

## Carpets and Floorcoverings - UK - March 2012

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“Tomorrow’s flooring retailers will need to be more compelling places to shop, give a better customer experience and create a source of inspiration for people wanting to create the best results for their interiors. We expect to see more design literate sales people and more imaginative ways of illustrating the way that carpets and flooring can influence the look of a room.”

– Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- **What part does the internet play in shopping for carpets?**
- **Manufacturers are making more efforts to improve their environmental credentials, so does this give them any competitive advantage?**
- **Are people refurbishing their homes if they can't move house? And how does this affect demand for floorcoverings?**
- **How does the proportion of people in rented property influence demand?**
- **Is the fashion for wood floors still relevant today?**

This report profiles the retail market for two distinct sectors, namely carpets and other floorcoverings. Carpets are the traditional method of floorcovering for the UK residential market. Fitted carpets dominate the sector, although it also includes loose rugs. Other floorcoverings, known as Smooths, comprise a disparate group of other products made from a variety of materials. The range of products covered in this report includes:

- woven carpets
- tufted carpets
- fibre-bonded carpets
- carpet tiles
- non-fixed floorcoverings.
- ‘Smooths’
- vinyl
- wood/laminate
- other floorcoverings.

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