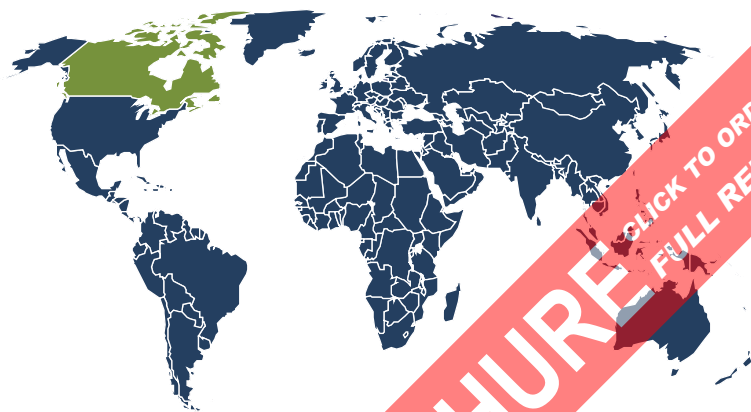




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Hard Surface Flooring: Canada

October 2021



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About This Report

Scope

This report forecasts to 2024 hard surface flooring demand in square meters in Canada. Total demand is segmented by product in terms of:

- vinyl
- ceramic
- laminate
- wood
- other nonresilient flooring such as porcelain tile and slab, stone, and seamless
- other resilient flooring such as linoleum, rubber, and asphalt

Total demand is also segmented by market as follows:

- residential
- nonresidential
- vehicles and nonbuilding

To illustrate historical trends, total demand is provided in annual series from 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

Hard surface flooring is considered finish flooring and is installed over top of the subfloor for functional or decorative purposes. It can be broadly discussed as either nonresilient or resilient.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Hard Surface Flooring: Canada (FA60047) is based on [Global Hard Surface Flooring](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications

- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | NAICS & SIC Codes Related to Hard Surface Flooring

NAICS/SCIAN 2017 North American Industry Classification System		SIC Standard Industrial Classification	
321918	Other millwork (including flooring)	2426	Hardwood dimension and flooring mills
326199	All other plastics product manufacturing	3996	Linoleum, asphalted-felt-base, and other hard-surface floor covering, NECs
327120	Ceramic tiles, floor and wall, manufacturing	3253	Ceramic wall and floor tile

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term

historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Global Hard Surface Flooring

Freedonia Industry Studies

Ceilings

Decorative Tile

Fiber Cement in the US

Flooring

Global Drywall & Building Plaster

Global Fiber Cement

Global Housing

Global Insulation

Global Prefabricated Housing

Global Roofing

Global Siding (Cladding)

Global Windows & Doors

Insulation

Moulding & Trim

Prefabricated Housing

Roofing

Siding

Freedonia Focus Reports

Carpets & Rugs: United States

Ceramic Tile: United States

Ceilings: Canada

Cement: Canada

Commercial Building Construction: United States

Construction: United States

COVID-19 Market Impact Analysis

Decorative Laminates: Canada

Flooring: Canada

Housing: Canada

Motor Vehicles: Canada

Paint & Coatings: Canada

Porcelain Tile: United States

Transport Equipment: United States

Vinyl Flooring: United States

Wood Flooring: United States

Wood Millwork: United States

Freedonia Custom Research

Trade Publications

Floor Covering News

Floor Covering Weekly

Floor Daily

Floor Trends

Agencies & Associations

Multilayer Flooring Association

National Wood Flooring Association

North American Laminate Flooring Association

Resilient Floor Covering Institute

Statistics Canada

Canada Green Building Council

United Nations Comtrade