Growth Opportunities in the Global Wood and Laminate Flooring Market

Description: The global wood and laminate flooring market is expected to reach an estimated $30.9 billion by 2021 and it is forecast to grow at a CAGR of 4.2% from 2016 to 2021. The major drivers of growth for this market are increases in new construction and renovation activities.

Emerging trends which have a direct impact on the dynamics of the industry include the introduction of aqua+ technology in laminate flooring, increasing acceptance of wider planks, and introduction of digital printing in wood and laminate flooring.

A total of 144 figures / charts and 67 tables are provided in this 211-page report to help in your business decisions.

The study includes a forecast for the growth opportunities in the global wood and laminate flooring market by product type, application type, and region, as follows:

By Product [Volume (million square meters) and $ million from 2010 to 2021]:
- Wood
- Solid
- Engineered
- Laminate

By Application [$ million from 2010 to 2021]:
- Residential
- Commercial
- Healthcare
- Education
- Hospitality
- Retail
- Office
- Other

By Region [Volume (million square meters) and $ million from 2010 to 2021]:
- North America
- Europe
- Asia Pacific
- Rest of the World

Mohawk Industries, Inc., Shaw Industries, Beaulieu International Group, Armstrong World Industries Inc., and Tarkett are the major wood and laminate flooring suppliers in the global wood and laminate flooring market.

On the basis of its comprehensive research, Lucintel forecasts that the residential segment is expected to show above average growth during the forecast period.

Within this market, laminate is expected to remain the largest segment. The major factors that will spur growth for this segment during the forecast period are the availability of variety of textures and designs at low prices as compared to wood flooring, and technological advancements like digital printing.

Europe is expected to remain the largest market because most of the European region has a cold climate and wood and laminate flooring helps to maintain warmth in the room. Thus, people mostly prefer wood and laminate flooring in this region.

This report addresses the following key questions:
Q. 1. What are some of the most promising, high-growth opportunities for the wood and laminate flooring...
market by application (residential, commercial), product (wood, laminate), and region (North America, Europe, APAC and Rest of the World)?
Q. 2. Which segments will grow at a faster pace and why?
Q. 3. Which region will grow at a faster pace and why?
Q. 4. What are the key factors affecting market dynamics? What are the drivers, challenges and business risks in this market?
Q. 5. What are the business risks and competitive threats in this market?
Q. 6. What are emerging trends in this market and reasons behind them?
Q. 7. What are some changing demands of customers in the market?
Q. 8. What are the new developments in the market? Which companies are leading these developments?
Q. 9. Who are the major players in this market? What strategic initiatives are taken by key players for business growth?
Q. 10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by materials / product substitution?
Q. 11. What M & A activity has occurred in the last 5 years and what is its impact on the industry?

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