

## **Wood Flooring - 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 Wood Flooring Market size is estimated at USD 11.17 billion in 2025, and is expected to reach USD 13.88 billion by 2030, at a CAGR of 4.45% during the forecast period (2025-2030).

The wood flooring market has witnessed significant growth and evolution over the years, driven by increasing urbanization, rising disposable income, growing awareness of sustainable construction materials, and changing consumer preferences for aesthetic and durable flooring options.

One of the key drivers behind the growth of the wood flooring market is the increasing emphasis on sustainability and environmental consciousness. With concerns about climate change and deforestation, there's a growing preference for eco-friendly building materials. Particularly, wood flooring that is sourced from forests is sustainably managed and has certification from groups like the Forest Stewardship Council (FSC), which resonates well with environmentally conscious consumers. In response to this demand, manufacturers are providing a variety of sustainable wood flooring solutions, including reclaimed wood and bamboo flooring, which are gaining popularity due to their eco-friendly attributes.

The growing trend of customization and personalization in interior design is fueling the demand for wood flooring products that offer unique textures, finishes, and colors. Manufacturers are leveraging digital printing and staining techniques to create wood flooring designs that mimic rare wood species or feature intricate patterns, allowing consumers to achieve their desired aesthetic without the high cost or environmental impact associated with rare or exotic woods.

Wood Flooring Market Trends

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## Engineered Wood Flooring is Boosting the Market's Growth

Engineered wood flooring holds a larger market share compared to solid wood flooring. Engineered wood is dimensionally more stable than solid hardwood, featuring less expansion and contraction with changes in temperature and humidity. This stability allows engineered wood to be installed in environments where solid hardwood may not be suitable, such as basements or rooms with underfloor heating systems. Additionally, engineered wood is often available at a lower price point than solid hardwood while still providing a similar aesthetic appeal.

Engineered wood flooring typically utilizes a top layer of real wood, offering the natural beauty and warmth of hardwood with enhanced durability. Compared to laminate flooring, engineered wood provides a more authentic look and feel, as it is constructed using genuine wood veneers rather than printed images. The versatility, durability, and aesthetic appeal of engineered wood make it a popular choice for homeowners seeking high-quality flooring solutions.

## North America is Leading the Wood Flooring Market

The wood flooring market in North America is defined by steady growth, driven by factors such as increasing construction activities, rising renovation and remodeling projects, and a growing preference for eco-friendly and sustainable building materials. In the United States and Canada, solid hardwood flooring has historically been a popular choice, valued for its timeless appeal and durability. However, engineered wood flooring has gained significant traction in recent years due to its enhanced stability, versatility, and resistance to moisture, making it suitable for various applications, including areas with high humidity levels or radiant heating systems.

Additionally, the demand for wood flooring products approved by Forest Stewardship Council (FSC) certification bodies is increasing, reflecting consumers' growing awareness of environmental sustainability. Trends such as wider plank widths, textured finishes, and the use of reclaimed wood contribute to the diversity of offerings in the North American wood flooring market. Technological advancements in manufacturing techniques have led to the development of innovative wood flooring products, meeting consumers' changing needs and interests. Overall, the wood flooring market in North America is dynamic and competitive, with growth opportunities driven by factors such as urbanization, design trends, and advancements in sustainable practices.

## Wood Flooring Industry Overview

The wood flooring market is highly competitive, with several key players dominating the market. Companies like Mohawk Industries, Armstrong World Industries, Mannington Mills Inc., Barlinek SA, and Shaw Industries Group are prominent players, offering a wide range of wood flooring products. Additionally, the market also sees competition from regional and local players, focusing on niche segments or specific geographical areas.

### Additional Benefits:

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

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