

## **Europe Artificial Grass Market - Growth, Trends, Covid-19 Impact and Forecast (2023 - 2028)**

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

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### **Report description:**

The Europe artificial grass market is expected to reach USD XX billion, registering a CAGR of 5% over the next five years.

In the base year 2021, Europe had a higher market share in the Worldwide artificial grass market. This is attributed to an increasing number of artificial grass sports field launches and the presence of major companies, such as Tarkett and TenCate Grass. A rising number of government and regulatory bodies' initiatives to enhance athletes' safety is driving revenue growth in the region.

In Europe, the COVID-19 pandemic took a significant bite out of the artificial grass market growth anticipated in the previous year. AMI Consulting tracked the industry closely through prior health and economic crises and expected the drive to recover by the following year. But by then, strong players will gain a more substantial market share while some weaker companies will be forced out of the market.

Many nations' stringent limits on the usage of infill material used in artificial grass are limiting the industry's progress. The European Chemical Agency (ECHA) suggested a six-year transition period to the European Union (EU) for banning synthetic granules used as filler in artificial turfs. This is projected to hinder the market's growth in several European countries. Although artificial grass does not burn, it melts quickly if exposed to bright reflected sunlight from any window or if something hot, such as charcoal, falls on it.

Europe Artificial Grass Market Trends

Increasing Demand for Recyclable, Sustainable, and Eco-friendly Artificial Grass Materials Driving the Market

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Artificial grass is utilized in all weather situations and is resistant to low temperatures, making it perfect for commercial and residential landscaping. The invention of fire retardant synthetic grass is opening up new industry potential. Furthermore, biodegradable and recyclable artificial grass is environmentally friendly, requires no upkeep, and comes in various sizes. It also improves the aesthetic appeal of residential and business buildings and provides a peaceful and relaxing impact. Due to its recyclable nature, it saved 10 lakh gallons of water in the base year in Europe. ResiGrass, a Belgian company, developed high-quality natural-looking artificial grass with fire-resistant qualities in April of the following year.

#### Increasing Outdoor Activities Fueling the Market in Europe

The renovation of sports fields and upgrades to facilities is having a significant impact on the artificial grass market's growth. Outdoor activities experienced a boost due to enforced COVID-19 restrictions. In a survey of consumers in seven countries, the United Kingdom, France, Germany, Spain, Italy, Poland, and Sweden, 70% of respondents stated that they specifically looked forward to participating in outdoor activities after the lockdown eased. Across Europe, 58% of consumers said they missed outdoor activities above all else while restrictions were in place. Of those who completed the survey, 62% usually participated in outdoor activities monthly or more often, while 29% did so a few times a year.

#### Europe Artificial Grass Market Competitor Analysis

The report covers prominent players operating in the European artificial grass market. In terms of market share, few significant players currently dominate the market. However, with technological advancement and product innovation, domestic to international companies are increasing their market presence by securing new contracts and tapping new markets. A few market players are Tarkett, Victoria PLC, SIS Pitches, Limonta, CC Grass, etc.

#### Additional Benefits:

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

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