

United States Non-Resilient Floor Covering - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The United States Non-Resilient Floor Covering Market size is estimated at USD 8.76 billion in 2025, and is expected to reach USD 10.83 billion by 2030, at a CAGR of 4.33% during the forecast period (2025-2030).

The United States is the second-largest floor-covering market in the world and is forecasted to register moderate growth during the forecast period. The growing construction market, especially residential construction, is forecasted to drive the market. It is one of the growing and highly demanded flooring markets as people prefer the combo of natural and man-made flooring from technology-driven and new designs for which non-resilient flooring is appropriate. The consumer much prefers the non-resilient flooring market because it's easier and cheaper to maintain as these floors are glued down to the concrete leading to an increase in demand for non-resilient flooring.

With rising investment and projects, especially towards housing, building, and construction, the non-resilient flooring industry is witnessing an increase in demand. Growing public interest and government initiatives toward buying new houses is further enhancing the overall market demand for non-resilient flooring during the forecast period.

The United States non-resilient flooring market offers a huge variety of newly innovated designs with hand paintings or many digital artworks in different colours and fitting types, made up with new technologies and increased longevity. In the non-resilient flooring market of the United States, the ceramic, stone, wood, laminate, and concrete segment has emerged as the most prominent category.

Specifically, the segment comprising these materials holds the largest share in the non-resilient flooring market in the current year. These flooring options have gained significant popularity due to their durability, aesthetics, and versatility, meeting the

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diverse needs of consumers.

One of the major advantages of having concrete floors is they are completely customizable, and colour choices, textures, patterns, and finish options combine for limitless design possibilities. In addition, concrete floors are extremely durable, long-lasting, and easy to maintain. Therefore, due to the wide variety of choices it gives, the concrete flooring demand is expected to grow, and owing to this, the non-resilient market will also rise.

United States Non-Resilient Floor Covering Market Trends

Growth of Construction Sector is Driving the United States Non-Resilient Flooring Market

- The market for non-resilient floor coverings is being driven by the expansion of the construction industry in the United States because flooring is typically needed for new construction and renovations.
- The United States Census Bureau (USCB) reports that construction spending has been steadily rising in recent years, which may be helping the floor-covering market expand.
- In new buildings and complexes, the majority of customers prefer non-resilient materials over resilient ones due to their high durability and sustainability.

Technological Advancements Driving Non-Resilient Flooring Market of United States

- To raise the category to new heights, domestic and foreign manufacturers have benefited from those technologies by introducing new goods and product lines emphasizing innovation across the board. The non-resilient floor covering industry has transformed over the past few years due to technological advancements in decoration and sizes. The vision has benefited from numerous technological developments, including water resistance, Pergo Extreme, Quartz Surface, revo-tiles, and many others.
- Since they are non-toxic and hypoallergenic, non-resilient flooring options are becoming more popular thanks to technological advancements, making them a good option for those with allergies or respiratory problems. Additionally, non-slip options such as textured tiles can be used in locations where slip and fall accidents are a concern.

United States Non-Resilient Floor Covering Industry Overview

The United States non-resilient floor covering market is highly competitive across the country, offering a huge number of competitive players. Innovations and partnerships by flooring players yield opportunities in the market. Thus it has made the United States non-resilient floor covering market very competitive and strong.

Multinational chains and their brands, such as Florida Tiles, Marrazi, and others, are widely famous, but altogether the United States non-resilient floor covering groups such as Shaw Industries, Mohawk Industries, and many more after mergers and acquisitions have been focusing on tying up with enhanced technology innovations and offering more platforms for non-resilient flooring products, thus, leading the United States non-resilient floor covering market to the new heights and expected to grow throughout the forecasted period.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

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