

Residential Flooring - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"A healthy housing market combined with innovation in the category is supporting continued sales growth in the flooring market. Although wall-to-wall carpeting still maintains dominance in reported coverage, shifting consumer attitudes and competitive prices are driving recent purchase of hard-surface flooring at a faster pace."

Stephen Brown, Household Analyst

This report looks at the following areas:

- Flat sales growth in carpeting as hard-surface flooring becomes more competitive
- Gradual decline in homeownership may translate to less category spending
- Shrinking square footage may dampen volume sales of flooring

This Report covers the following flooring types:

- Soft surface flooring, including carpeting (wall-to-wall and carpet tiles) and area rugs.
- Hard-surface flooring including:
 - Vinyl tile/sheet flooring
 - Stone and marble flooring
 - Wood flooring
 - Laminate flooring

The Report covers products that homeowners buy and/or install for themselves, as well as products installed by professional homebuilders, contractors, and management companies in advance of or following the sale of a residence.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Market overview

A healthy housing market and innovation in the category drive flooring sales

Figure 1: Total US sales and fan chart forecast of residential flooring, at current prices, 2011-21

The issues

Flat sales growth in carpeting as hard-surface flooring becomes more competitive

Figure 2: Sales of residential flooring, by segment, 2011-16

Gradual decline in homeownership may translate to less category spending

Figure 3: National homeownership rate, 2011-16

Shrinking square footage may dampen volume sales of flooring

Figure 4: Any purchase or plans to purchase (net) select hard-surface flooring, by age and income, December 2016

The opportunities

Shifting consumer tastes create opportunity for rug sales

Figure 5: Any hard surface flooring (net) and select carpeting recently purchased or planning to buy, December 2016

Flooring purchasers want lifestyle solutions

Figure 6: Select interest in flooring innovations, December 2016

Strong retail presence helps drive information gathering and flooring purchase

Figure 7: TV and online information sources for flooring ideas and inspiration, by age, December 2016

What it means

The Market – What You Need to Know

Healthy housing market and innovation in the category drive sales

Carpet dominates market, but hard surface closes in

Pet ownership and attitudes toward cleaning dictate flooring type

Market Size and Forecast

Healthy economy continues sales momentum for residential flooring

Figure 8: Total US sales and fan chart forecast of residential flooring, at current prices, 2011-21

Figure 9: Total US retail sales and forecast of residential flooring, at current prices, 2011-21

Market Breakdown

Carpeting leads sales, while hard surface catches up

Figure 10: Sales of residential flooring, by segment, 2011-16

Figure 11: Total US retail sales of residential flooring, by segment, at current prices, 2014 and 2016

Wall-to-wall carpeting and wood flooring represent big ticket projects

Figure 12: Amount spent on flooring, by segment, July 2015-September 2016

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Market Perspective

- More pet owners set expectations on durable flooring
- Shift to more casual cleaning accompanies move to hard-surface
- Home improvement contributes to spending on flooring

Market Factors

- Soaring housing prices creates incentive to spend on flooring
Figure 13: House Price Index, by quarter, 2011-16
- Positive consumer confidence makes big purchases more attainable
Figure 14: Consumer Sentiment Index, December 2010-16
- Continued growth in flooring despite slowdown in housing starts
Figure 15: New privately owned housing units started, 2011-16
- Homeownership continues slow decline
Figure 16: National homeownership rate, 2011-16

Key Players – What You Need to Know

- Leading brands shift capacity to hard-surface lines
- Retail campaigns improve selection and service quality for customers
- Shift to hard-surface flooring affects carpet brands
- Sustainability and personalization are key flooring trends

What's Working?

- Hard-surface flooring brands expand portfolios
- Armstrong extends its presence in the hard-surface segment
- Mohawk and Armstrong strengthen relationship with retailers
- Home improvement retailers welcome flooring purchasers
Figure 17: Flooring advertisement by The Home Depot, June 2016
- Brands target floor purchasers through TV and online platforms

What's Struggling?

- Carpeting struggles to grow as consumers shift to hard surfaces
- Industry and brands take strategic steps to improve appeal of carpeting
- Decline in living space could limit flooring investment
- Labor shortage can make installations more costly and create delays

What's Next?

