

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

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Report description:

The GCC Floor Covering Market size is estimated at USD 11.03 billion in 2024, and is expected to reach USD 20.48 billion by 2029, growing at a CAGR of greater than 5% during the forecast period (2024-2029).

The outbreak of the COVID-19 pandemic significantly impacted the GCC (Gulf Cooperation Council) floor-covering market, as it has on many other industries worldwide. The pandemic led to slow construction activity and decreased demand for floor coverings in the GCC region. However, the impact varied depending on the type of flooring product and the end-use application. The demand for residential flooring decreased during the pandemic due to economic uncertainty and the halt in construction activity. However, the demand for healthcare flooring increased due to the need for hygienic and easy-to-clean surfaces in healthcare facilities.

The GCC countries are experiencing growth as they focus on enhanced sustainable growth and development of non-oil economies. The diversification of its economy, the role of the private sector, and the development of infrastructure and construction are further leading to the demand for flooring products to improve the interiors of commercial and residential spaces. The results have also led to the renovation of existing infrastructures and the construction of buildings, which, in turn, is expected to drive the demand for various flooring products within the region. The GCC market is driven by development across sectors such as office, retail, residential, and hospitality. Upcoming global events such as FIFA World Cup 2022 and Dubai Expo will likely increase the demand for quality flooring in the region. Other factors, such as the development of the tourism sector and economic cities, along with the construction of high-rise buildings, may propel the flooring market in the GCC region.

Technological advancements and innovation have resulted in a better quality of flooring products in the GCC region market, which resulted in improved design, features, and increased shelf-life of products. The tile floor has seen enormous advancements,

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such as the introduction of nanotechnology to improve tile strength and antibacterial and dirt resistance tiles. The flooring product is also envisioning the use of Sensor technology embedded in flooring products in the elderly care and healthcare segment. Vinyls embedded with LED technology are another niche trend in the market.

GCC Floor Covering Market Trends

Tile Flooring Dominating the GCC Market of Flooring Products

Non-resilient flooring represents the more significant segment of the floor covering the market in the GCC region. Tile flooring is the largest segment of flooring products in the region. Increasing focus on residential development and inclination toward high-quality products will drive the demand for tiles.

Ceramic tiles have been the most preferred flooring product in the region because of their durability, various design options, and customization possibilities, and also, low costs, better aesthetics, and value-add properties, such as easy to sterilize and moisture-, fire-, and scratch-resistant products. Tiles have a greater shelf-life, and the installation cost of the tiles is one-third of the installation cost of stones. Moreover, the maintenance cost of tiles is also low compared to wood and stones. Thus, combining both the installation and maintenance factors, Tile is the most preferred flooring product in the region.

Commercial Sector has Major use of Flooring Products in the GCC Region

The development of infrastructure and government policy of spending to develop the retail, hospitality, and commercial segment are significantly leading to the demand for flooring products in the GCC region. The demand for quality and luxury flooring products is high in the sector, as many visitors and people are visiting commercially developed places, such as malls and parks, where flooring option gives aesthetic design to the environment.

The rising tourism and pilgrimage in the Kingdom of Saudi Arabia, growth in domestic leisure demand, and activities, such as conferences and meetings, are expected to increase the demand for carpets, stones, wood, and other flooring products in the region. The hospitality market is moving more toward wood flooring and wood-effect vinyl flooring.

GCC Floor Covering Industry Overview

The GCC floor-covering market is highly competitive, with the presence of global and regional players. Green buildings and affordable housing projects in the region are expected to drive the demand for flooring products. Local players are facing stiff competition from the import of products in the market. Some of the major players in the market are Carpetland, AB Gustaf Kahr, RAK Ceramics, Swiss Hardwoods., and Floorworld LLC.

Additional Benefits:

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

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