

China Wood Flooring - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The China Wood Flooring Market size is estimated at USD 5.00 billion in 2025, and is expected to reach USD 6.33 billion by 2030, at a CAGR of 4.83% during the forecast period (2025-2030).

Wood flooring, made from natural timber, offers functional and decorative benefits. Its wide variety of options makes it preferred over alternatives such as ceramic tiles, carpets, and laminates. Wood flooring has gained popularity in numerous styles, colors, cuts, and species. This growth is driven by rising environmental consciousness, a demand for sustainable construction and design materials, and manufacturers' ongoing product improvements. Wood flooring is widely used in construction due to its longevity, durability, and hygienic properties. It withstands daily use effectively and often provides superior aesthetic appeal to other flooring types. Suitable for residential and commercial applications, wood flooring is environmentally friendly as it comes from a renewable resource.

The wood flooring market in China is primarily driven by consumers seeking high-quality flooring options that complement their upscale lifestyles. The country's steady economic growth, increased construction activities in both rural and urban areas, and rapid urbanization have strengthened its real estate industry. This market is expected to experience moderate growth in the coming years, fueled by rising demand for building renovations, maintenance, repairs, and remodeling. Wood market revenue analyses indicate manufacturers should focus on mergers and acquisitions to expand their business scope and geographical reach.

China Wood Flooring Market Trends

A Blend of Domestic Production and Imports is Driving the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

The Chinese wood flooring market has experienced substantial growth, driven by increased domestic production and imports. Chinese manufacturers have enhanced their capabilities, allowing them to meet the rising domestic demand with a diverse range of products, from traditional hardwoods to modern engineered solutions. This increase in domestic production has intensified market competition and expanded product variety, ensuring alignment with local preferences and sustainability standards. Concurrently, imports of high-quality, specialized wood flooring products complement domestic offerings, providing consumers access to international styles and innovations that may be available elsewhere. This combination of robust domestic production and steady imports has created a dynamic market, driving industry growth and addressing varied consumer needs across China.

The Growth of the Wood Flooring Market Fuels Urbanization and Construction Boom

Urbanization has significantly increased construction activities, expanding the market for wood flooring products. The rapid development of infrastructure has dramatically boosted demand for wood flooring, contributing to market growth. This urban expansion has also triggered renovations and remodeling, further stimulating the flooring market. Construction industry investments are rising parallel with the need for infrastructure that meets evolving lifestyle requirements. Product innovation and customization are additional factors driving the wood floor covering market's expansion. Domestic and commercial construction activities in India are increasing, accelerating urbanization and industrialization. The country's growing e-commerce industry is expected to contribute to the growth of the wood floor covering market.

China Wood Flooring Industry Overview

The Chinese wood flooring market is fragmented, comprising over 2,900 manufacturers producing wooden floor coverings. Major players include Nature Home (China) Co. Ltd, DeHua TB New Decoration Material Co. Ltd, Huzhou Fudeli Timber Industry Co. Ltd, Yihua Technology Co. Ltd, and Zhejiang Jiusheng Flooring Co. Ltd. Most manufacturers have diversified their businesses to include other floor covering variants. The market is expected to register significant growth, driven by rapid advancements in printing technology. These improvements enable manufacturers to combine new designs with customizable textures.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Growing Urbanization and Infrastructure Development
 - 4.2.2 Rising Real Estate Industry is Driving the market
- 4.3 Market Restraints

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.1 Competition from Other Flooring Types
- 4.4 Market Opportunities
 - 4.4.1 Technological Advancements and Innovation with the Products
 - 4.4.2 Partnerships and Collaborations Will Create Opportunity
- 4.5 Value Chain / Supply Chain Analysis
- 4.6 Porter's Five Force Analysis
 - 4.6.1 Threat of New Entrants
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Bargaining Power of Suppliers
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on Technology and Innovation in the Industry
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 Solid Wood
 - 5.1.2 Engineered Wood
- 5.2 By End User
 - 5.2.1 Residential
 - 5.2.2 Commercial
- 5.3 By Distribution Channel
 - 5.3.1 Online
 - 5.3.2 Offline

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Nature Home (China) Co. Ltd
 - 6.2.2 DeHua TB New Decoration Material Co. Ltd
 - 6.2.3 Yihua Life Technology Co. Ltd
 - 6.2.4 Zhejiang Jiusheng Flooring Co. Ltd
 - 6.2.5 Huzhou Fudeli Timber Industry Co. Ltd
 - 6.2.6 Guangdong Weihua Corporation
 - 6.2.7 A&W (Shanghai) Woods Co. Ltd
 - 6.2.8 Sichuan Shengda Forestry Industry Co. Ltd
 - 6.2.9 Dare Power Dekor Home Co. Ltd
 - 6.2.10 Green Floor*

7 FUTURE MARKET TRENDS

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

China Wood Flooring - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-03-03"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

