

Global Carpet Tile Market Report: 2012 Edition

- Description:**
- Carpet tiles or squares are small pieces of carpeting laid as tiles to cover floor. In recent years, carpet tiles sales growth has significantly outpaced the growth of the overall floor covering industry. Architects, designers and end users are increasingly using carpet tiles due to its unique and superior attributes, including dynamic design capabilities, greater economic value (which includes lower costs as a result of reduced waste in both installation and replacement), and installation ease and speed.
- Carpet tile penetration has been slow due to higher price points as compared to other soft floor coverings. Carpet tile's market share is strongest in the corporate and institutional sectors. It is also gaining share in the retail market, healthcare and educational institutions as well in the residential segment. North America is the largest market for carpet tiles. Manufacturers are expanding their reach to emerging countries such as China, India, Middle East and Eastern Europe where the penetration of carpet tiles is quite low.
- Growth in global construction spending, rebound in renovation/remodeling projects, untapped residential and non-corporate sectors and rising housing affordability index are some of the factors that are driving the carpet tile sales. Market challenges include rising wool prices, presence of large number of substitutes and higher price points.
- Although there are number of companies engaged in the production of carpet tiles, Interface enjoys a clear leadership. The other major players include Mohawk, Shaw, Milliken, Toli and Tandus. Interface's Flor and Milliken's Tesserae and Legato are the only residential tile lines in the market.
- The report analyzes the global carpet tile market. It also analyzes some of the major regional markets, including the US, the UK, Germany, Japan and Australia. The report discusses the major growth drivers of the industry. It also profiles the top players along with their business strategies.
- By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.
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