

## **India Non-Resilient 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 had a negative impact on the India non-resilient flooring market due to the implementation of a lockdown and a pause in production, logistics, and other operations. The coronavirus affected many industries, causing major losses, including the non-resilient flooring market. We won't be able to move the floor market on the online. Because offices, hotels, and restaurants were shuttered during the nationwide lockdown, COVID-19 had a negative impact on the India non-resilient flooring market.

The non-resilient floor covering market in India is largely dependent on the construction industry and is anticipated to register growth numbers in the future years. India is the second-largest producer of ceramic tiles in the world. Different stone variants of floor coverings such as marble were traditionally used in India and the changing time has been transforming with different varieties of floor covering entering the market. The demand for non-resilient floor covering which is one of the dominant segment of India floor covering market is anticipated to grow with the innovation and adaptation of technology in the manufacturing industry. The key manufacturers are focusing on adopting the advent of various new technologies to increase the utilization of specialized machinery to double their production capacities in the future years.

Lack of knowledge about various floor covering variants and not enough push from the manufacturers about their brands especially small and medium enterprises and their brands are the few factors that are limiting the scope of some varieties of non-resilient floor coverings in the residential segment. Despite the rapid industrialization and evolving opportunities the crucial challenges that are affecting the industrial floor covering segments in the country are floor coverings that address various industrial needs such as resistance to abrasion, chemical attacks, and decoloration, high moisture penetration, etc. These factors are inhibiting the commercial segment growth of the non-resilient floor covering market in India.

India Non-Resilient Floor Covering Market Trends

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## Ceramic Tiles Occupy A Major Share of the Market

India produces the second-largest quantities of ceramic tiles worldwide. Factors such as enhancing high aesthetics appearance, easy installation, and easy maintenance have made ceramic tiles more adaptable to domestic consumption across the country. Furthermore, the vast availability of ceramic tiles in various printed colors, designs, shapes, and sizes, along with customization facilities offered by majority manufacturers are enabling the industry to grow further. Innovation in manufacturing processes and emerging technologies such as 3-D printing, Nanotechnology, etc are helping the industry to increase production capacities in the country.

## Growing Construction Activities are Driving the Market

With rapid industrialization, rising expenditure on infrastructure projects, and manufacturing facilities along with the booming residential construction market, the floor covering market in India is anticipated to register rapid growth in the forecast period. The ceramic tiles market which is a sub-segment of non-resilient floor coverings is growing with the positive trends in residential construction. The shifts in consumer preferences for improved finishing ability with high mechanical strength and chemical resistance flooring is encouraging the product penetration of non-resilient floor covering applications in the industrial and hospitality sectors.

## India Non-Resilient Floor Covering Market Competitor Analysis

The report covers major players operating in India non-resilient floor covering market along with their product portfolio, key financials, and developments. The market is transforming with many technological advancements through product innovation and process automation. The key market players are focusing on improving their production capacity which will help them to increase exports.

### Additional Benefits:

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

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