

## Residential Flooring - US - March 2016

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

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"Things continue to look up for the residential flooring market, as a solid housing market and growing consumer confidence create conditions for increased spending on home renovations. The market has seen steady growth since 2011, but pent-up demand for home improvements remains and will help to drive growth going forward."

- Molly Maier, Assistant Vice President

### This report looks at the following areas:

- Flooring market shows modest but steady growth
- Multiple indicators suggest moderating growth
- Health and safety issues linger for Lumber Liquidators and larger market
- Under-45s increasingly want online options for shopping and purchasing

With adults 25-44 making up the core of the residential flooring consumer base, the industry faces a challenge in meeting these consumers in the digital and mobile spaces where they live, work, and shop.

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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

### Executive Summary

The issues

Flooring market shows modest but steady growth

Figure 1: Total US sales and fan chart forecast of residential flooring market, at current prices, 2010-20

Multiple indicators suggest moderating growth

Figure 2: NAHB Remodeling Market Index (RMI), 2010-16

Health and safety issues linger for Lumber Liquidators and larger market

Under-45s increasingly want online options for shopping and purchasing

Figure 3: Purchase behaviors – Online tool usage, by age, January 2016

The opportunities

Hard surface still trending, led by LVT

Figure 4: Amount spent on flooring by type, 2010-15

Made in the USA, clean air, and non-toxic claims spell opportunity

Figure 5: Reasons for purchase, January 2016

Consumers combine online and offline sources for information on flooring

Figure 6: Information sources, January 2016

Choice tools important way to reach key markets

Figure 7: Attitudes toward flooring options, by age and Hispanic origin, January 2016

What it means

### The Market – What You Need to Know

Solid growth in flooring market expected to continue

Average spend in most categories nearly flat from 2010-15

Indicators positive for modest growth in flooring market

### Market Size and Forecast

Residential flooring growth outpaces overall economy

Figure 8: Total US sales and fan chart forecast of residential flooring market, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of residential flooring, at current prices, 2010-20

### Market Spend

Carpet and wood flooring categories see highest average spend

Figure 10: Amount spent on flooring by type, July 2014-September 2015

LVT drives up spend on vinyl tile

Figure 11: Amount spent on flooring by type, 2010-15

### Market Factors

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## Consumer sentiment cooling off

Figure 12: University of Michigan Index of Consumer Sentiment, 2010-15

## Housing starts continue strong

Figure 13: New privately owned housing units started (seasonally adjusted), 2010-15

## Decline in homeownership may be at an end

Figure 14: National homeownership rate, 2010-15

## Remodeling outlook positive

Figure 15: NAHB Remodeling Market Index (RMI), 2010-16

## Key Players – What You Need to Know

- Good times for Mohawk and LVT
- Safety concerns taint Lumber Liquidators and imports
- Product innovations promise healthier homes
- Hardwood and US-made products poised for growth
- Augmented reality shopping tools on the horizon

## What's Working?

- Mohawk continues to lead
- Luxury vinyl continues to grow share
- Green claims more relevant than ever

## What's Struggling?

- Armstrong loses market share
- Product safety issues linger for Lumber Liquidators
- Health and safety concerns cut across industry
- Installer shortage creating backlog and concerns about quality

## What's Next?

- Flooring that makes your home healthier
- US-grown and made
- Hardwood to benefit from open-plan designs
- More consumers use multiple shopping modes

## The Consumer – What You Need to Know

- High tech materials more versatile than ever
- Hard surface flooring trending with key demographics
- Necessity drives more carpeting purchases
- Home improvement chains lead in flooring sales
- Younger buyers favor online research over in-person experts
- Online and mobile tools important for reaching core flooring consumers

## Installed Flooring by Room

- Carpet dominates more rooms

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## Wood growing trend for kitchens

