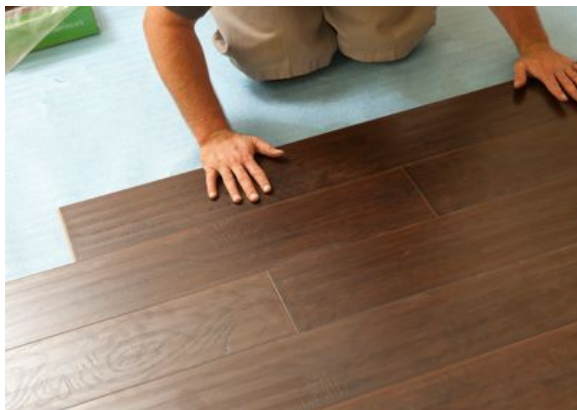


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"The residential flooring market has grown thanks to a strong housing market and product innovations in function and design. Challenges are greatest for carpeting, which faces stiff competition from innovative, easy to maintain hard surfaces."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- **Carpeting loses share to hard surfaces**
- **Aging population dampens demand**

While growth opportunities lie with ongoing outreach to younger consumers, parents, and Hispanics, challenges lie in creating effective omnichannel marketing strategies and orienting overwhelmed shoppers in a crowded, highly competitive market.

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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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