

Residential Flooring - US - April 2015

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

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"An improving economy and a strengthening home renovation market have helped the residential flooring market notch steady gains since 2010. While the need to replace old or worn out flooring is the most commonly cited reason for purchasing new flooring, category competitors can accelerate growth, by tapping into more discretionary motivations."

- John Owen, Senior Household Analyst

This report looks at the following areas:

- Residential flooring makes modest gains in improving economy
- Replacement provides base for market, but growth must come from other areas
- Long-term shift in favor of hard surfaces continues
- Wall-to-wall carpeting still common in homes

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

This report builds on the analysis presented in Mintel's *Residential Flooring – US, April 2014* report, as well as the April 2013, March 2012, July 2011, and August 2010 reports of the same title.

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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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