

Residential Flooring - US - April 2014

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“Increasingly, purchasing new flooring is about more than just replacing old carpeting or worn-out wood. Flooring shoppers take an ever-wider array of lifestyle-oriented factors and benefits into consideration. Flooring manufacturers and retailers may benefit from marketing and merchandising that organizes the options by desired benefits rather than by material.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- How can shoppers be encouraged to shop for flooring by benefit instead of type?
- Who are the next generation of flooring shoppers?
- Should manufacturers and retailers be thinking outside the (big) box?

The \$22 billion residential flooring industry, hit hard by the recession, regained some momentum in 2012 and picked up steam in 2013, driven by continued improvement in the housing and home renovation markets and in the economy as a whole. Prospects for further growth look good as consumers continue to renovate their homes and upgrade their flooring. While simply upgrading old or worn flooring continues to drive some flooring purchases, increasingly a variety of lifestyle-oriented motivations are coming into play as well. Shoppers are looking for flooring that not only makes their homes look good but also makes their lives easier, and their homes healthier, more energy efficient, and more eco-friendly.

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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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