

## Residential Flooring - US - April 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"A healthy economy and strengthening housing and renovation market have helped the \$26 billion residential flooring market notch steady gains since 2013. Despite the rise of renters, further improvements in the overall economy, coupled with a willingness to invest in the home, will allow consumers to update and upgrade their current flooring to drive growth."

– **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

Retailers will play a key role in accelerating growth by improving the shopping experience by merging digital and physical elements.

- Technology advancements will help carpet compete against hard surface
- Reaching younger shoppers at key lifestages critical for growing market
- Replacement underpins purchases, décor and health serve as upgrade opportunity
- Tools and services that enhance shopping will reach younger demographics
- Practical attributes outweigh all else

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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

The market

Flooring market climbs thanks to hard surface flooring

Figure 1: Total US sales\* and fan chart forecast of residential flooring, at current prices, 2013-23

The issues and opportunities

Technology advancements will help carpet compete against hard surface

Figure 2: Market share based on volume of sales in billions of square feet, 2007 and 2017

Reaching younger shoppers at key lifestages critical for growing market

Figure 3: Flooring purchase intent, by age, parental status, January 2019

Replacement underpins purchases, décor and health serve as upgrade opportunity

Figure 4: Reason for flooring purchase, January 2019

Tools and services that enhance shopping will reach younger demographics

Figure 5: Select reasons for retailer selection, select approaches toward shopping, by age, January 2019

Practical attributes outweigh all else

Figure 6: Attitudes toward flooring – Durability vs style, Price vs quality, January 2019

What it means

### The Market – What You Need to Know

Flooring market continues to climb

Carpeting losing share to hard surface

Housing market, population shifts impact market

### Market Size and Forecast

Steady growth correlates with stable economy, housing market

Figure 7: Total US sales\* and fan chart forecast of residential flooring, at current prices, 2013-23

Figure 8: Total US sales\* and forecast of residential flooring, at current prices, 2013-23

### Market Breakdown

Carpeting dominates market but losing share to hard surfaces

Figure 9: Market share based on volume of sales in billions of square feet, 2007 and 2017

Figure 10: Market share based on volume of sales in billions of square feet, 2007-17

### Market Factors

Housing construction, renovation market strong

Figure 11: NAHB Remodeling Market Index (RMI), 2010-18

Homeownership sees slight uptick in 2018

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Figure 12: Homeownership rate, 2008-18

Aging population underpins opportunity among Boomers

Figure 13: Population aged 18 or older, by age, 2013-23

## Key Players – What You Need to Know

Shifts in shopping

Carpet losing share, rugs represent bright spot

Shaking up the shopping experience

## What's Happening?

One-stop shopping benefits mass, online channels

Figure 14: Mass merchandisers and online-only retailers shopped for flooring, February 2018-January 2019

Carpeting losing share to hard surfaces

## What's Next?

Industry players keep pace with current trends

Rugs enjoy resurgence, represent bright spot in carpeting

Figure 15: Target email flyer, February 2019

Flooring will grow with green market

Blending physical and digital, new experiences in retail

Figure 16: Mohawk VIS +Amplify, August 23, 2018

## The Consumer – What You Need to Know

Growth in hard surface flooring supports demand for rugs

Home improvement retailers garner most shoppers

Retail services and tools tempt younger shoppers

Adults voice range of motivations for hard surface flooring

Younger shoppers turn to online media for research, inspiration

Durability wins over style...

...yet quality outweighs price

## Flooring Purchases and Purchase Intent

One quarter planning future flooring purchases

Décor trends benefit rugs

Figure 17: Floor purchases and purchase intent, January 2019

Lifestage drives purchases

Figure 18: Floor purchases and purchase intent – Net any flooring, by age, January 2019

Figure 19: Floor purchases and purchase intent – Net any flooring, by parental status, January 2019

## Purchase Location

Home improvement retailers are top competitors in residential flooring

Figure 20: Wayfair email campaign, January 2019

Figure 21: Retailers shopped for flooring, January 2019

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## Younger adults shop across channels

Figure 22: Target email campaign, February 2019

Figure 23: Select retailers shopped for flooring, by age, January 2019

## Higher-income shoppers buy across retailers

Figure 24: Select retailers shopped for flooring, by income, January 2019

## Reasons for Retailer Selection

### Beyond price: selection is key for retailers

Figure 25: Reasons for retailer selection, January 2019

### Services and tools serve as differentiators for some

Figure 26: Select reasons for retailer selection, by age, January 2019

## Reasons for Purchase

### Wider range of motivations for hard surface flooring purchases

### Convenience and health drive hard surface purchases

Figure 27: Reason for flooring purchase, by flooring type, January 2019

### Tap into décor, health to reach younger shoppers

Figure 28: Select reasons for flooring purchase, by age, January 2019

## Approach to Shopping

### Strategic shoppers research in-store and online

Figure 29: Approach to shopping, January 2019

### Online, media play key role for younger buyers

Figure 30: Select approaches to shopping, by age, parental status, January 2019

## Attitudes toward Flooring – Durability vs Style

### Style takes backseat to durability

Figure 31: Attitudes toward flooring – Durability vs style, January 2019

### Style more influential for younger adults, parents

Figure 32: Attitudes toward flooring – Durability vs style, by age, parental status, January 2019

Figure 33: Mohawk flooring targets parents with style and durability, November 2018

## Attitudes toward Flooring – Price vs Quality

### Quality trumps cost

Figure 34: Attitudes toward flooring – Price vs quality, January 2019

### Price weighs more heavily upon parents and younger adults

Figure 35: Attitudes toward flooring – Price vs quality, by age, parental status, January 2019

## Attitudes toward Flooring – Maintenance

### Hard surfaces winning favor over carpet for practicality

Figure 36: Attitudes toward flooring – Maintenance, January 2019

### Attitudes toward flooring vary with age

Figure 37: Attitudes toward flooring – Maintenance, by age, January 2019

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## Appendix – Data Sources and Abbreviations

Data sources  
Sales data  
Fan chart forecast  
Consumer survey data  
Abbreviations and terms  
Abbreviations

## Appendix – The Market

Figure 38: Total US retail sales and forecast of residential flooring, at inflation-adjusted prices, 2013-23  
Figure 39: Homeownership rate, by age of householder, 2017  
Figure 40: Volume sales in billions of square feet, 2012, 2016, 2017

## Appendix – The Consumer

Figure 41: TURF analysis – Reasons for retailer selection, February 2019

Methodology

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