

Europe Floor Covering - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Europe Floor Covering Market size is estimated at USD 52.03 billion in 2024, and is expected to reach USD 65.31 billion by 2029, growing at a CAGR of 4.65% during the forecast period (2024-2029).

The increase in renovation and home remodeling activities across various countries in the region is driving the market's growth.

The COVID-19 outbreak had a significant impact on infrastructure development as well as the European economy. The international community is still reacting to the rapid disruption of key infrastructure sectors and industries. The global economy suffered in 2020, and this trend continued in 2021. The pandemic caused havoc for indoor flooring companies and suppliers all over Europe. Market participants experienced disruptions in their operations, which lasted until mid-2021. The flooring industry in Europe suffered as a result of factory closures, trade bans, and border closures. On the other hand, the market resumed at the end of 2021, and it is expected to gain traction in the near future.

The European floor-covering market is expected to witness strong growth during the forecast period. Some of the major factors attributing to the demand for flooring products in this region are increasing disposable income, growth in residential real estate, and rising demand for luxury flooring options. There is a growing trend of spending on the styling and interiors of the living spaces among consumers, leading them to spend more on home furnishings such as carpets, rugs, and other floor coverings that add to the aesthetic appeal of interiors.

The total annual consumption of the European flooring materials market is about 3 billion square meters, of which ceramics account for 34%, carpets 34%, laminate 15%, and vinyl around 10%. Europe is an attractive region of the flooring market, despite strict regulations on products such as PVC and other laminated flooring coverings that cause VOC emissions.

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Europe Floor Covering Market Trends

France is One of the Prominent Markets for Floor Covering in the Region

France is witnessing increased sales of floor covering products. The country is experiencing rising demand, especially for resilient flooring products such as vinyl flooring. The sales of LVT vinyl floors are continuing to grow in France. This market segment now represents nearly 21% of the volume of resilient floors laid in the country.

The boom in LVT sales in the country can be attributed to rising demand for flooring products in the housing, shopping, and to a lesser extent, hotel sectors. The office sector is also witnessing an increasing penetration rate for LVTs.

In non-resilient flooring, France is also witnessing an increased demand for ceramic tiles. There is an increasing demand for designer ceramic bathrooms and home decor products from the residential sector of the country, contributed by factors such as high population growth, rising incomes, and a growing middle class.

Growth in the Vinyl Flooring Segment in the Region

Resilient flooring is experiencing the highest growth in European countries. LVTs are one of the key drivers in this phenomenal growth. The growth in LVT flooring has come about because of the unique properties of this product, making it ideal for home and commercial applications. It meets the creative demands of designers but is also extremely durable and sustainable.

Vinyl is an excellent insulator. Homes with LVT flooring have a reduced heat transfer into the ground, therefore using less energy to heat in winter and cool in summer. Another sustainable benefit of vinyl flooring is its suitability for recycling. LVTs have safety and health benefits as well. Unlike carpets and wood, LVTs are not flammable. As a result, they do not contribute to the spread of fire through a building. These factors are increasing the demand for vinyl tiles and other vinyl flooring products in the region.

In Europe, the manufacturers are introducing LVTs with a wide choice of decors and formats, varied choice of implementation methods, the possibility of non-glued installation, modularity, and renovation facilitated by the prospect of replacing each individually damaged plank/slab. As the LVT market becomes more established, manufacturers are differentiating their products through performance characteristics. Innovations in surface finishers are providing consumers with greater scratch and stain resistance.

Europe Floor Covering Industry Overview

The European floor covering market is highly competitive with the presence of players like Milliken, Forbo Flooring, PolyFor, Interface, and Tarkett. Large-scale projects and building guidelines are increasingly demanding flooring products. Users expect low-maintenance-cost products that require products with low lifetime costs, which are propelling the manufacturers to come up with innovative flooring products in the region.

Additional Benefits:

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

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