

## **Egypt Floor Covering Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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### **Report description:**

COVID-19 has an influence on the Egypt floor covering market, just like it does on any other market. Floor Covering could not installed due to nation wide lockdown at many places of Egypt and unfortunately like any other market we can not shift floor covering market to online. As a result, the floor covering market suffers from this disadvantage.

The floor covering market in Egypt has been recording growth numbers with the growing construction sector. Majority construction was being driven by Cairo's urban development program, which involves building 23 new cities. Along with the strong construction sector, the floor covering market is driven by the rising customer's preference for more attractive and luxurious interiors for their homes. However, the increasing amounts of non-recyclable waste produced during the manufacturing process have become a challenge for the industry. With the changing shift in technological advancements and the utilization of more eco-friendly raw materials for manufacturing is expected to reduce the damage caused.

The carpet and rugs segment of the market is gaining more significance with the growing interest of attractive interiors. The manufacturers are investing more time in designer carpets and ceramic tiles that is inspired by the latest trends and fashions. The customizing floor coverings for different rooms in the same house by using a combination of carpets and tiles or wood flooring etc is also gaining more significance in recent times.

Egypt Floor Covering Market Trends

Ceramic Tiles Occupy A Major Share of the Market

The domestic production of Ceramic tiles started to increase rapidly during 1990 and currently, Egypt is one of the largest

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manufacturers of ceramic tiles and ceramic sanitaryware in the global market. Egypt is the leading producer of ceramic tiles and related products in the African continent with an output of 300 million sq.m followed by Nigeria which reached an output of 114 million sq.m in 2018. Total Consumption of ceramic tiles in Egypt is approx 238 million square meters in 2020. The domestic market occupies a large share for ceramic tiles at around 79% and the remaining exported to other countries. The main exporter countries to Egypt are Italy and Spain, whose products are highly esteemed for their design and advanced technology.

#### Carpets and Rugs Segment is Forecasted to Attract More Sales Volume

With the growing demand for carpets for domestic use, the manufacturers in Egypt are showing great interest in increasing their production capacity to produce more aesthetically attractive carpets for residential purposes. They are even focusing on creating products that have a positive impact on people's health and wellbeing inside their homes. With the innovation implied in commercial carpet production, the manufacturers are trying to attract more customers by creating a more holistic approach to design inspiring, multi-purpose spaces that support the health and wellbeing of the workplace by creating a shift towards a circular economy business model.

#### Egypt Floor Covering Market Competitor Analysis

The report covers major players operating on the floor covering the market in Egypt along with their product portfolio, key financials, and developments. The market is transforming with many technological advancements through product innovation. Major players are focusing on different strategies to expand their footprint and mergers and acquisitions are helping them to enhance the product portfolio along with extending their geographical presence across the globe.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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