

## **United States Commercial Vinyl Floor Covering - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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### **Report description:**

The United States Commercial Vinyl Floor Covering Market size is estimated at USD 4.23 billion in 2025, and is expected to reach USD 7.18 billion by 2030, at a CAGR of 11.2% during the forecast period (2025-2030).

Vinyl floor coverings, prized for their durability and versatility, are crafted from synthetic materials. These coverings come in many colors and patterns, often replicating the look of wood, natural stone, or tiles. Their resilience and easy maintenance have cemented vinyl flooring as a top choice for many in the commercial realm.

The US commercial sector has seen a notable uptick in adopting vinyl floor coverings, largely due to their durability and aesthetic charm. The demand is further fueled by a growing number of commercial establishments, spanning hospitals, retail outlets, gyms, and transportation hubs.

In the hospitality industry, where comfort and aesthetics reign supreme, choosing the right flooring is paramount. Vinyl floor coverings have emerged as the go-to choice. They can handle heavy foot traffic and furniture movement, boasting a longer lifespan that reduces the need for frequent replacements. As the number of hospitality establishments in the United States grows, so does the demand for vinyl floor coverings.

While vinyl floor coverings have long been favored in hospitality, their popularity is now surging in transportation sectors, including automotive, aviation, and marine. Their durability and easy maintenance have made them a preferred choice in electric vehicles. With the projected rise in electric vehicle production and sales in the US, the demand for vinyl floor coverings in the automotive sector will significantly increase.

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### Resilient Flooring

Commercial project designers overwhelmingly opt for vinyl composition tile (VCT), luxury vinyl tile (LVT), linoleum, and rubber in the realm of resilient flooring. These choices are favored for their diverse color and texture options, eco-friendly features, and low maintenance needs. VCT, typically the budget-friendly choice, has expanded beyond its traditional 12x12-inch format, now offering a range of sizes and patterns. On the other hand, linoleum highlights its renewable and natural qualities, adding a warm, textured feel to spaces. As the demand for resilient flooring surges, especially in high-traffic commercial settings, materials like rubber, linoleum, and vinyl are gaining traction. These tiles are popular due to their durability, slip resistance, and capacity to withstand heavy foot traffic. This makes them ideal for high-traffic settings such as airports, hospitals, and schools, where safety and longevity are crucial.

### Growth in Luxury Vinyl Tiles and Planks Adoption

Luxury vinyl tile (LVT) and luxury vinyl plank (LVP) represent two distinct forms of luxury vinyl flooring. LVT mirrors the appearance of tiles, while LVP emulates traditional hardwood planks. LVT, while mimicking these materials, boasts affordability, superior scratch resistance, and waterproof features. Comprising a photographic print layer for realistic visuals and a wear layer for durability, LVT is available in both plank and tile formats. It embodies the ideal commercial flooring solution, blending sophisticated aesthetics with exceptional durability and easy maintenance.

Vinyl flooring, prized for its resilience, is a popular choice in commercial settings. It presents a cost-effective substitute for natural materials such as concrete, ceramic, marble, and wood, boasting durability and the capacity to endure high levels of foot traffic.

### United States Commercial Vinyl Floor Covering Industry Overview

The luxury vinyl floor covering market is characterized by a large number of market players in the United States. Therefore, the market is moderately consolidated.

Key players in the vinyl flooring sector are engaged in intense competition, each striving for market leadership. Their strategies focus on increasing manufacturing capacity, bolstering R&D investments, and optimizing operations throughout the value chain. These initiatives directly address market demands, fostering innovation, and broadening their customer reach.

Shaw Industries Group Inc., Forbo, Parterre, Gerflor Group, and Altro are among the market's major players.

### Additional Benefits:

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

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