Laminate Flooring - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Laminate Flooring in Thousand Square Meters by the following End-Use Segments: New Housing Starts, Residential Replacement (Including DIY Installations), and Commercial Sector. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, and Latin America.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 73 companies including many key and niche players such as:
- Abet, Inc.
- Alsafloor SA
- Armstrong World Industries, Inc.
- Balterio Laminate Flooring
- Beaulieu International Group

Contents:

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
   Study Reliability and Reporting Limitations
   Disclaimers
   Data Interpretation & Reporting Level
   Quantitative Techniques & Analytics
   Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY
   1. INDUSTRY OVERVIEW
      A Prelude
      Growth Drivers for Laminate Flooring Market: On a Scale of 1-10 (10 being High Impact, 1 being Low Impact)
      Growth Dampeners for Laminate Flooring Market: On a Scale of 1-10 (10 being High Impact, 1 being Low Impact)
      Global Flooring Industry
      A Review
      Table 1: World Flooring Market by Geographic Region (2014): Percentage Breakdown of Volume Sales for Asia-Pacific, North America, Western Europe and Rest of World (includes corresponding Graph/Chart)
      Table 2: World Flooring Market by Type (2014): Percentage Breakdown of Volume Sales for Carpet and Rugs, Ceramic and Stone, Laminate, Resilient and Wood Flooring (includes corresponding Graph/Chart)
      Hard Surfaces Dominate Flooring Market
      Table 3: Global Market for Hard Surface Floorings (2013): Percentage Breakdown by Flooring Types
      New Flooring Trends Revive Market Optimism
      Developing Economies
      Opportunities for Growth
      Global Construction Activity Recovery
A Strong Growth Driver
Table 4: Global Construction Market (2015 & 2020): Percentage Breakdown of Construction Spending by Region (includes corresponding Graph/Chart)
Economic Uncertainty Dents Growth Prospects in Laminate Flooring Market
Mixed Bag of Opportunities Predicted for 2015 and Beyond
Table 5: World GDP (2013-2016): Breakdown of Percentage GDP Growth by Select Country/Region (includes corresponding Graph/Chart)
Pricing Scenario
An Overview
Cost Comparison on Various Types of Flooring
Recession Infuses Need for Stronger Vertical Integration for Manufacturers
Manufacturers Keep Customers Guessing
Competition
Specialty Retailers: Need for New Strategies amidst Changing Retail Landscape
Quality Control Authorities
NALFA and EPLF
Budding Applications in DIY Installation Sector

2. MARKET TRENDS, DRIVERS AND ISSUES
Laminate Flooring
An Emerging Substitute to Wood Flooring
Replacement Market Lifts Demand
Popularity of Hardwood Bodes Well for Similar Alternates
Laminate Flooring
Favored Flooring Means for Houses
High-Pressure Laminates Preferred Over Low-Pressure Counterparts
Non-Wood Laminates Gain Popularity for Apartment Flooring
Kitchen Flooring: Trends in Vogue
A Peek at Latest Fads in Laminate Flooring Market
Piano Finish
The Design on the Turf
Digital Printing
Latest in Vogue
Go Green: The New Mantra of Laminate Flooring Manufacturers
Innovative Technologies Accelerate Demand for Laminate Flooring
Wood-like Designs Preferred for Laminates
Table 6: Global Laminate Product Designs (2014): Percentage Breakdown by Designs
Wood Designs and Tile Designs (includes corresponding Graph/Chart)
Laminate Flooring in Harmony with Nature
Demand for Fashionable Interiors Bodes Well for Laminate Flooring Market
Anti-Bacterial Laminates Enhance Hygiene Aspects of Flooring Materials
Customized Laminates Create a Stir in the Market
Mohawk Laminate: Enabling Consumers to Choose Realistic Flooring
Challenges from Other Flooring Categories
Wood Fiber Technology: A Replacement to Laminates?
Laminate Floorings & Noise Resonance: A Weighty Acoustical Issue

