Rugs, Druggets Including Namdhas - India (2002-2009)  
Exports from India - Country-Wise Data- India (2008-09)  
Carpet Tile Market in India (2009)  
Asia: Average Projected Real GDP Growth during (2010–11)  
The US: Export- Carpet & Other Textile Floor Coverings (2004-2009)  
The US: Imports of Carpet and Other Textile Floor Coverings (2004-09)  
The UK: Export of Carpet & Other Textile Floor Coverings (2004-2009)  
The UK: Imports of Carpet & Other Textile Floor Coverings (2004-2009)  
Germany: Export of Carpet & Other Textile Floor Coverings (2004-2009)  
Germany: Imports of Carpet & Other Textile Floor Coverings (2004-2009)  
Italy: Export of Carpet & Other Textile Floor Coverings (2004-2009)  
Italy: Imports of Carpet & Other Textile Floor Coverings (2004-2009)  
France: Export of Carpet & Other Textile Floor Coverings (2004-2009)  
France: Imports of Carpet & Other Textile Floor Coverings (2004-2009)  
Saudi Arabia: Export of Carpet and Other Textile Floor Coverings (2004-2009)  
Saudi Arabia: Imports of Carpet and Other Textile Floor Coverings (2004-09)  
UAE: Export of Carpet and Other Textile Floor Coverings (2004-2009)  
UAE: Imports of Carpet and Other Textile Floor Coverings (2004-09)  
Oman: Export of Carpet and Other Textile Floor Coverings (2004-2009)  
Oman: Imports of Carpet and Other Textile Floor Coverings (2004-09)  
Kuwait: Export of Carpet and Other Textile Floor Coverings (2004-2009)  
Kuwait: Imports of Carpet and Other Textile Floor Coverings (2004-09)

Qatar: Export of Carpet and Other Textile Floor Coverings  
Qatar: Imports of Carpet & Other Textile Floor Coverings (2004-2008)  
Revenues by Business Segments (%) of Interface Inc- 2010  
Total revenue of Interface Inc: (2007-2009)  
Revenue by Business Segments of Mohawk: (2010)  
Revenue by Geography of Mohawk: (2009)  
Shaw Industries - Revenue (2007-2009)  
Shaw Industries - Capital Expenditure (2007-2009)



## List Of Tables

### LIST OF TABLES

The US Top Ten Flooring Manufacturers (2009)  
Shipments of Carpet and Rugs in the US: (2005 to 2009)  
Carpet Types in the Market: Description and Uses  
2010 Floor focus U.S. Top 250 design survey: hot products  
Top US Carpet and Rugs Manufacturers Market Shares (2009)  
Seasonally Adjusted Annual Rates of Building Permits in the US (Jan 2010-Dec 2010)  
Annual Housing Starts in the US (2002-2010)  
Housing Opportunity Index in the US (2007 - 3Q2010)  
The UK – Government’s Capital Spending Budget (2010/11 – 2014/15)  
The UK Carpet Market- Forecast (2009F-2013F)  
The UK Carpet Market by Construction Type (2009F-2013F)

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