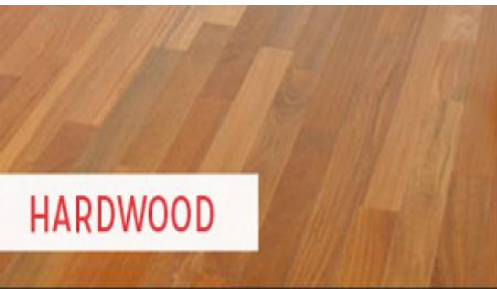


Global Flooring Market with Focus on Vinyl Tiles Market: Size, Trends & Forecasts (2016-2020)

November 2016



HARDWOOD



TILE



CARPET



BAMBOO



Global Flooring Market with Focus on Vinyl Tiles

Scope of the Report

The report entitled "Global Flooring Market with Focus on Vinyl Tiles: Size, Trends & Forecasts (2016-2020)", provides a detailed analysis of the flooring market with analysis of market size and growth and market segmentation on the basis of materials. The analysis includes the market by value, volume and market share by product and by region. Special focus has been given on the vinyl tiles with its market size in terms of volume and market share by region.

The report provides brief regional analysis of North America (including the US), Asia-Pacific, Europe, Middle East & Africa, Latin America and CIS. The regional analysis of the flooring market includes market size by volume along with the market share by product.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global flooring market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

A brief company profiling of major market players namely Armstrong, Mohawk, Tarkett and Interface has provided in the report on the basis of aspects like business overview, financial overview and business strategies adopted by these companies.

Global Flooring Market with Focus on Vinyl Tiles

Company Coverage

Armstrong Flooring International

Mohawk Industries Inc.

Tarkett

Interface

Region/Country Coverage

North America

The US

Asia-Pacific

Europe

Middle East & Africa

Latin America

CIS

Global Flooring Market with Focus on Vinyl Tiles

Executive Summary

The permanent covering of a floor with the help of any finish materials such as carpet, laminate, tile and vinyl etc. to provide a walking surface is known as flooring. The floor under the flooring is called the sub-floor which provides support for the flooring. A large variety of flooring solutions are available in the market according to needs and preference of the consumers. The material choice for floor covering is affected by various factors such as cost, endurance, noise insulation, comfort and cleaning effort.

The flooring market can be segmented on the basis of materials and application. On the basis of materials market can be segmented into: ceramics, residential carpet, commercial carpet, vinyl, linoleum & rubber, wood & laminate and other. Out of all the different segments in the floor covering industry today, vinyl flooring has proven to be the most popular- even among industry standards like ceramic tile, plank wood, engineered wood and laminate flooring. On the basis of application, market is broadly classified into three: residential, commercial and industrial.

The global flooring market witnessed an upsurge at a significant CAGR during 2013-2015 and projections are made that the market would rise in the next five years i.e. 2016-2020 at a rapid pace. Major factors contributing in the growth of the market are rapid urbanization, resurgence of construction industry, rising infrastructure spending in both developed and developing nations, rising per capita income of the population in emerging economies, rising demand for aesthetically appealing products and technological advancements etc.

In the forecasted period, market will be pushed by emergence of sustainable flooring, increasing insulation demand, hassle-free installation techniques and rising demand for anti-bacterial flooring. In spite of high growth, market is still facing certain challenges that are hampering the growth of the market. Challenges encountered by the market are disposal of waste, complexity in installation, environmental & health related issues and fluctuating prices of raw materials.

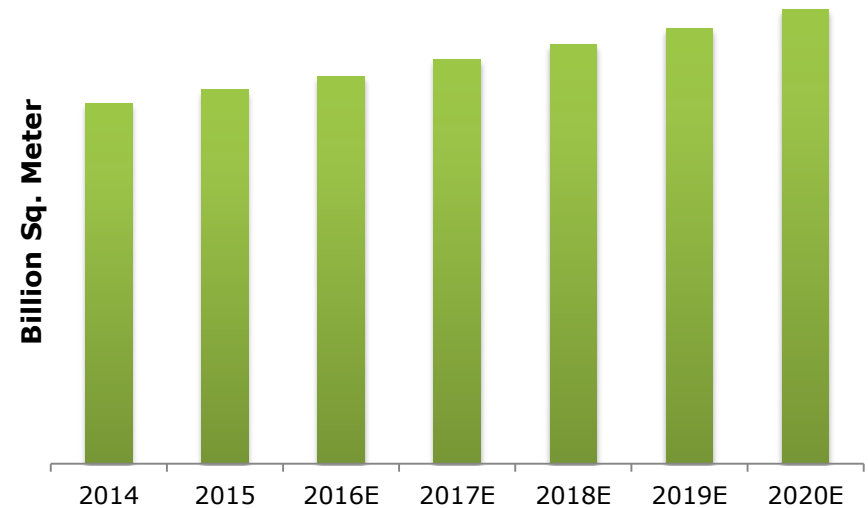
Global Flooring Market with Focus on Vinyl Tiles