Figure 16: Correspondence analysis – Flooring type, by room, January 2016

Figure 17: flooring type by room, January 2016

## Correspondence analysis methodology

## Recent Purchases and Intent to Purchase

### Movement from wall-to-wall to hard surface and rugs

Figure 18: Flooring purchases and intent to purchase – Any hard surface vs any carpeting, January 2016

Figure 19: Flooring purchases and intent to purchase, January 2016

### 25-44s key flooring buyers, especially for hard-surface categories

Figure 20: Hard-surface flooring types purchased in past year and intent to purchase, by age, January 2016

### Carpet holds broad appeal across ages

Figure 21: Carpeting types purchased in past year and intent to purchase, by age, January 2016

### Hispanics favor innovative categories

Figure 22: Hard-surface flooring purchased in past year and intent to purchase, by race and Hispanic origin, January 2016

Figure 23: Carpet purchased in past year and intent to purchase, by race and Hispanic origin, January 2016

### Trendy bamboo, carpet tile categories rely on high-income households

Figure 24: Any flooring purchased in past year or intend to purchase, by household income, January 2016

Figure 25: Hard-surface flooring purchased in past year and intent to purchase, by household income, January 2016

Figure 26: Carpet purchased in past year and intent to purchase, by household income, January 2016

## Reasons for Purchase

### Most buyers cite multiple reasons for flooring purchases

Figure 27: Reasons for purchase, January 2016

### Worn carpeting largest driver of flooring purchases

Figure 28: Reasons for purchase, by flooring type, January 2016

### Young adults seek healthy and green flooring options

Figure 29: Reasons for purchase, by age, January 2016

### Hispanics buy flooring as part of home upgrades

Figure 30: Reasons for purchase, by race and Hispanic origin, January 2016

### \$100K+ households prime market for value-added features

Figure 31: Reasons for purchase, all vs household income of \$100K+, January 2016

## Purchase Locations

### Home chains lead, followed by independent specialists

Figure 32: Purchase locations, January 2016

### Younger buyers favor chains, steer clear of specialists

Figure 33: Purchase locations, January 2016

### Hispanics over index with mass merchants and contractors

Figure 34: Purchase locations, by race and Hispanic origin, January 2016

## Information and Inspiration Sources

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### Offline experiences still important to consumers

Figure 35: Information sources, January 2016

### Personal touch important to oldest flooring purchasers

Figure 36: Information sources, by age, January 2016

### Hispanics seek advice from others – online and off

Figure 37: Information sources, by race and Hispanic origin, January 2016

### Hard surface flooring benefits from media attention

Figure 38: Information sources, by type of flooring purchased in past year, January 2016

### Specialty retailers benefit when consumers do more research

Figure 39: Information sources, by purchase location, January 2016

## Purchase Behaviors

### Self-installers and online shoppers represent distinctive markets

Figure 40: Purchase behaviors, January 2016

### Younger adults (18-44) embrace online shopping tools

Figure 41: Purchase behaviors, by age, January 2016

### Hispanics lead in online shopping and self-installation

Figure 42: Purchase behaviors, by race/Hispanic origin, January 2016

### Warehouse club shoppers favor online shopping modes

Figure 43: Attitudes toward flooring options, by purchase location, January 2016

## Attitudes toward Flooring Options

### Industry offer options at a wide range of price tiers

Figure 44: Attitudes toward flooring options, January 2016

### Under-35s more likely to use shopping tools

Figure 45: Attitudes toward flooring options, by age, January 2016

### Social solutions may help Hispanics manage choice

Figure 46: Attitudes toward flooring options, by race/Hispanic origin, January 2016

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix – The Market

Figure 47: Total US retail sales and forecast of residential flooring, at inflation-adjusted prices, 2010-20

## Appendix – The Consumer

Figure 48: Installation responsibility, by flooring type, July 2014-September 2015

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Figure 49: Wall-to-wall carpet installation responsibility, by Hispanic origin, July 2014-September 2015

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