

Residential Flooring - US - April 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The pace of home sales and home renovations started to quicken in 2012, giving the residential flooring market a much-needed boost. Now it's up to flooring manufacturers and retailers to maintain the momentum with marketing programs that emphasize both the practical and emotional benefits of new flooring."

– John Owen, Senior Household Analyst

In this report we answer the key questions:

- Can consumers be motivated to purchase flooring for reasons other than necessary replacement?
- Can sustainability be further leveraged as a flooring sales driver?
- What challenges and opportunities do Millennials hold for the residential flooring market?

The \$20-billion residential flooring industry, hit hard by the recession and its aftermath, rebounded strongly in 2012, thanks in large part to improvement in the real estate and home improvement markets. The prospects for continued growth are good given strengthening demand and an expanding array of new flooring products offering style and functionality at every price point.

While flooring shoppers are as price conscious as ever, they also express interest in and willingness to pay extra for flooring that fits their lifestyles. Durability, ease of cleaning, and style are important but are just the starting point. Other areas of significant interest include health and wellness, energy efficiency, environmental friendliness, and resistance to odor and noise. In addition, flooring is increasingly likely to be seen as protecting or enhancing home value, a benefit that may be especially compelling as a fitful economic recovery continues.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Can sustainability be further leveraged as a flooring sales driver?

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