3. PRODUCT OVERVIEW
Laminate Flooring
An Insight
History
Development
Laminate Flooring
Manufacturing Process
Durability Testing
Installation
Maintenance
Applications
Preferred Attributes in Laminate Flooring
Popular Laminate Flooring Attributes Ranked by Consumer Perception
Quality
Durability
Cost
4. PRODUCT INTRODUCTIONS/INNOVATIONS
UNILIN Introduces Ultra Range of Laminate Flooring Products under Quick-Step Label
UNILIN to Unveil Novel Pergo and Quick-Step Products
Square Foot Introduces Herringbone Collection in India
Pergo Unveils Wood Parquet Laminate Flooring
Egger Group Launches Egger Laminate Flooring Range
Wilsonart Unveils Latest Contract Laminate Range in 25 Unique Designs
Formica® Flooring Launches Tradewinds Eco-Friendly Laminate Flooring Collection
Interfloor and John Lewis Unveil Meister Laminate Flooring
Villeroy & Boch Introduce Four High-Quality Laminate Flooring Collections
Pergo Unveils Laminate Flooring Featuring Natural Variation
Foreign Unique Marketing Introduces Laminate Flooring Products
Armstrong Residential Flooring Unveils Architectural Remnants Line
Torlys Introduces STEPS™ Elite Laminate 800 Series Herringbone Floor
Avant Enterprises Launches Interior Product Range
Parador Introduces New Laminate Flooring Products
Cheap Flooring Direct Unveils Classica and Sapphire Lines of Laminate Flooring
Gerflor Introduces Top Silence Acoustic Loose-Lay Plank Flooring
Dallas Flooring Warehouse Introduces Hand Scraped Wood Laminate Flooring
Surface Decor Floor Warehouse Launches Laminate Flooring with Wax Joint Technology
DirtCheapFloors Unveils New Platinum Oak Laminate Flooring
Pergo Relaunches Pergo Accolade and Pergo Elegant Expressions
Traviata Flooring Unveils Tru-Wood AC4/32 Laminate Flooring Line by Sonae Industria
Coswick Hardwood Launches Ash Pearl Grey Designer Uniblock Floorings
Square Foot Introduces Revelation 832
Balterio Launches Vitality de Luxe 4V Laminates Range
MODECOR Introduces Euroline Laminate Flooring Line
Schneller Unveils Non-Textile and Laminate Flooring Designs
Uniboard® Canada Introduces 40 SKU Laminate Flooring Range
Pergo Introduces New Flooring Products

5. RECENT INDUSTRY ACTIVITY
Mohawk Industries Announces Plans to Acquire IVC Group
Valinge Innovation Inks License Agreement with Rushil Décor over Locking Systems in Laminate Flooring
Flint Floor Develops HI-FLOOR Laminate with Superior Resistance
Fuxin Xinrui Inks Non-Exclusive License Agreement with Valinge Innovation
Kronotex Invests Additional Capital to Expand its Barnwell Plant
Tafisa Announces Closure of Laminate Flooring Plant in Spain
Unilin Flooring Expands Production Capacity of Thomasville Facility
Bauwerk Parkett Announces Merges with Boen to form Bauwerk Boen Group
Kastamonu Entegre to Establish New MDF Plant
IVC Inks Agreement to Acquire Complete Stake in Trinterio from Balta Industries
Mohawk Industries Acquires Pergo
Kaycan® Acquires Uniboard® Canada
Armstrong World Industries Divests Patriot Flooring Supply Business
Arclin Takes Over North America-based Operations of Coveright Surfaces
HOM Furniture Inaugurates World Floor and Rugs Business
Markel Ventures Takes Over Majority Stake in Havco
Aarauco Inks Joint Venture Agreement with Unilin
BVG Flooring Inks MOU with Barlinek
Uniboard Inks Agreement to Divest North Carolina-based Particleboard and MDF Facilities
Laura Ashley Selects WESTCO for Distribution of Flooring Range
Lumber Liquidators Establish New Store
simpleFLOORS Establishes New Stores

