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US Collection

# Vinyl Flooring: United States

January 2021



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# About This Report

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## Scope

This report forecasts to 2024 US vinyl flooring demand and production in square feet. Total demand is segmented by product in terms of:

- luxury vinyl tile
- vinyl sheet
- vinyl composition tile (VCT) and other vinyl flooring

Total demand is also segmented by market as follows:

- residential
- commercial
- transportation equipment and nonbuilding

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

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

*Vinyl Flooring: United States* (FF60065) is based on [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 6 | NAICS & SIC Codes Related to Vinyl Flooring

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
326199	All Other Plastics Product Manufacturing	3089	Plastic Products, Not Elsewhere Classified

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

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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

*Hard Surface Flooring*

### Freedonia Industry Studies

*Ceilings*

*Decorative Laminates Market*

*Decorative Tile*

*Fiber Cement in the US*

*Global Drywall & Building Plaster*

*Global Fiber Cement*

*Global Flooring*

*Global Housing*

*Global Insulation*

*Global Power Tools*

*Global Prefabricated Housing*

*Hand Tools*

*Hardscaping Products*

*Insulation*

*Plastic Pipe*

*Power Tools*

*Prefabricated Housing*

*Wood & Competitive Decking*

*Wood-Plastic Composite & Plastic Lumber*

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*Ceramic Tile: United States*

*Commercial Building Construction: United States*

*Construction: United States*

*COVID-19 Market Impact Analysis*

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*Moulding & Trim: United States*

*Plastics Processing Machinery: United States*

*Polyvinyl Chloride: United States*

*Porcelain Tile: United States*

*Prefabricated Housing: United States*

*Transport Equipment: United States*

*Wood Millwork: United States*

### Freedonia Custom Research

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*Vinyl Flooring: United States*

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**Trade Publications**

*Builder*

*ENR/Engineering News-Record*

*Floor Covering Weekly*

*Floor Focus*

*The Journal of Light Construction*

*Plastics News*

*Professional Builder*

*Professional Remodeler*

**Agencies & Associations**

American Chemistry Council

American Floorcovering Alliance

Floor Covering Installation Contractors Association

Multilayer Flooring Association

North American Association of Floor Covering Distributors

United States Census Bureau

United States Department of Energy

United States Environmental Protection Agency

United States Green Building Council

United States International Trade Commission