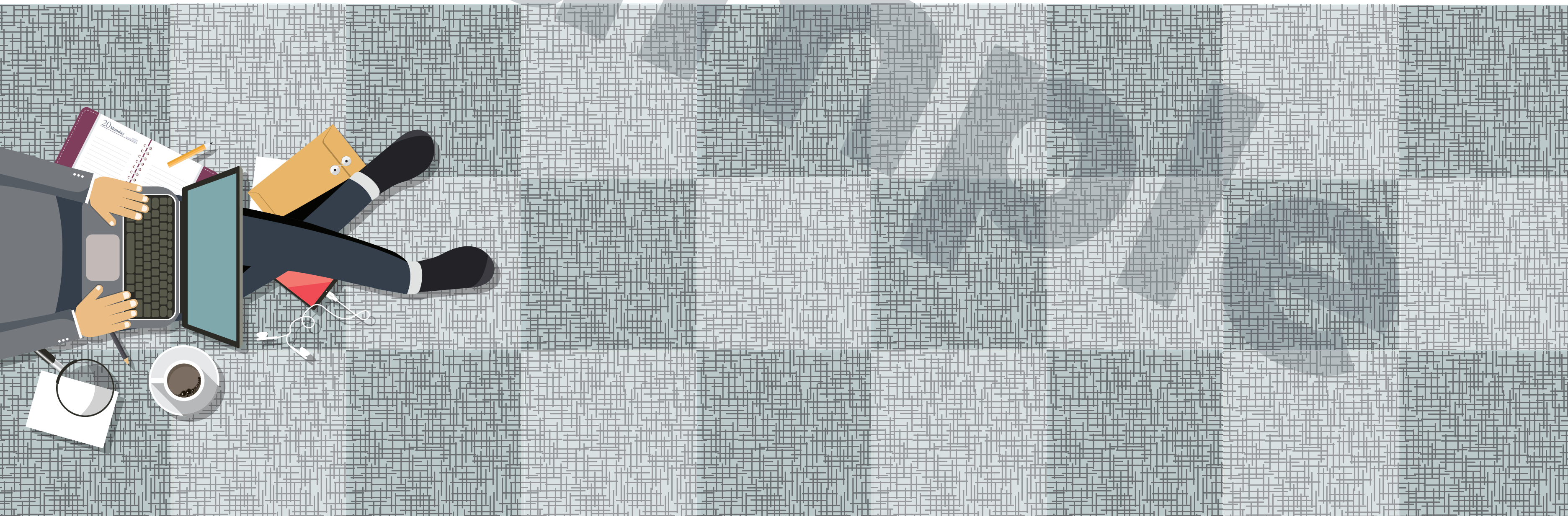




Product Category Benchmark Study: Flooring

Report Published 2021



Meet ThinkLab

Your research partner for the interiors industry



FOCUSED ON THE DESIGN INDUSTRY

ThinkLab is the only market research firm wholly focused on the design industry (and the ecosystem that surrounds it).



ROOTED IN INDUSTRY EXPERIENCE

We have a deep understanding that comes from having lived and breathed the worlds of both manufacturing and design.



EMPOWERING INFORMED DECISIONS

That means we are uniquely positioned to translate data into actionable, key insights that drive your business forward, faster.

What's Included:



- 01** Introduction
- 02** Flooring Market Overview
- 03** The Flooring Specification Process
- 04** Designer Needs + Resources
- 05** Flooring Brand Evaluation
- 06** Now What? Applying the Research
- 07** Methodology + Survey Demographics



01 Introduction



If you are a flooring manufacturer that has ever wondered how designers perceive your segment of the market, this report is for you.

Designers and architects are powerful sources of product selection, and flooring choices have a huge impact on the overall aesthetic of a space, making it one of the categories most important to A&D.

In this report, ThinkLab triangulates A&D insights, survey results, and industry perspectives to aid in a deeper understanding of the flooring-specific specification process, market sentiment, category positioning, and opportunities to grow market share.

01 Introduction

A Note to Our Readers

The data contained in this report paints a picture of the current state amid COVID-19.

During such rapid change, this is the most accurate snapshot of the industry that we have as of the time of release of this report.



02 Flooring Market Overview



As we look to the future growth of the industry (and what it means for flooring), it's no secret that COVID-19 has created a great deal of uncertainty.

