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## Contract Floorcoverings Market UK 2008-2012

New AMA report provides a major review of the UK contract floorcoverings market

The contract floorcoverings market was worth around £1050 million in 2007 having recorded moderate growth rates in 2006-07. The market continues to be dominated by carpet, but share is declining reflecting gradual changes in product mix in recent years.

A brief summary of the report is included on the following pages.

Priced at £650, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at [sales@amaresearch.com](mailto:sales@amaresearch.com).

### **Editors Note:**

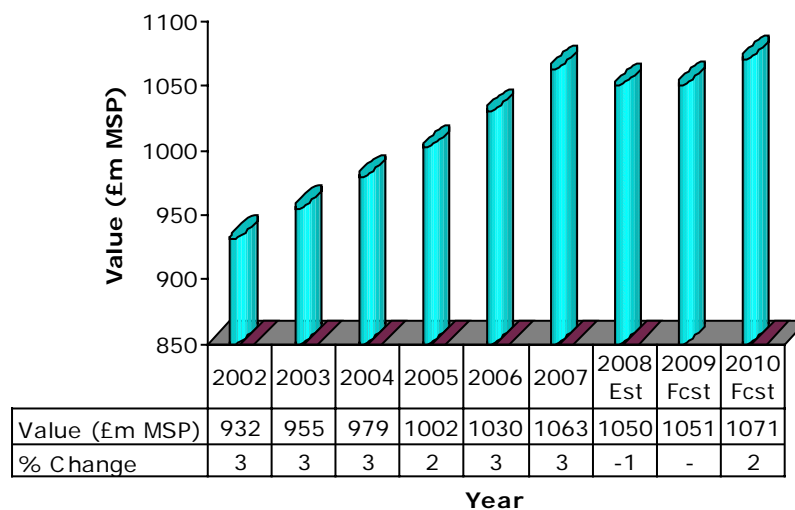
Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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## Contract Floorcoverings Market – UK 2008-2012



### Contract Floorcoverings Market 2002 – 2012 Value (3m MSP)

AMA Research have published the 5<sup>th</sup> edition of the "**Contract Floorcoverings Market UK 2008-2012**". The report analyses the sector in terms of market size, key sector trends, product mixes, key suppliers and distribution channels.

Market performance in recent years has been reasonably buoyant with the market currently estimated at over £1 billion, though 2008-09 is set to see the first market decline in over a decade. In contrast to the domestic market, contract floorcoverings are less volatile and tend to record only moderate variations in market value. This trend has continued in 2005-07 with the market reaching £1063 million in 2007, an increase of 3% on 2006, though this underlying growth masks significant variations between key product sectors.

Carpet remains the largest sector with value estimated at around £540 million in 2007 and accounting for approximately 51% of the market. However, value share for contract carpets has continued to decline in recent years with increased competition from alternative floorcoverings and changing product mix within the sector away from traditional broadloom to carpet tiles.

The vinyl sector has continued to perform well, exhibiting growth rates above the market average and gaining share in recent years – and now accounts for an estimated 15% of the contract sector. The success of vinyl can be attributed to extended areas of application in key end-use sectors and also to the improvements to designs, colours and "added value" products that have continued to make vinyl more attractive to specifiers. Ceramic tiles have also performed well, benefiting from the trend to larger format tiles and greater use of porcelain products.

Although solid & engineered woods continue to gain ground in several key contract sectors, laminates are declining in popularity, resulting in relatively low growth overall for wood / laminates compared to a boom period in 2002-04 – though overall share is still around 13%.

Future prospects for the contract floorcoverings market currently remain difficult to predict given the volatility surrounding the UK economy in mid 2008. Key sectors such as commercial offices, entertainment and retail are likely to be affected by possible postponement of new build and refurbishment work into the medium term as business confidence falters. However, the public sector, particularly education, is likely to underpin the market due to the effects of capital projects such as the *Building Schools for the Future* programme. Current indications are that the contract floorcoverings market will decline in 2008-09 in real terms, before recovering with moderate rates of growth 2010-12 when the market is expected to reach £1.13 billion at the end of the period.

Finally, environmental issues are exerting a growing influence on the specification of alternative materials and suppliers, with specifiers increasingly looking at BRE ratings as an integral part of the product selection process.

AMA Research's "**Contract Floorcoverings Market – UK 2008-2012**" report is available in hard copy or electronic format for £650 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 0871 3103450.