6. FOCUS ON SELECT PLAYERS
Abet, Inc. (US)
Alsafloor SA (France)
Armstrong World Industries, Inc. (US)
Bruce Flooring (US)
Balterio Laminate Flooring (Belgium)
Beaulieu International Group (Belgium)
BerryAlloc (US)
CLASSEN Group (Germany)
EGGER Group (Austria)
Faus Group, Inc. (US)
Formica Group (US)
Greenply Industries Limited (India)
Hamberger Industriewerke GmbH (Germany)
Kaindl Flooring GmbH (Austria)
Kronoflooring GmbH (Germany)
KRONOTEX GmbH & Co KG (Germany)
Mannington Mills, Inc. (US)
Mohawk Industries, Inc. (US)
Pergo (US)
UNILIN (Belgium)
Robina Flooring Sdn Bhd (Malaysia)
Shaw Industries, Inc. (US)
Skema Srl (Italy)
Sonae Indústria SGPS, S.A (Portugal)
Tarkett USA, Inc. (US)
Uniboard Canada, Inc. (Canada)
Windmöller Flooring Products WFP GmbH (Germany)

7. GLOBAL MARKET PERSPECTIVE

Table 7: World Recent Past, Current & Future Analysis for Laminate Flooring by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 8: World Historic Review for Laminate Flooring by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 9: World 14-Year Perspective for Laminate Flooring by Geographic Region
Percentage Breakdown of Volume Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle
East, and Latin American Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 10: World Recent Past, Current & Future Analysis for Laminate Flooring in New Housing Starts by
Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 11: World Historic Review for Laminate Flooring in New Housing Starts by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 12: World 14-Year Perspective for Laminate Flooring in New Housing Starts by Geographic Region
Percentage Breakdown of Volume Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle
East, and Latin American Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 13: World Recent Past, Current & Future Analysis for Laminate Flooring in Residential Replacement
(Including DIY Installation) by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 14: World Historic Review for Laminate Flooring in Residential Replacement (Including DIY Installation)
by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East, and Latin American Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 15: World 14-Year Perspective for Laminate Flooring in Residential Replacement (Including DIY
III. MARKET

1. THE UNITED STATES

Floor Coverings Market

An Overview

Table 19: US Flooring Market by Flooring Type (2014): Percentage Breakdown of Sales for Carpets and Rugs, Ceramic, Hardwood, Laminate, Rubber, Stone, and Vinyl Flooring (includes corresponding Graph/Chart)

Table 20: US Floor Covering Market (2014): Percentage Breakdown of Sales by Distribution Channel Specialty Stores, Home Centers and Contractors (includes corresponding Graph/Chart)

Laminate Flooring Market

Table 21: US Market for Laminate Flooring in Commercial Sector (2013): Percentage Breakdown of Volume Sales for Laminate Flooring Usage in Education/Institution, Healthcare, Offices, Retail and Other Sectors (includes corresponding Graph/Chart)

Table 22: US Market for Laminate Flooring in Residential Sector (2013): Percentage Breakdown of Laminate Flooring Consumption by Application Area for Bathroom, Bedroom, Dining Room, Entry/Hall, Kitchen, Living Room and Other Areas (includes corresponding Graph/Chart)

Current and Future Analysis


Economic Volatility and Laminate Floorings Market

Price Erosion: A Temporary Phenomenon?

Laminate Flooring Holds Ground amid Tough Market Conditions

Intense Competition Drives Focus onto Product Design Innovations

Competitive Scenario

Table 23: Leading Players in the US Flooring Market (2013): Percentage Breakdown of Sales by Company (includes corresponding Graph/Chart)

Table 24: Leading Players in the US Laminate Floorings Market (2013): Percentage Breakdown of Value Sales for Mohawk, Kronotex, Shaw, Clarion, Mannington, Tarkett and Others (includes corresponding Graph/Chart)

Table 25: Leading Brands in the US Laminate Flooring Market (2013): Percentage Breakdown of Sales by Brands (includes corresponding Graph/Chart)

Distribution Channels

Table 26: US Distribution Channels for Laminate Flooring (2013): Percentage Breakdown of Volume Sales by Leading Channels (includes corresponding Graph/Chart)