- Flooring brands strive for sustainability
- Colorful concepts are slated to grow
- Terrazzo is next trend in flooring design

The Consumer – What You Need to Know

- Carpet leads in currently installed flooring with tile close behind
- Recently purchased flooring continues shift from carpet to hard-surface

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Visual appeal and cost make retailers leading source for information
 Aesthetics and durability influence most flooring purchases
 Easy-to-clean mentality prevails for most consumers
 Extending flooring life drives interest in innovations

Installed Flooring by Room

Carpet leads in room coverage with tile a close second

Figure 18: Installed flooring by room, December 2016

Reported flooring differs slightly by consumer age

Figure 19: Installed carpeting, wood, and area rugs by room – Any room (net), by age, December 2016

Upper-income earners and homeowners report more premium flooring

Figure 20: Installed tile and wood flooring by room – Any room (net), by income and by primary residence, December 2016

Higher rate of hard-surface coverage among Hispanics tied to region

Figure 21: Select installed flooring by room – Any room (net), by Hispanic origin and by region, December 2016

Recent Purchases and Intent to Purchase

Continued shift in recent purchase from carpeting to hard surface

Figure 22: any hard surface (net) and wall-to-wall carpeting recently purchased and planning to buy, December 2016

Shift to hard-surface flooring drives recent purchase of rugs

Figure 23: Flooring recently purchased and planning to buy, by segment, December 2016

Lifestage supports purchasing behaviors

Figure 24: recently purchased –any hard surface (net) and any carpeting (net), by age, December 2016

Hispanics lead any recent purchase or plans to buy for trendy flooring

Figure 25: Any recent purchase or plans to purchase (net) select hard-surface flooring, by Hispanic origin, December 2016

Information and Inspiration Sources

Retailers rule as information providers

Figure 26: Information sources for flooring ideas and inspiration, December 2016

Lifestage and convenience determine flooring information sources

Figure 27: Retail stores and associates as information sources for flooring ideas and inspiration, by age, December 2016

Figure 28: Select information sources for flooring ideas and inspiration, by age, December 2016

TV shows and online media reach Hispanic market

Figure 29: TV and online media as information sources for flooring ideas and inspiration, by Hispanic origin, December 2016

Flooring Purchase Influencers

Aesthetics and ease of maintenance lead important flooring attributes

Figure 30: Flooring purchase influencers, December 2016

Low-maintenance becomes more important as consumers age

Figure 31: Easy-to-maintain material as purchase influencer –Any rank, by age, December 2016

Young adults attracted to warranties and eco-friendly options

Figure 32: Purchase influencers related to warranty and environmentally friendly attributes, – Any rank, by age, December 2016

Hispanics place emphasis on quality flooring

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Figure 33: Select flooring purchase influencers – Any rank, by Hispanic origin, December 2016

Attitudes toward Floor Maintenance

Consumers agree that low-maintenance flooring is key

Figure 34: Attitudes toward floor maintenance, December 2016

Low-maintenance attitudes vary by age

Figure 35: Select attitudes toward floor maintenance, by age, December 2016

Parents place emphasis on healthy floors

Figure 36: Select attitudes toward floor maintenance, by parental status, December 2016

Hispanics have broader set of priorities toward floor maintenance

Figure 37: Select attitudes toward floor maintenance, by Hispanic origin, December 2016

Interest in Flooring Innovation

Improved durability drives interest in flooring innovations

Figure 38: Interest in flooring innovation, December 2016

Low-maintenance drives purchase interest among older adults

Figure 39: Interest in low-maintenance flooring innovations, by age, December 2016

Lifestyle attributes drive purchase interest among young adults

Figure 40: Interest in select flooring innovations, by age, December 2016

Hispanics, parents are interested in broader range of innovations

Figure 41: Interest in select flooring innovations, by Hispanic origin and by parental status, December 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 42: Total US retail sales and forecast of residential flooring, at inflation-adjusted prices, 2011-21

Figure 43: Total US retail sales and forecast of carpeting/rugs, at inflation-adjusted prices, 2011-21

Figure 44: Total US retail sales and forecast of hard-surface flooring, at inflation-adjusted prices, 2011-21

Appendix – Consumer

Durable innovations garner most attention

Figure 45: TURF Analysis – Flooring purchase influencers, December 2016

Methodology for TURF analysis

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