

India Vinyl Flooring Market Report and Forecast 2025-2034

Market Report | 2025-08-12 | 109 pages | EMR Inc.

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Report description:

India vinyl flooring market size attained a value of USD 1180.30 Million in 2024 . The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 7.30% , to reach USD 2387.75 Million by 2034 .

The India vinyl flooring market is being supported by the rising Asia Pacific vinyl flooring market. The Asia Pacific has been one of the leading markets, both in terms of volume and revenue, and the development is likely to continue over the forecast period. Traditionally, ceramic tiles have dominated the Asian flooring industry, but growing customer demands, requiring product variety and better design, are going to have a significant effect on industry development. China has become the largest construction market in the world, as well as the largest user of vinyl flooring. The demand for the commodity in the country is expected to increase significantly over the coming years. Changes in the country's design and building patterns for the production of new architecture systems are likely to have a positive effect on business growth.

Market Segmentation

Vinyl flooring or durable flooring is developed using a mixture of synthetic and natural polymer materials that are placed in duplicate structural units. This durable synthetic flooring material is water-resistant and has a wide range of features, such as flexible handling, longevity, design variations, and other favourable features. Thanks to these favourable properties, it is commonly used in schools, hospitals, offices, and residential complexes. In addition, vinyl flooring is cost-effective, easy to walk on, and eliminates impact noise, which is mostly used as an alternative to carpet flooring that needs higher maintenance costs. At present, advanced printing and textural technologies are available on the market, which make it possible for vinyl flooring to replicate the appearance of various flooring choices, like hardwood, marble, and stone.

Based on product type, the market can be divided into:

- Vinyl Sheet
- Luxury Vinyl Tile (LVT)

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- Vinyl Composition Tile (VCT)

On the basis of sector, the industry can be divided into:

- Organised
- Unorganised

On the basis of end use, the market can be divided into:

- Residential
- Commercial

The market breakup on the basis of import and domestic manufacturing is:

- Imports
- Domestic Manufacturing

Market Analysis

In recent years, growing customer disposable incomes have allowed them to upgrade their lifestyle and make investments in high-quality luxury housing projects as well as infrastructural projects. In addition, consumers feel that a properly decorated home is a sign of social status, which is why they are experimenting with different flooring options, like vinyl flooring, to improve and preserve their social image. With changes to the national economic scenario, the construction sector is expected to see a rapid growth in the coming years. The redesigning of urban areas in existing cities and the development of smart cities are also projected to stimulate the growth of the market. Moreover, due to India's increasingly growing population, there is anticipated to be a strong demand for residential complexes, that will further boost the demand for vinyl flooring.

Manufacturers are using advanced manufacturing methods and techniques to produce better designs and increase the efficiency of the product. Vinyl flooring with higher resolution and finer textures are now being developed because of these developments. In addition, manufacturers have also streamlined the construction process by introducing self-adhesive, gluing, and interlocking tiles together with loose lay tiles, which is further aiding the market growth in India.

The report gives a detailed analysis of the key players in the India vinyl flooring market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds. The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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