The global flooring market was valued at US\$.....in 2015 and is estimated to reach US\$.....in 2016. The market has shown substantial growth due to rising urbanized population and revival of the construction industry in emerging economies and considerable rise in improvement and renovation projects.

**Global Flooring Market by Value; 2015-2020E
(US\$ Billion)**



**Global Flooring Market by Volume; 2015-2020E
(Billion Sq. Meter)**



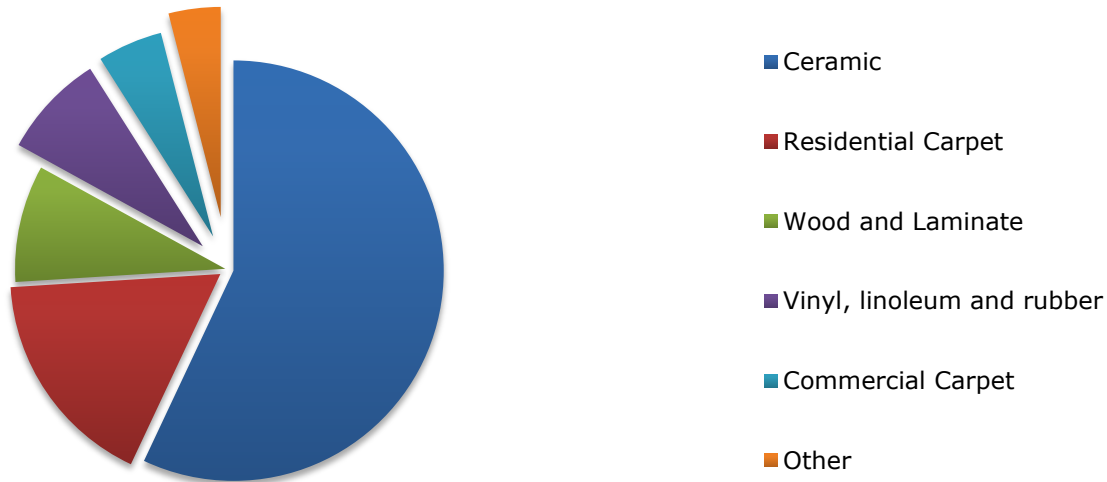
In the forecasted period, market is expected to grow on the back of increasing spending on capital projects and infrastructure, changing in consumer preference, rising insulation demand and development of hassle-free installation technique etc.

Global Flooring Market with Focus on Vinyl Tiles

Global Flooring Market Volume by Region; 2015

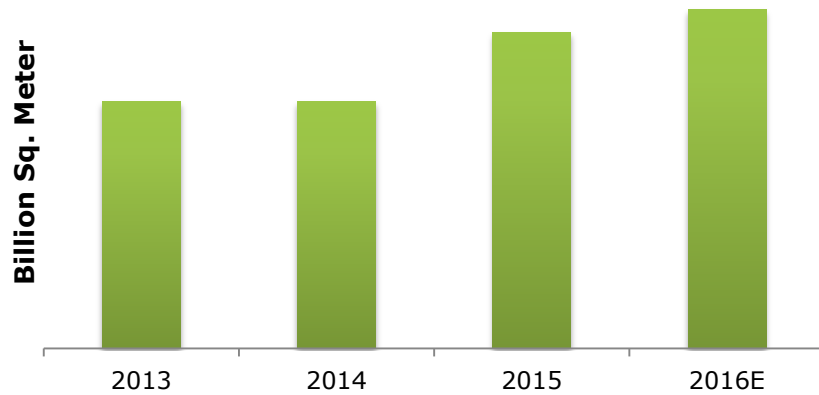


Global Flooring Market Volume by Product; 2015

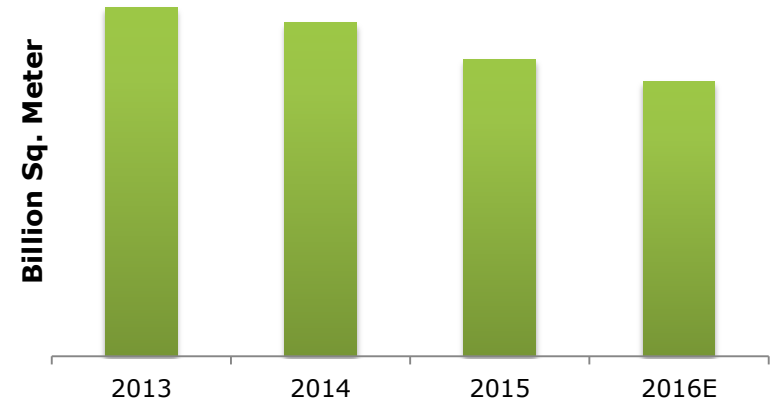


Global Flooring Market Product Analysis

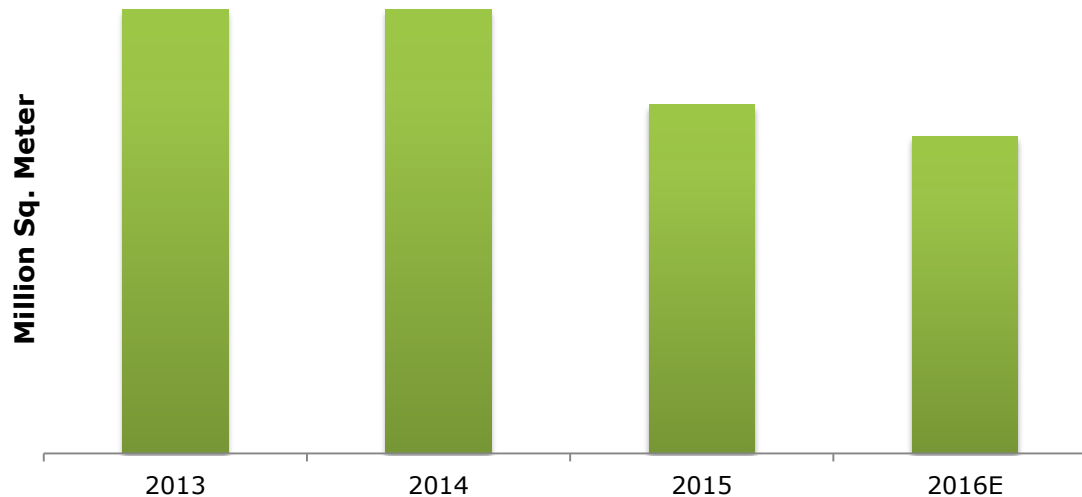
Global Ceramic Market by Volume;
2013-2016E (Billion Sq. Meter)



Global Residential Car Market by Volume;
2013-2016E (Billion Sq. Meter)

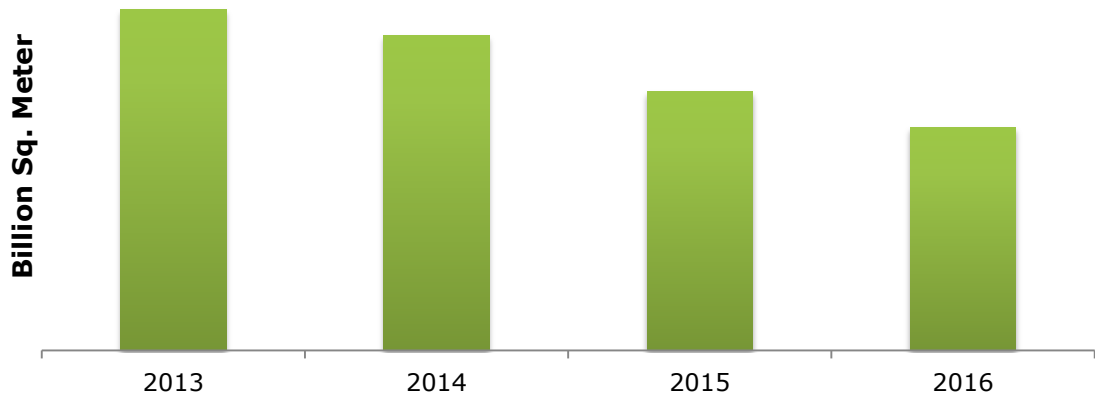


Global Commercial Carpet Market by Volume;
2013-2016E (Million Sq. Meter)

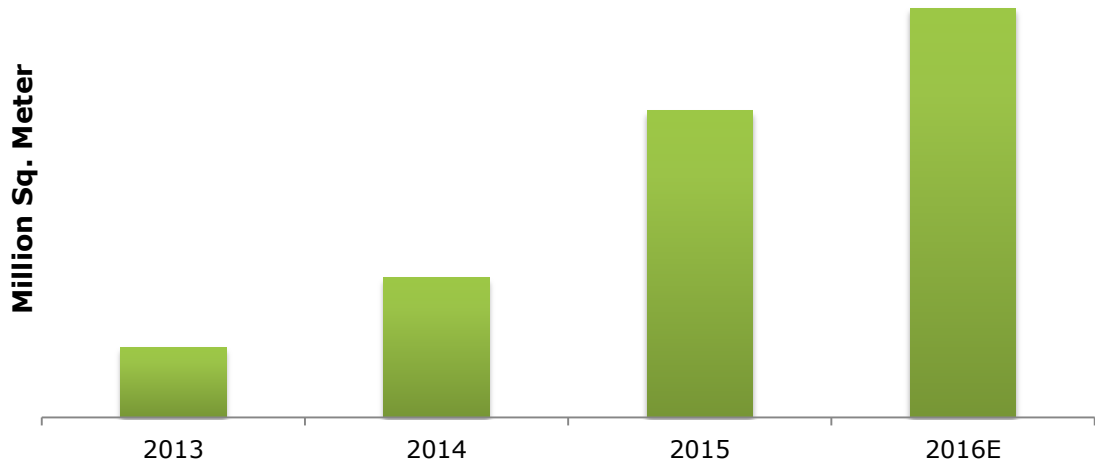


Global Flooring Market Product Analysis

Global Wood & Laminate Flooring Market by Volume;
2013-2016E (Billion Sq. Meter)

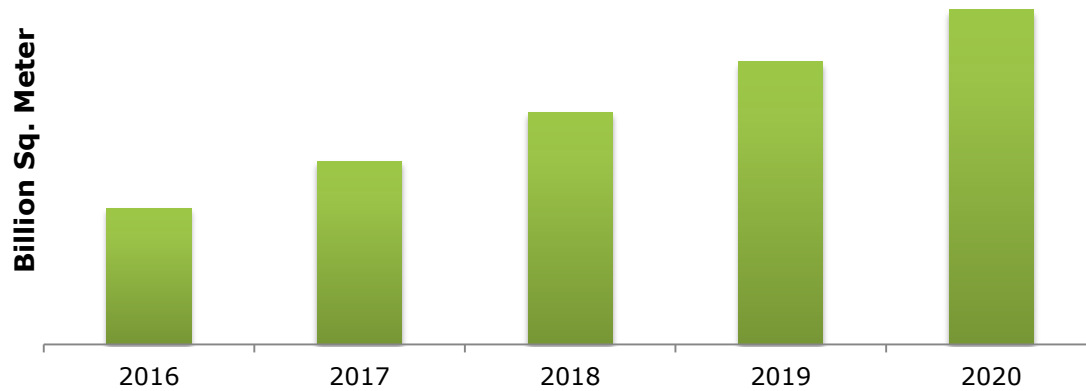


Global Non-Resilient Flooring Market by Volume; 2013-2016E
(Million Sq. Meter)

