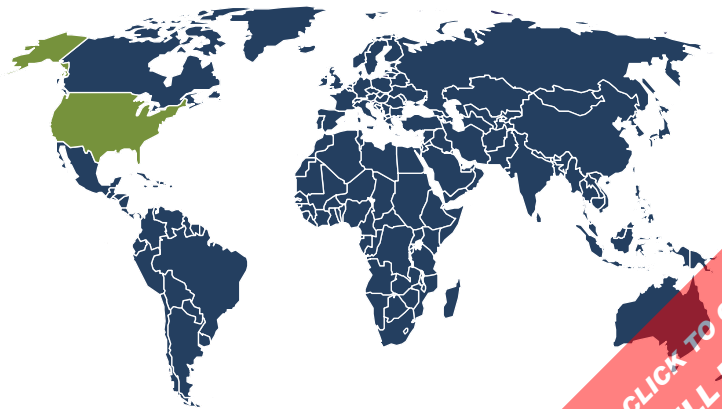




Freedonia Focus Reports  
US Collection

# Vinyl Flooring: United States

April 2015



## Highlights

### Market Environment

Historical Market Size and Trends | Key Economic Indicators  
Nonresidential Building Construction Overview  
Residential Building Construction Overview | Transport Equipment Overview

### Segmentation and Forecasts

Products

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US vinyl flooring demand in square feet and US dollars at the manufacturers' level to 2019. Total demand in both value and area terms is segmented by product in terms of:

- luxury vinyl tile (LVT)
- vinyl sheet
- vinyl composition tile (VCT) and other vinyl tile types (primarily solid vinyl tile).

To illustrate historical trends, total demand in both value and area terms is provided in annual series from 2004 to 2014; the various segments are reported at five-year intervals for 2009 and 2014.

This report quantifies trends in various measures of growth. 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. 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.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Vinyl Flooring: United States* (FF60065) is based on [Hard Surface Flooring](#), a comprehensive industry study published by The Freedonia Group in April 2015. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

- the findings of other industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
238330	Flooring Contractors	1752	Floor Laying and Other Floor Work, NEC
326192	Resilient Floor Covering Mfg	3069	Fabricated Rubber Products, NEC
326199	All Other Plastics Product Mfg	3089	Plastics Products, NEC

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