Popular Trends Defining the US Laminate Floorings Market

Innovative Products and Branding: Need of the Hour

Green is in

Carpet Consumers Shift Preference towards Laminate Flooring

Laminate Flooring Loses Ground to LVT

Imports Scenario

Imports from China

Key Concern for US Laminate Manufacturers

Decorative Laminates Market: An Insight

Table 27: US Market for Decorative Laminates (2014): Percentage Breakdown by Leading Players (includes corresponding Graph/Chart)

Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics
Table 28: US Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 29: US Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 30: US 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

2. CANADA
A. Market Analysis
Outlook
Canadian Housing Sector
An Overview
Table 31: Canadian Housing Market (2007-2015): Housing Starts in '000 Units (includes corresponding
Graph/Chart)
Table 32: Canadian Non-Residential Starts by Segment (2009-2015): Breakdown of Industrial, Commercial,
and Institutional Starts in Millions of Square Feet (includes corresponding Graph/Chart)
Hard-Surface Flooring Gaining Traction
Table 33: Floor Coverings Market in Canada (2013): Percentage Breakdown by Types
Carpets, Wood, Ceramic, Laminates, Resilient Flooring and Rugs (includes corresponding Graph/Chart)
Product Launches
Corporate Development
Uniboard Canada, Inc.
A Key Regional Player
B. Market Analytics
Table 34: Canadian Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 35: Canadian Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 36: Canadian 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

3. JAPAN
A. Market Analysis
Outlook
Regulatory Frameworks
B. Market Analytics
Table 37: Japanese Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 38: Japanese Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 39: Japanese 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)
4. EUROPE
A. Market Analysis
Outlook
Structure of Wood-based Flooring Market in Europe
Flooring Market
A Segmental Perspective
Table 40: European Flooring Market by Type (2014): Percentage Breakdown of Volume Sales for Ceramic, Carpets & Rugs, Resilient, Wood and Laminate, and Other Floorings (includes corresponding Graph/Chart)
Laminate Flooring Market
A Review
Table 41: Laminate Flooring Sales of EPLF Members (2013): Percentage Breakdown of Volume Sales by Country (includes corresponding Graph/Chart)
A Peek at Latest Trends in Laminate Flooring Designs
Wood-like Laminates Find Favor in Europe
Intense Competition and Overcapacity: Key Issues Confronting European Manufacturers
Growing Threat from LVT
Stringent Regulatory Norms Typify European Manufacturing
B. Market Analytics
Table 42: European Recent Past, Current & Future Analysis for Laminate Flooring by Geographic Region France, Germany, Italy, UK, Spain, Russia, Netherlands, Turkey, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 43: European Historic Review for Laminate Flooring by Geographic Region France, Germany, Italy, UK, Spain, Russia, Netherlands, Turkey, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in (Thousand Square Meters for Years 2007 through 2013 includes corresponding Graph/Chart)
Table 44: European 14-Year Perspective for Laminate Flooring by Geographic Region Percentage Breakdown of Volume Sales for France, Germany, Italy, UK, Spain, Russia, Netherlands, Turkey, and Rest of Europe Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 45: European Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 46: European Historic Review for Laminate Flooring by End-Use Segment New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 47: European 14-Year Perspective for Laminate Flooring by End-Use Segment Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4a. FRANCE
A. Market Analysis
Outlook
Product Introduction
Alsafloor Sa
A Key Regional Player
B. Market Analytics
Table 48: French Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 49: French Historic Review for Laminate Flooring by End-Use Segment New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 50: French 14-Year Perspective for Laminate Flooring by End-Use Segment Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4b. GERMANY
A. Market Analysis
Outlook
Germany Continues to Lead
Product Launch
Focus on Select Regional Players

B. Market Analytics

Table 51: German Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 52: German Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 53: German 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4c. ITALY

A. Market Analysis
Skema Srl
A Key Regional Player

B. Market Analytics

Table 54: Italian Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 55: Italian Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 56: Italian 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4d. THE UNITED KINGDOM

A. Market Analysis

Strong Recovery in UK Housing Sector to Drive Demand

Table 57: New Housing Starts in the UK by Country: FY 2008-09 through FY 2013-14 (includes corresponding
Graph/Chart)