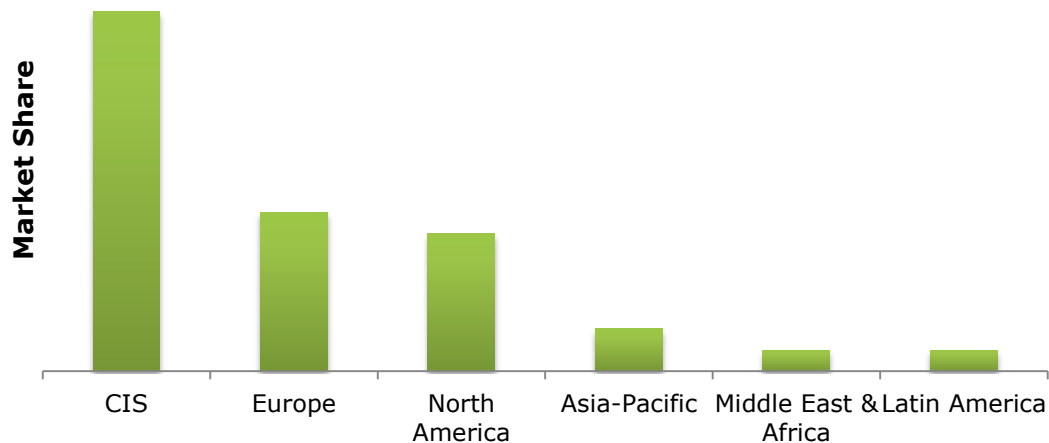


Global Vinyl Flooring Market Analysis

Global Vinyl Flooring Market by Volume;
2016-2020E (Billion Sq. Meter)

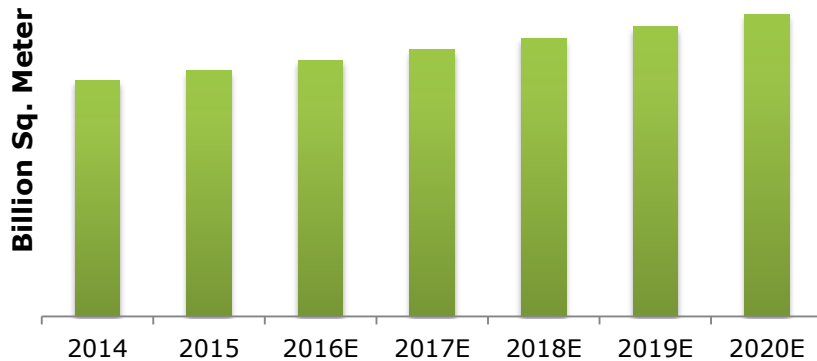


Global Vinyl Tiles Market Share in Flooring Market Volume by
Region; 2015

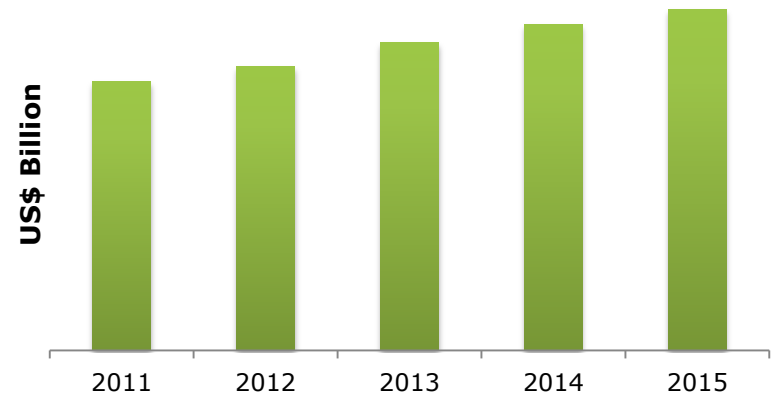


Global Flooring Market Regional Analysis

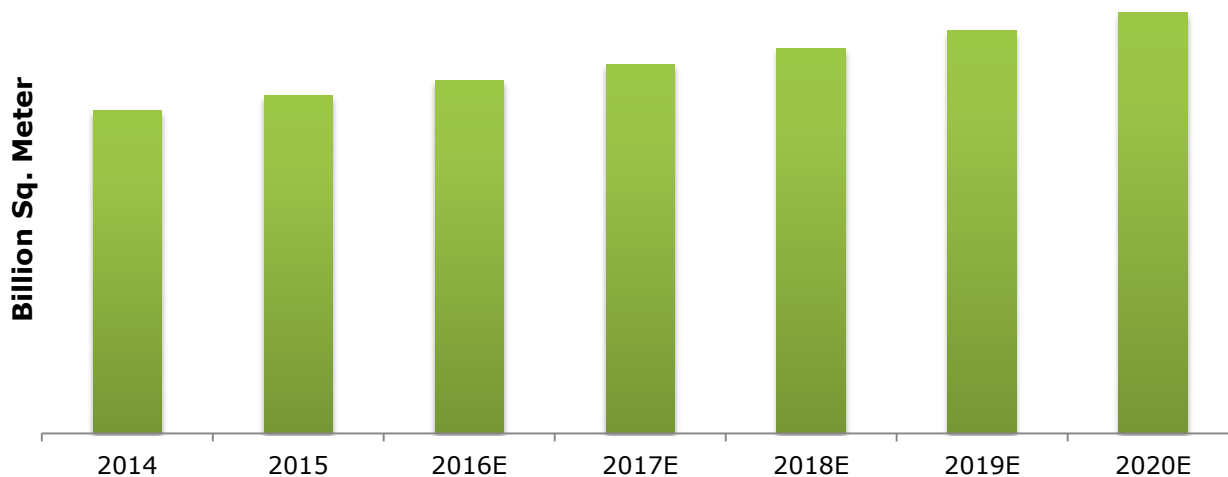
North America Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)



The US Flooring Market by Value; 2011-2015 (US\$ Billion)

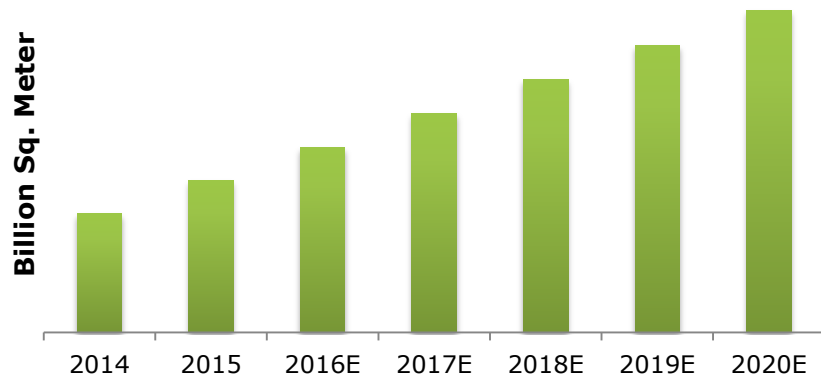


Asia-Pacific Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)

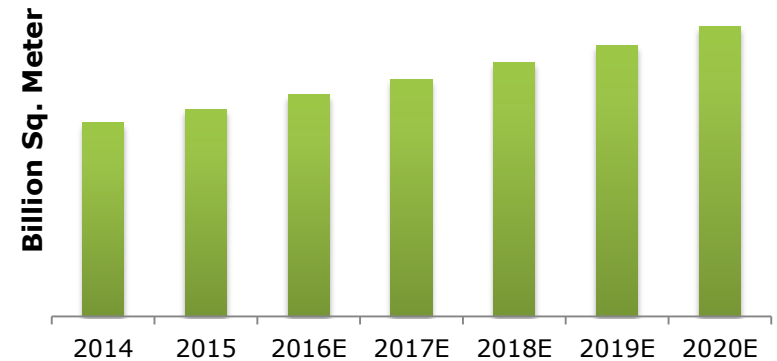


Global Flooring Market Regional Analysis

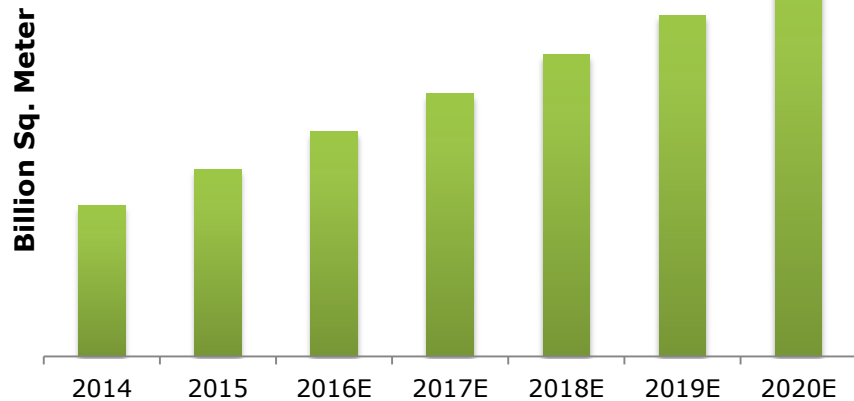
Europe Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)



Middle East & Africa Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)



Latin America Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)



CIS Flooring Market by Volume; 2014-2020E (Billion Sq. Meter)