Corporate and hospitality — two of the largest sectors for fees for the *Interior Design* Giants of Design — also represented the largest declines in 2020. And, while many firms are hopeful 2021's vaccine rollout will unleash a backlog of pent-up demand, whether that optimism is warranted remains to be seen.

What does this mean for flooring? How has the specification process evolved? What will stick? What does A&D need most from flooring manufacturers today? ThinkLab will continue to track these questions (and more) as the year unfolds.

02 Flooring Market Overview

**U.S. market of interiors products
directly and indirectly affected
by interior design specifications**

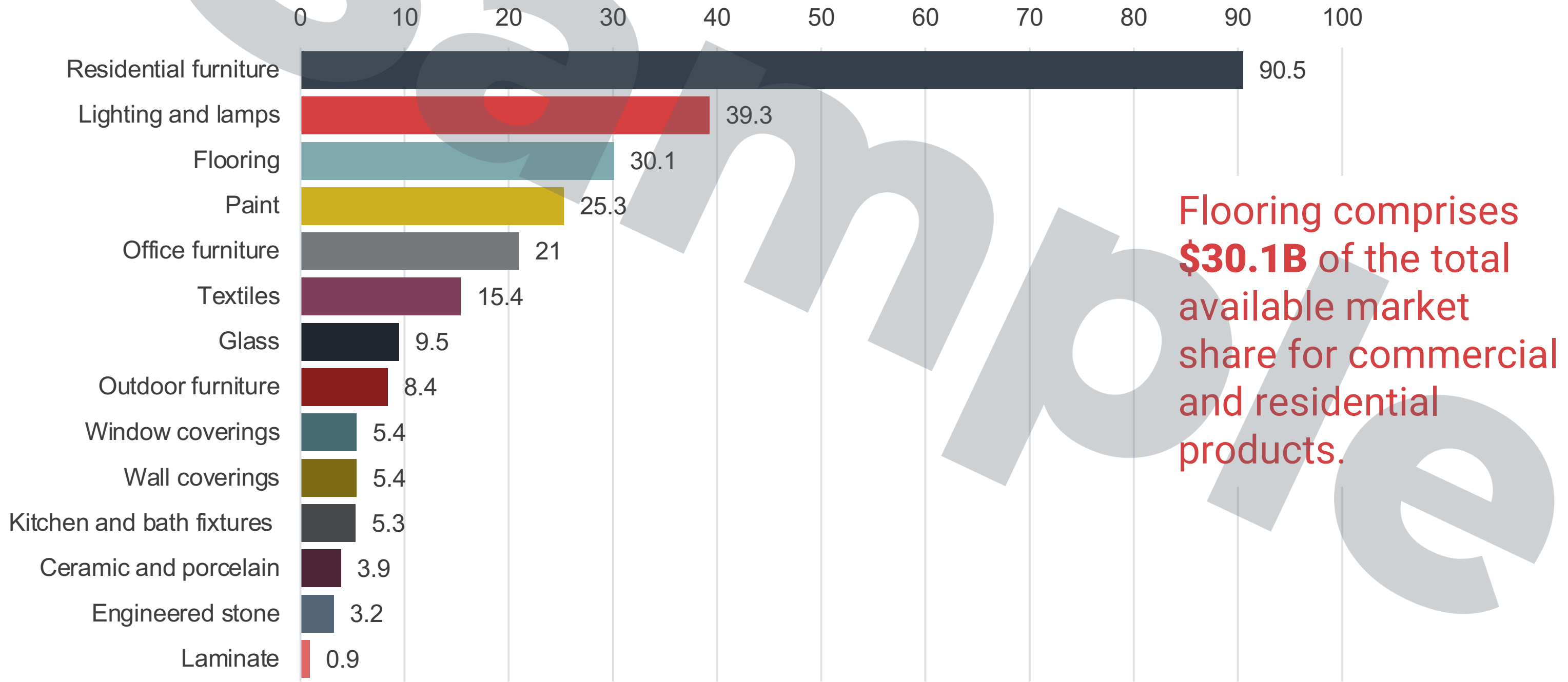


\$263.62B



02 Flooring Market Overview

Total available market for commercial and residential products in \$B USD



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