Floor Coverings Market: An Overview

Table 58: UK Market for Floor Coverings (2013): Percentage Breakdown of Value Sales by Product Type
Carpets, Wood, Vinyl, Ceramic & Natural Stone Tiles, and Others (includes corresponding Graph/Chart)

Table 59: Replacement Intervals for Floor Covering Types in the UK (includes corresponding Graph/Chart)

An Insight into Laminate Flooring Market
Product Launches
Corporate Development

B. Market Analytics

Table 60: UK Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 61: UK Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 62: UK 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4e. SPAIN

A. Market Analysis
Product Launch
Corporate Development
B. Market Analytics

Table 63: Spanish Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 64: Spanish Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 65: Spanish 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4f. RUSSIA
A. Market Analysis

Outlook
Concerns over Influx of Chinese Laminate Flooring Products

B. Market Analytics

Table 66: Russian Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 67: Russian Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 68: Russian 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4g. THE NETHERLANDS

Market Analysis

Table 69: The Netherlands Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 70: The Netherlands Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 71: The Netherlands 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4h. TURKEY

Market Analysis

Table 72: Turkish Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 73: Turkish Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 74: Turkish 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

4i. REST OF EUROPE

A. Market Analysis

Outlook

Product Launches

Strategic Corporate Developments
Focus on Select Regional Players

B. Market Analytics

Table 75: Rest of Europe Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 76: Rest of Europe Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 77: Rest of Europe 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

A. Market Analysis

Outlook
Positive Construction Activity Outlook to Drive Growth

Table 78: Projected Growth in the Asian Construction Market by Region and Sector (2014-2020) (includes corresponding Graph/Chart)

Flooring Market
Wood and Laminate Catching Up with Ceramic and Carpet

Table 79: Asia-Pacific Market for Flooring by Type (2014): Percentage Breakdown of Volume Sales for Ceramic, Carpet & Rugs, Resilient, Wood and Laminate, and Other Floorings (includes corresponding Graph/Chart)

B. Market Analytics

Table 80: Asia-Pacific Recent Past, Current & Future Analysis for Laminate Flooring by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 81: Asia-Pacific Historic Review for Laminate Flooring by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 82: Asia-Pacific 14-Year Perspective for Laminate Flooring by Geographic Region
Percentage Breakdown of Volume Sales for China, India and Rest of Asia-Pacific Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 83: Asia-Pacific Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 84: Asia-Pacific Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 85: Asia-Pacific 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5a. CHINA

A. Market Analysis

A Peek into the Chinese Construction Industry
Floor Covering Market in China: An Overview

Table 86: Floor Coverings Market in China (2013): Percentage Share Breakdown of Volume Demand by Product Type
Ceramic, Carpets & Rugs, Vinyl, Laminate, Wood, and Others (includes corresponding Graph/Chart)

Table 87: Chinese Wood Flooring Market by Wood Type (2014): Percentage Breakdown of Volume Sales for Bamboo, Engineered Wood, Laminate, Solid Wood, and Others (includes corresponding Graph/Chart)

An Insight into Laminate Flooring Market in China
Corporate Development

B. Market Analytics

Table 88: Chinese Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 89: Chinese Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 90: Chinese 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)
5b. INDIA
A. Market Analysis
Outlook
Resurgence of Construction Activity Portends Positive Outlook
Key Statistics
Table 91: Urbanization Trends in India: Number of Inhabitants (in Million) for Years 1991, 2001, 2011 & 2021
(includes corresponding Graph/Chart)
Table 92: Urbanization Trends in India: Number of Cities with more than One Million Inhabitants for Years
1991, 2001 & 2013 (includes corresponding Graph/Chart)
Table 93: Percentage Breakdown of Indian Households by Income Group (2015 & 2025) (includes
corresponding Graph/Chart)
Hardwood and Laminate Flooring Dominate Indian Flooring Industry
Table 94: Indian Wood Products Market (2012 & 2013): Percentage Breakdown of Revenue by Product Type
(includes corresponding Graph/Chart)
Indian Laminate Industry on the Surge
Table 95: Leading Players in the Indian Laminate Sector (2013): Percentage Breakdown of Revenues for
Greenply, Merino, Pergo and Others (includes corresponding Graph/Chart)
Growth Drivers Propelling the Laminate Flooring Market
Focus on the HPL Sector
Hospitality Industry Chooses Laminate Flooring
Product Launches
Strategic Corporate Developments
Greenply Industries Limited
A Key Player
B. Market Analytics
Table 96: Indian Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 97: Indian Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)
Table 98: Indian 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)
5c. REST OF ASIA-PACIFIC
A. Market Analysis
Outlook
South Korea
Leading Players
Table 99: Leading Players in the South Korean Laminate Market (2014): Percentage Value Breakdown for
Dongwha, Hansol, and Imports & Others (includes corresponding Graph/Chart)
Corporate Development
Robina Flooring Sdn Bhd (Malaysia)
Key Regional Player
B. Market Analytics
Table 100: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Laminate Flooring by End-Use
Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)
Table 101: Rest of Asia-Pacific Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 102: Rest of Asia-Pacific 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

6. THE MIDDLE EAST
A. Market Analysis
Outlook
Large Scale Construction Projects to Drive Laminate Flooring Demand
Strategic Corporate Developments
B. Market Analytics
Table 103: Middle East Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 104: Middle East Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 105: Middle East 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7. LATIN AMERICA
A. Market Analysis
Outlook
Review of Latin American Construction Industry
Flooring Market
Increasing Penetration of Wood and Laminate
Table 106: Latin American Market for Flooring by Type (2014): Percentage Breakdown of Volume Sales for Ceramic, Carpets & Rugs, Resilient, and Wood & Laminate Flooring (includes corresponding Graph/Chart)
B. Market Analytics
Table 107: Latin American Recent Past, Current & Future Analysis for Laminate Flooring by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 108: Latin American Historic Review for Laminate Flooring by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 109: Latin American 14-Year Perspective for Laminate Flooring by Geographic Region
Percentage Breakdown of Volume Sales for Brazil and Rest of Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 110: Latin American Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 111: Latin American Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 112: Latin American 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7a. BRAZIL
A. Market Analysis
Outlook
Corporate Development
B. Market Analytics
Table 113: Brazilian Recent Past, Current & Future Analysis for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 114: Brazilian Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 115: Brazilian 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

7b. REST OF LATIN AMERICA
Market Analysis

Table 116: Rest of Latin American Recent Past, Current & Future Analysis for Laminate Flooring by End-Use
Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2014 through 2020
(includes corresponding Graph/Chart)

Table 117: Rest of Latin American Historic Review for Laminate Flooring by End-Use Segment
New Housing Starts, Residential Replacement (including DIY Installation), and Commercial Sector Markets
Independently Analyzed with Annual Sales Figures in Thousand Square Meters for Years 2007 through 2013
(includes corresponding Graph/Chart)

Table 118: Rest of Latin American 14-Year Perspective for Laminate Flooring by End-Use Segment
Percentage Breakdown of Volume Sales for New Housing Starts, Residential Replacement (including DIY
Installation), and Commercial Sector Markets for Years 2007, 2015 and 2020 (includes corresponding
Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 73 (including Divisions/Subsidiaries 95)

The United States (24)
Canada (5)
Europe (39)
- France (4)
- Germany (8)
- The United Kingdom (7)
- Italy (2)
- Spain (2)
- Rest of Europe (16)
Asia-Pacific (Excluding Japan) (21)
Latin America (1)
Africa (3)
Middle East (2)

Ordering:  
Order Online - [http://www.researchandmarkets.com/reports/1946764/](http://www.researchandmarkets.com/reports/1946764/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Laminate Flooring - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/1946764/
Office Code: SCPLD3SR

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users</td>
<td></td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users</td>
<td></td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Information</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</td>
</tr>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
- Account number: 833 130 83
- Sort code: 98-53-30
- Swift code: ULSBIE2D
- IBAN number: IE78ULSB98533083313083
- Bank Address: Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp