



roomvo

2026

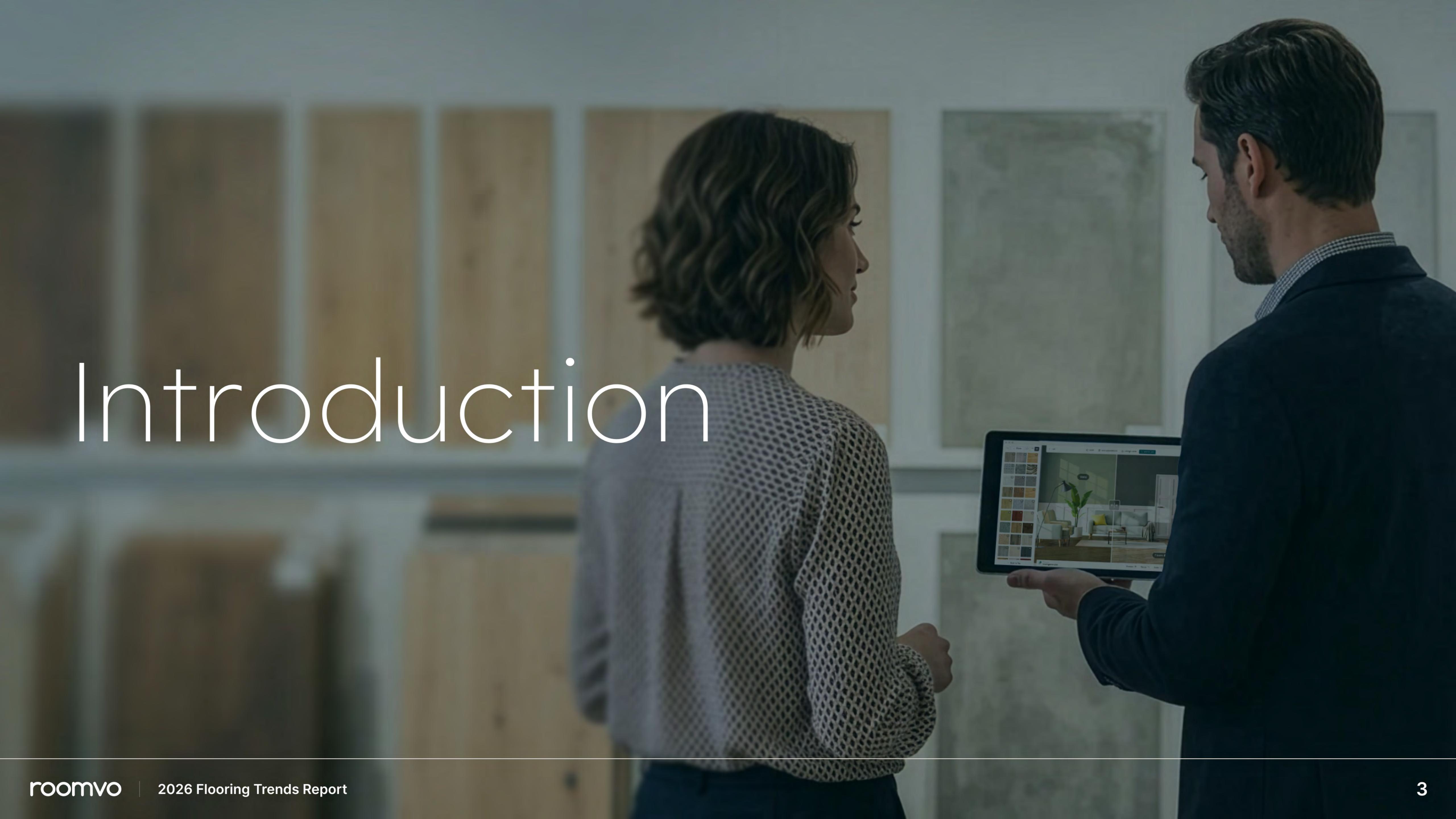
# Flooring Trends Report

Uncover 2026's top flooring visualization trends, backed by Roomvo's curated dataset from over 240 million consumer interactions worldwide.

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# Introduction



## INTRODUCTION

# The world's top flooring trends leading into 2026

Uncover the top viewed flooring options leading into 2026 based on shopper visualization data from 240 million consumer interactions worldwide

Data-driven decisions are a competitive advantage, especially when the market is shifting. Roomvo's 2026 Flooring Trends Report gives you access to proprietary consumer insights to help inform product strategy, merchandising, and go-to-market plans.

Roomvo powers millions of home-improvement decisions every month, working with nearly 10,000 retailers, distributors, and manufacturers to power visualization in 180+ countries worldwide.

This year's report reflects a broader, more global view than ever, with 240 million consumer interactions, across nearly 900 flooring and tile businesses on six continents.

Get into the trends shaping flooring in 2026 — and the moves you can make to stay ahead.

# 240M

Customer interactions

# 180+

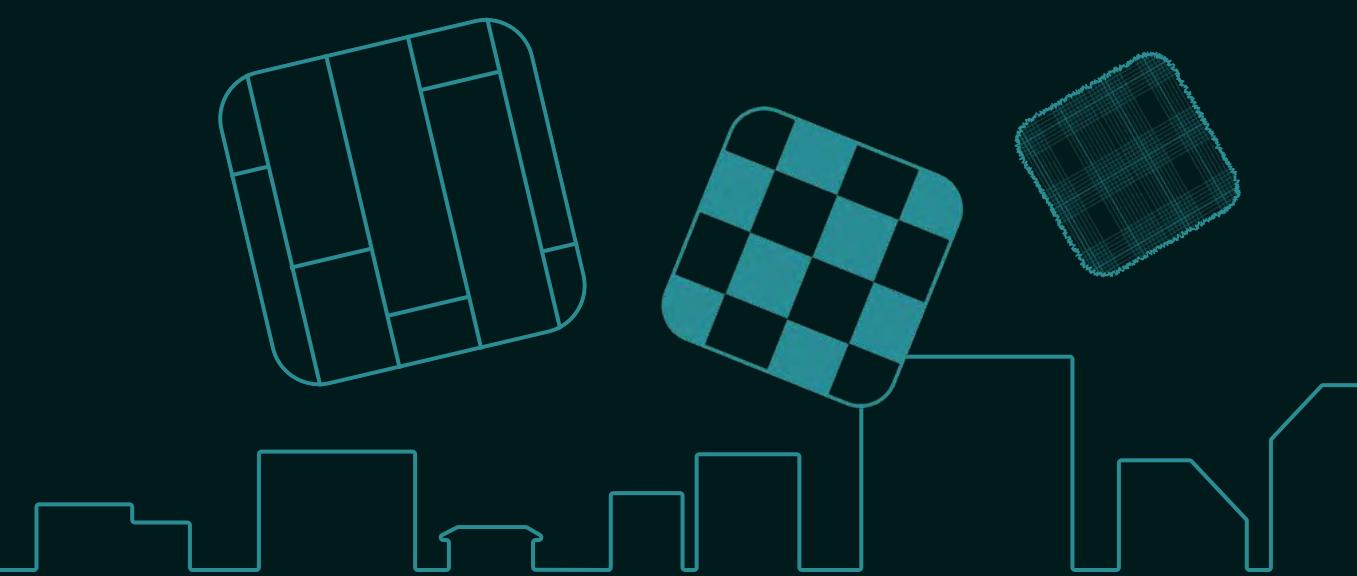
Countries

# ~900

Flooring, tile, and carpet businesses

## 2024 and 2025

Two years of shopping data



## INTRODUCTION

# The patterns shaping 2026

### Letter from Roomvo's CEO

After seeing how widely last year's report was shared, and how many teams put it to work — we're excited to introduce our 2026 Flooring Trends Report.

When the market is uncertain, every shopper interaction matters even more. Fewer people may be browsing, but the shoppers who are still in-market expect more support than ever before to make a confident purchase decision. The brands and retailers that win are the ones that reduce friction, build confidence, and make the path to purchase easier.

This report brings together 240 million consumer interactions from 2024 and 2025, offering a clear view into what shoppers are exploring, comparing, and selecting right now.

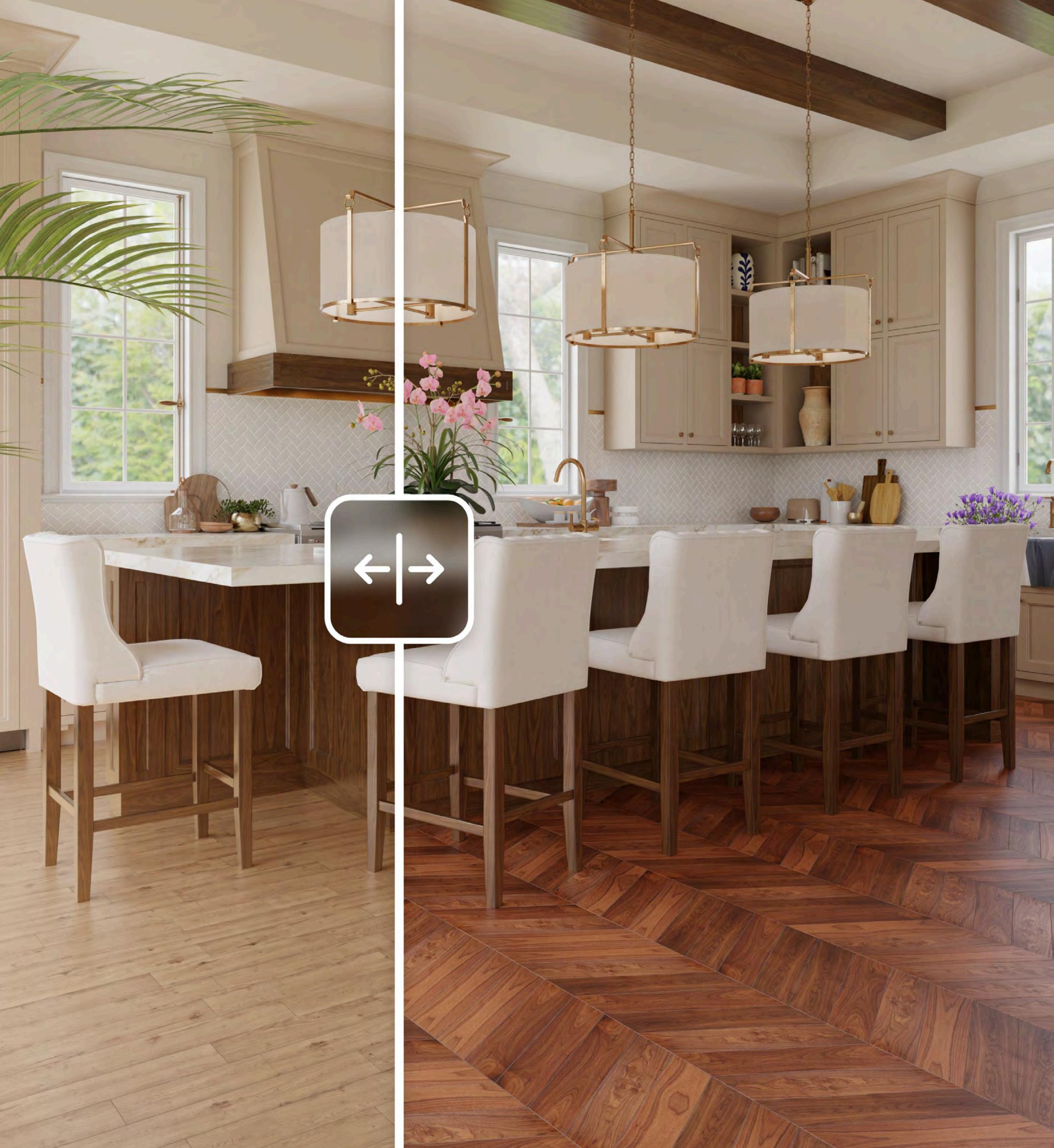
We believe everyone deserves a beautiful home, and that starts with better consumer insights.

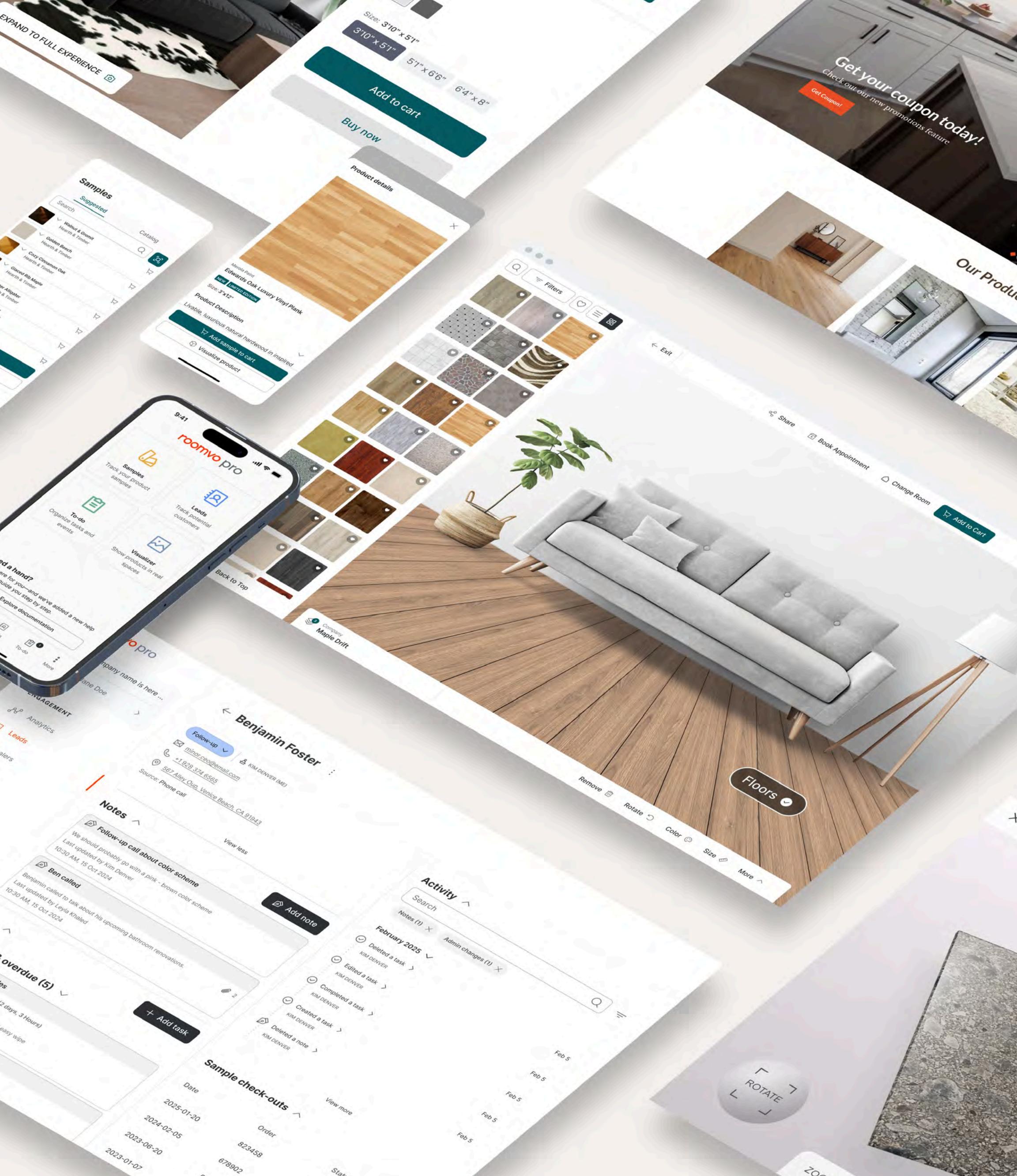
Thanks for reading, and for being a part of our community.



**Paweł Rajszel**

Chief Executive Officer  
Roomvo





# Roomvo changes everything

Transform the product journey — from discovery to purchase — with Roomvo



## Roomvo Visualizer

Turn browsers into buyers by letting shoppers instantly see your products in their own space, and make on-the-spot purchase decisions.



## Roomvo Studio

Create professional-grade lifestyle images and immersive videos quickly, consistently, and at scale.



## Roomvo Sites

Attract and engage shoppers with a powerful, modern, and affordable website built to drive leads.



## Roomvo AI Chatbot

Your 24/7 virtual sales associate that answers questions about your business and your products, guides shoppers, and converts them into qualified leads.



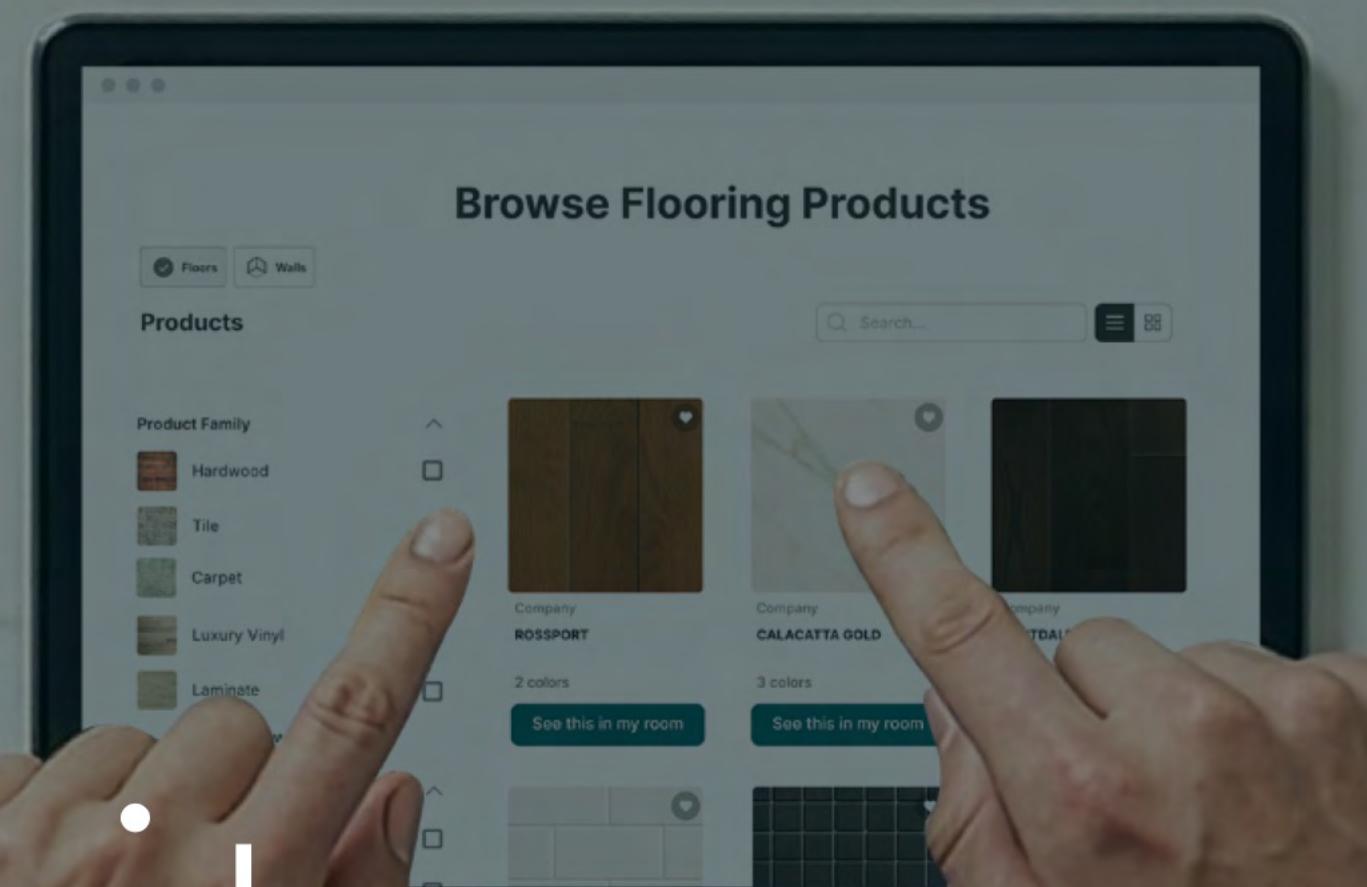
## Roomvo PRO CRM

Streamline samples and supercharge your showroom sales with a CRM in the pocket of every sales associate.

**Book a free consultation to learn more**

[Book a free consultation](#)

# Shopping Habits



## SHOPPING HABITS

# Steady demand. Higher stakes.

Flooring visualizations grew modestly in 2025, masking uneven momentum across regions

Global flooring visualizations increased modestly in 2025 compared to 2024, but that growth was not evenly distributed. Growth in Europe (+11.2%) and Asia (+4.5%) offset a decline in the Americas (-1.5%) — a pattern that mirrors what many teams are feeling on the ground: shoppers are still active, but they're more selective and harder to convert.

In that environment, “steady” doesn’t mean “easy.” Retailers who reduce consumer uncertainty and make purchase decisions effortless are the ones who turn interest into revenue.

In such situations, where some regions are accelerating while others cool, the implication is clear: the winners will be the teams that spot these shifts early and adjust their focus accordingly.

### EXPERT TIP

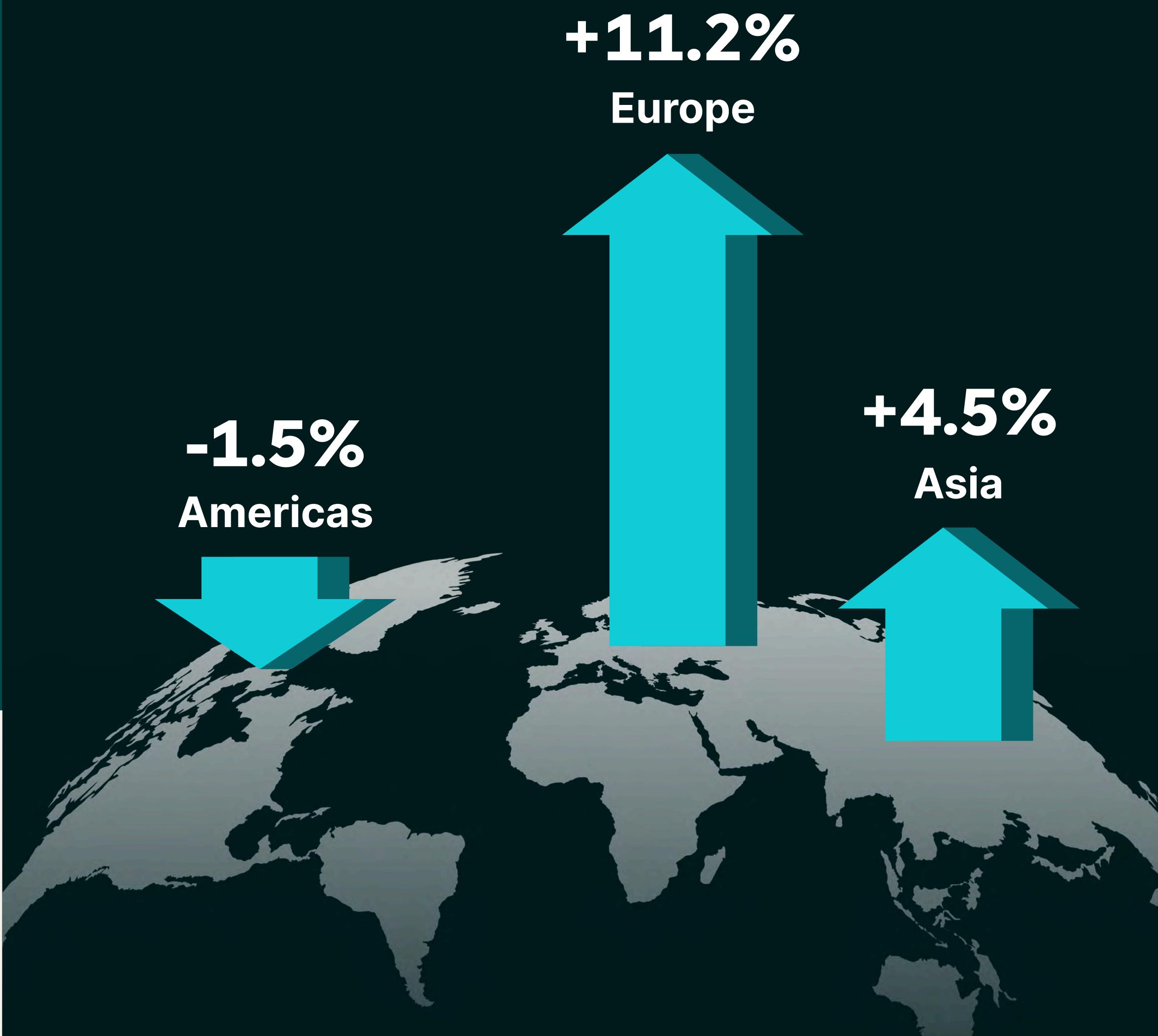


#### Make every website visitor count

Put visualization earlier in the journey and make it simple to compare product options without losing momentum. The easier it is for shoppers to “see it in my room,” the faster shoppers can decide and take the next step.

Roomvo supports multiple ways to integrate visualization across your site — from in-page experiences to multiple entry points, and virtual samples — so shoppers can visualize more of your products. And because projects rarely stop at one surface, Roomvo helps shoppers plan across floors, rugs, countertops, tile, paint, and more, all in the same experience.

## Year-over-year change in flooring visualizations by region (2025)



## SHOPPING HABITS

# March still leads flooring shopping

January and August follow close behind in 2025

March remained the peak month for flooring visualization in 2025 — accounting for 9.8% of total activity. What's notable this year is how close the next peak months were: January followed with 9.5%, August with 9.2%, and February with 9%.

This pattern points to two high-intent windows: an early-year surge and a late-summer push.

Regionally, Europe leaned slightly earlier, with January edging out March.

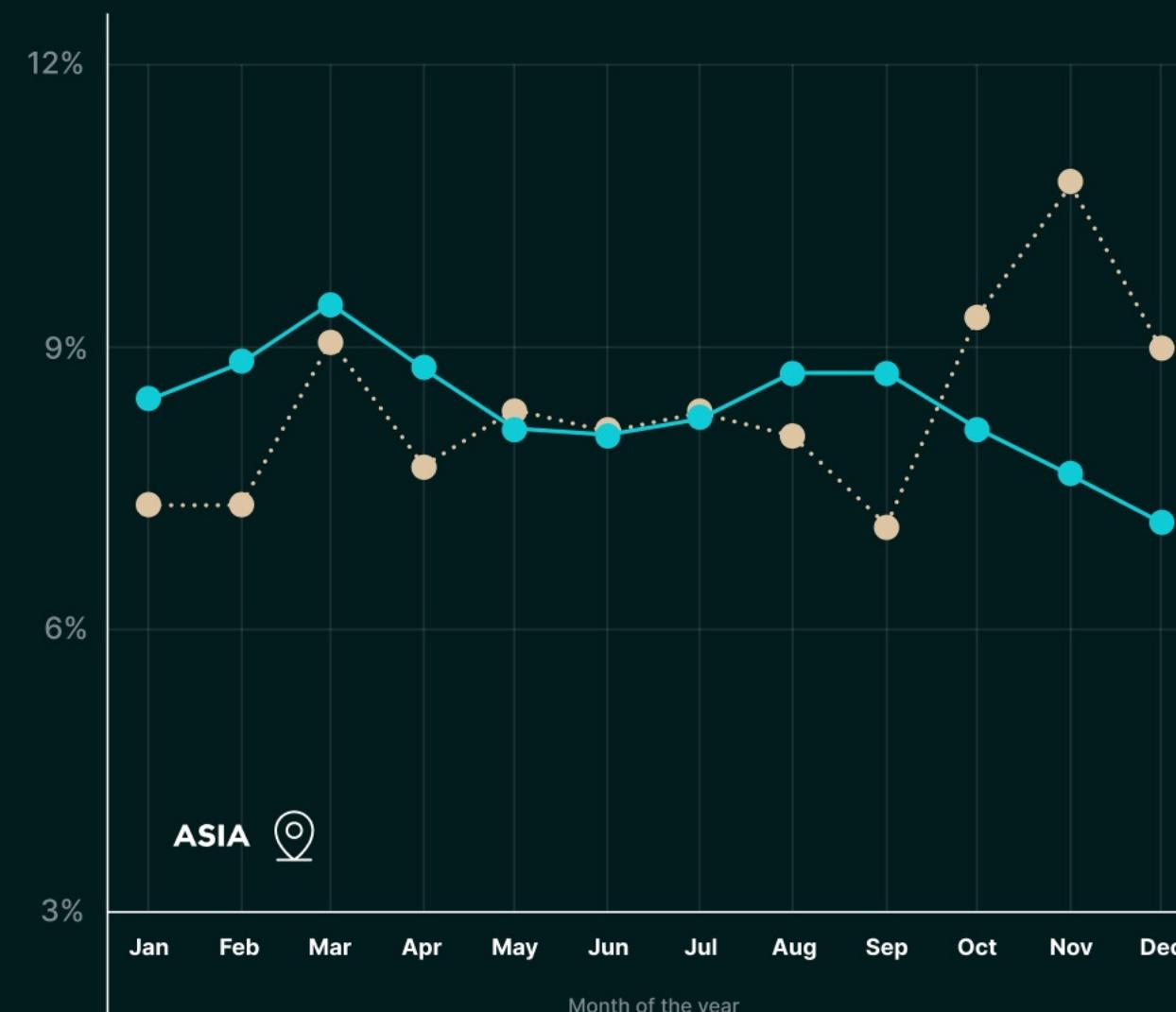
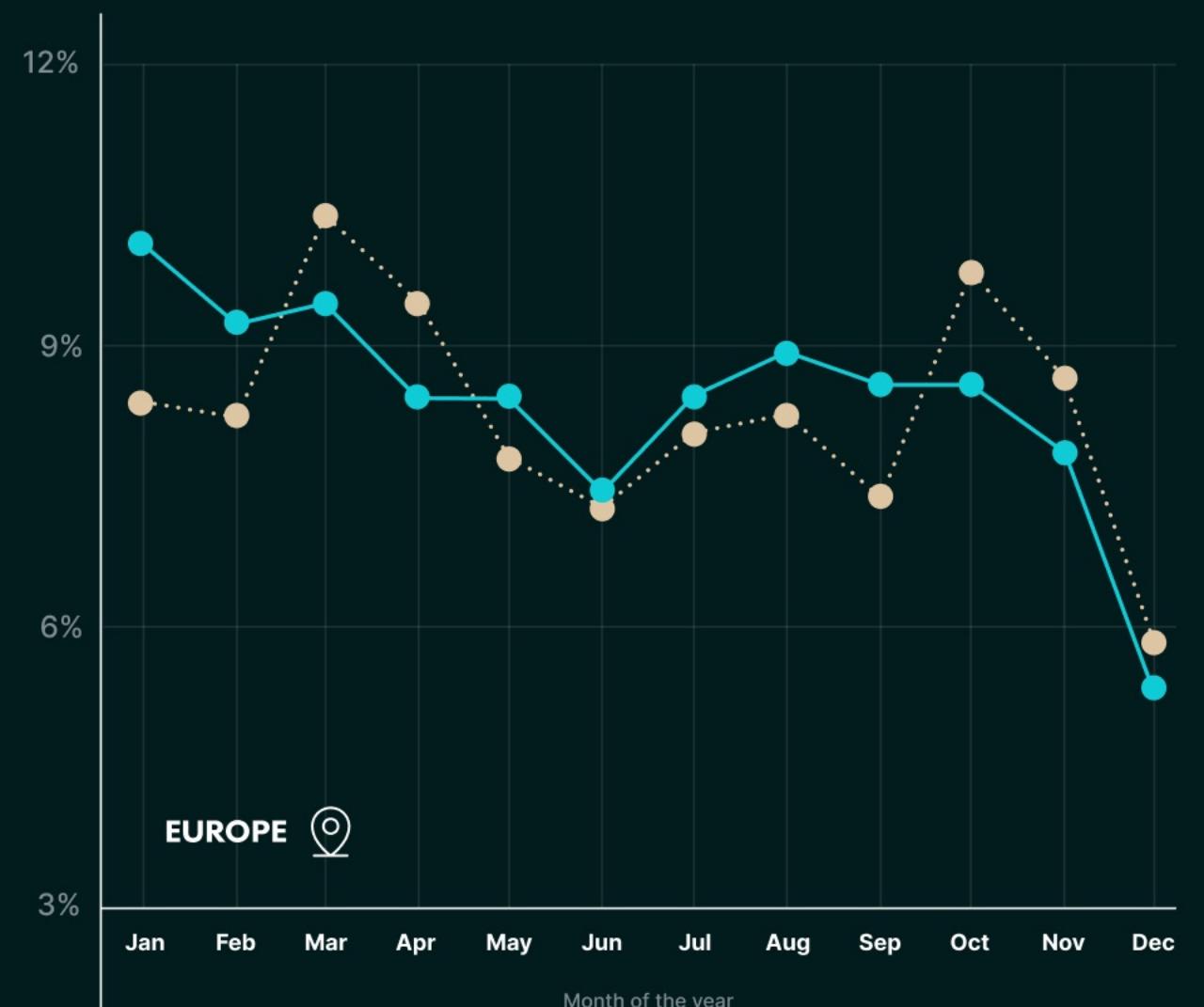
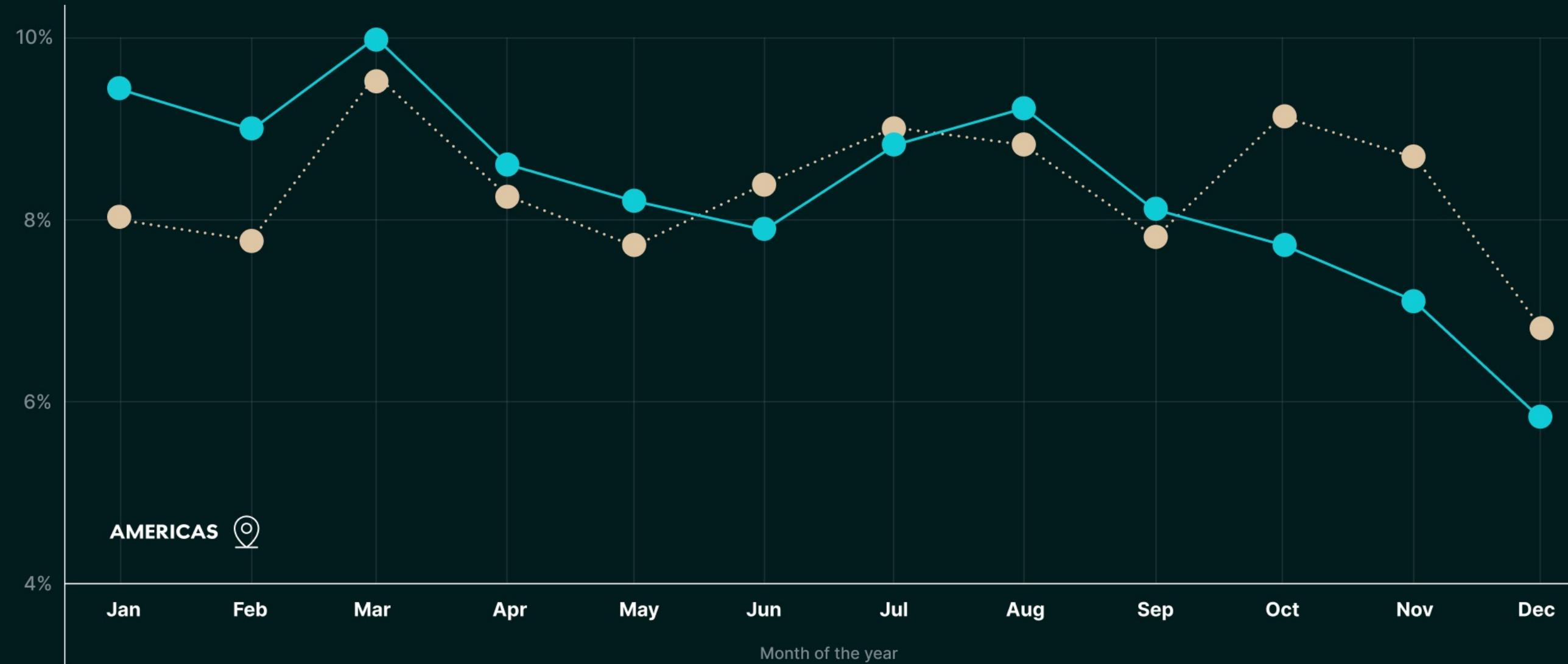
### EXPERT TIP



## Turn peak months into booked projects

Align your marketing campaigns and staffing to the two biggest demand windows: early-year surge and late-summer acceleration. Leverage Roomvo Sites & PRO CRM to streamline lead capture and follow-up workflows to turn seasonal spikes into appointments, quotes, and closed jobs.

2025 2024



# Living rooms and kitchens lead flooring visualization

**High-traffic spaces drive the most visualization as shoppers compare options in context**

In 2025, shoppers overwhelmingly preferred to visualize flooring in their own space. They uploaded a photo of their room 87% of the time, compared to using a stock photo — signaling a clear intent. Shoppers want to see how a floor will look with their layout, lighting, and decor, before they commit.

The most commonly uploaded spaces are the ones that see the most daily use and visibility — a pattern we also saw in 2024, with living rooms and kitchens leading room uploads. In 2025, in the Americas, living rooms ranked first, accounting for 16.1% of all uploaded rooms, followed by kitchens at 13.4%, and bathrooms next with 9.5%.

Europe, however, shows a notable difference: living rooms account for a much larger share of uploads at 28.3%, and bathrooms outpace kitchens, pointing to a different mix of renovation focus.

**EXPERT TIP**



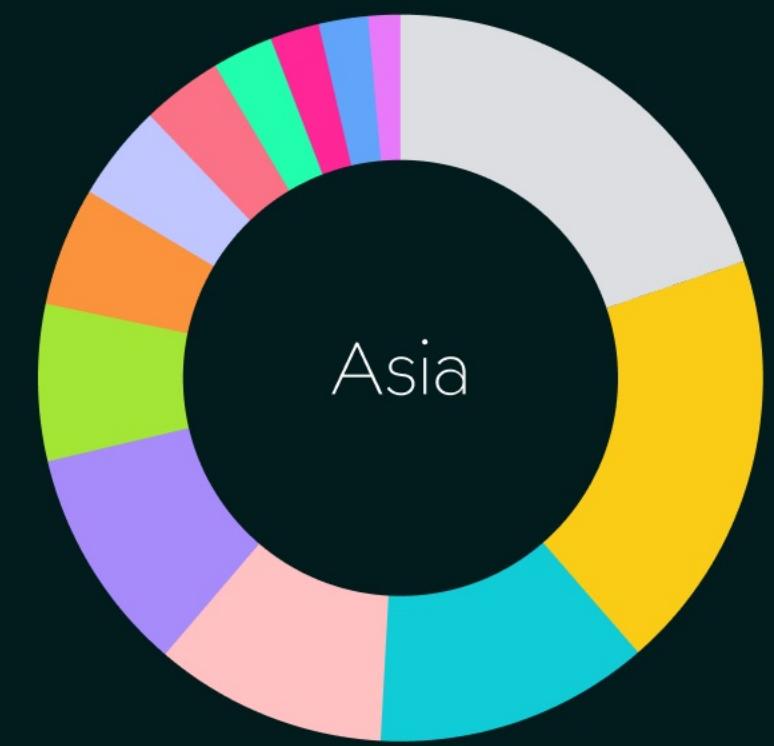
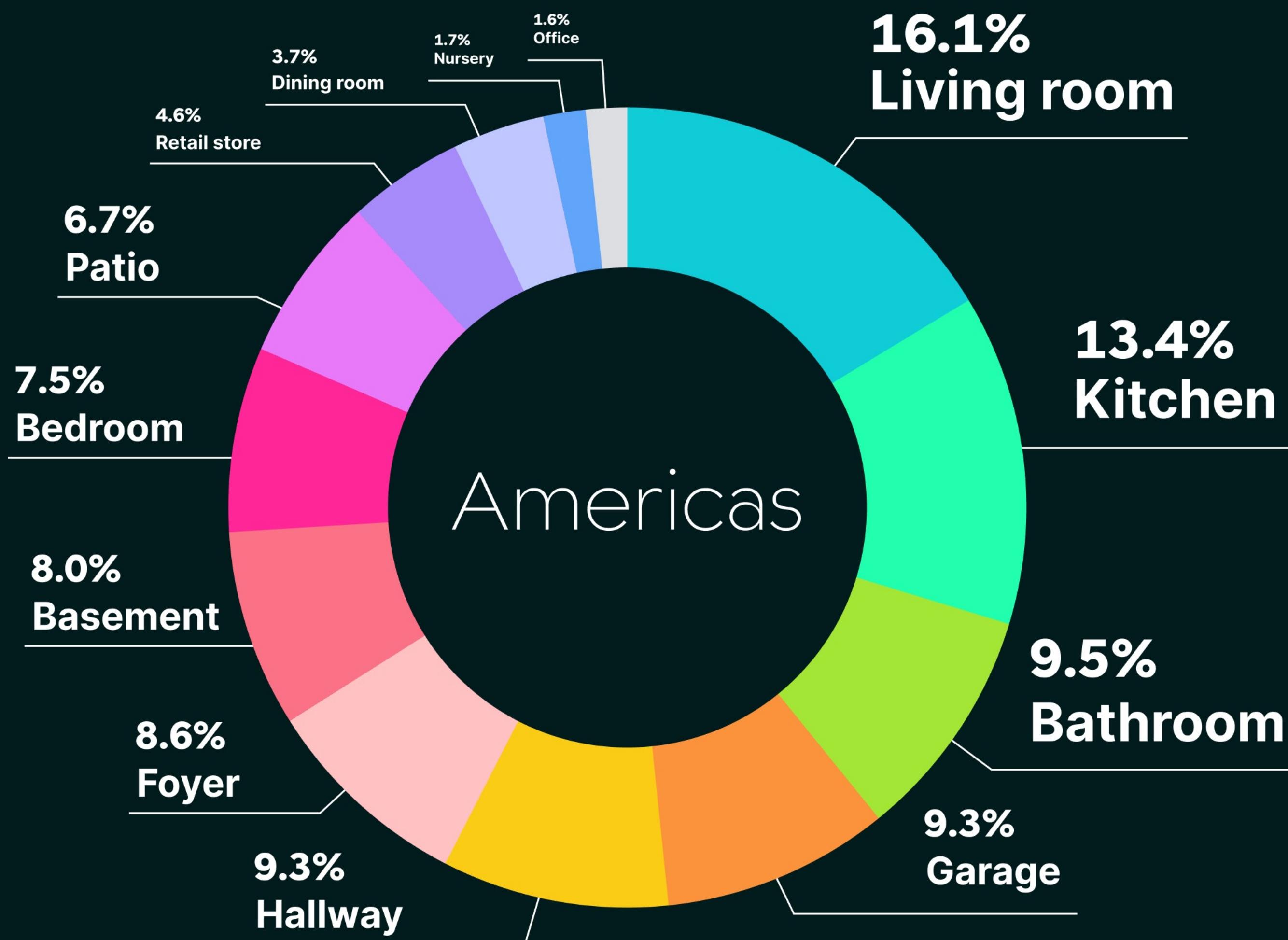
**Get lifestyle visuals for ALL your products and many kinds of rooms - without the photoshoot**

Inspire shoppers with lifestyle images of the rooms shoppers visualize most. Get a free demo to see how [Roomvo Studio](#) can create consistent, in-situ product images and immersive videos across key room types, quickly and at scale.

**Log into your Roomvo PRO account to access analytics for your own business and compare them to our industry benchmarks.**



## SHOPPING HABITS



Asia's results are less statistically significant than other regions and should be treated as directional rather than definitive.

# Materials



## MATERIALS

# Luxury vinyl and tile continue to lead globally

The global mix remains steady in 2025 — while Europe's preferences became even more distinct

In 2025, luxury vinyl (36%) and tile (25%) remained the two most visualized flooring materials in the Americas, reinforcing that performance-forward, low-maintenance surfaces remain top of mind for shoppers.

Europe tells a different story. Tile strengthened its lead year over year, rising to 31% (from 29%), while luxury vinyl grew to 16% (from 14%). Over the same period, laminate eased to 18% (from 20%) and vinyl declined to 9% (from 11%) — a mix that reflects Europe's distinct set of aesthetic and performance priorities.

### EXPERT TIP



#### Make product comparison frictionless

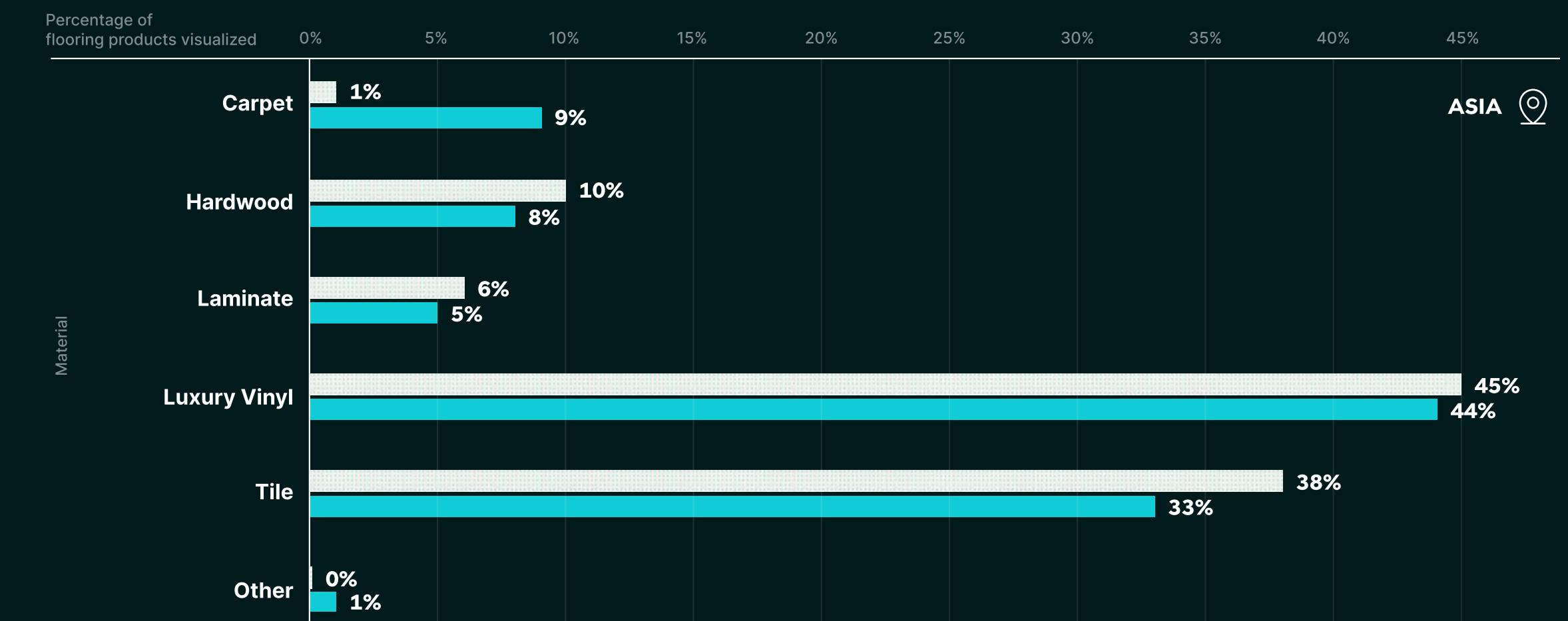
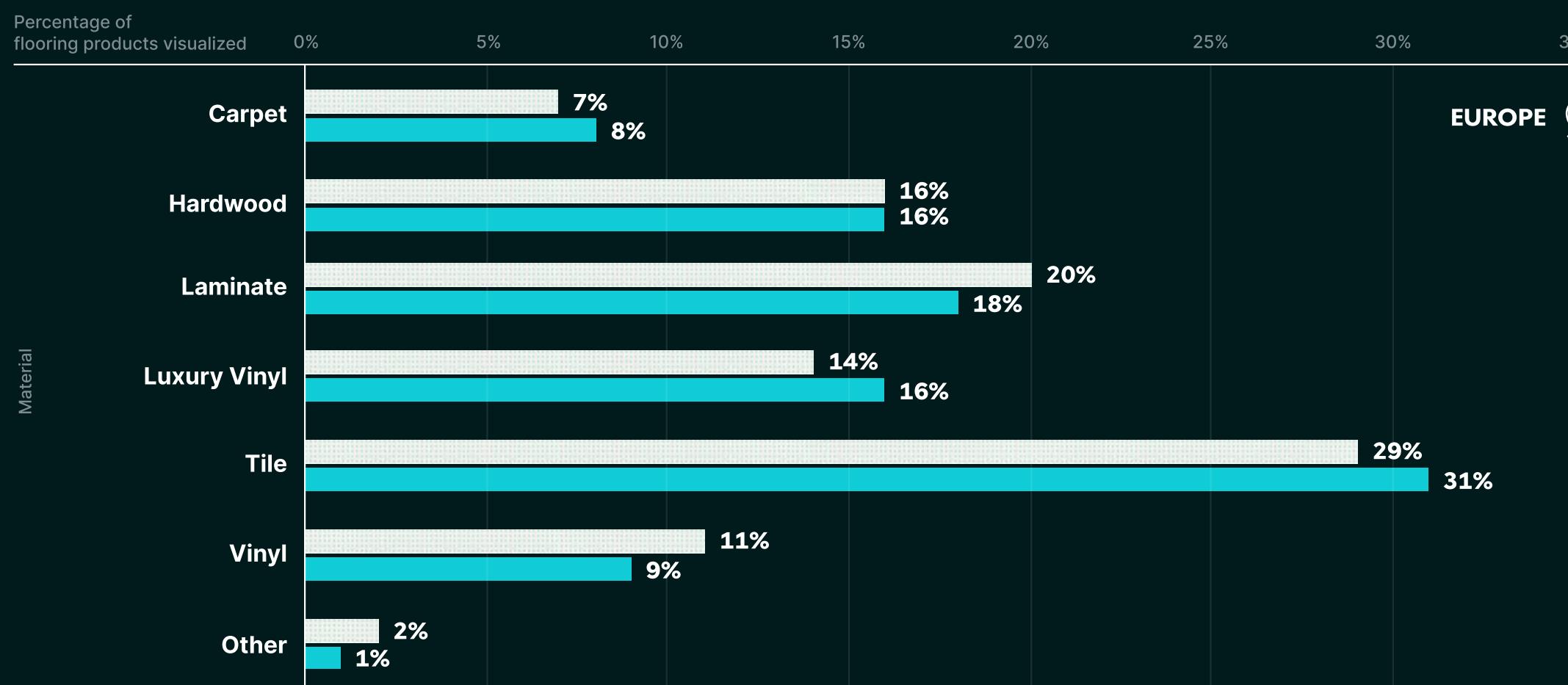
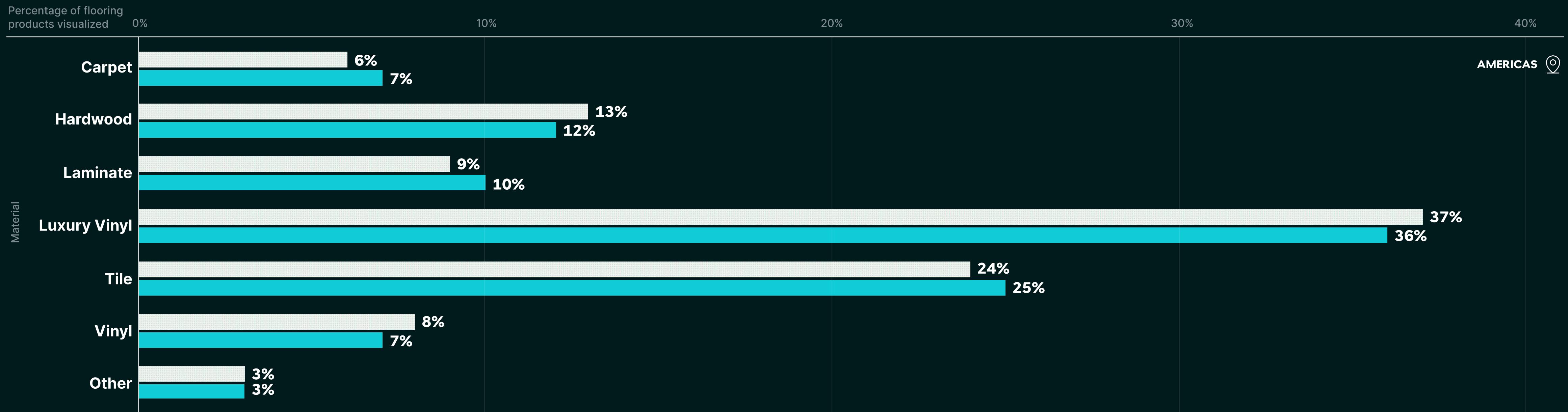
When shoppers are weighing similar surfaces, speed and clarity win. Make it easy for consumers to compare your products and put comparison-friendly visualization entry points across PLPs (Product Listing Pages) and PDPs (Product Detail Pages) so shoppers can test options instantly and keep moving toward purchase.



Luxury vinyl + tile  
made up **61%** of  
visualizations in 2025.

## MATERIALS

2024 2025



## Engineered wood gains share, while oak remains a top finish

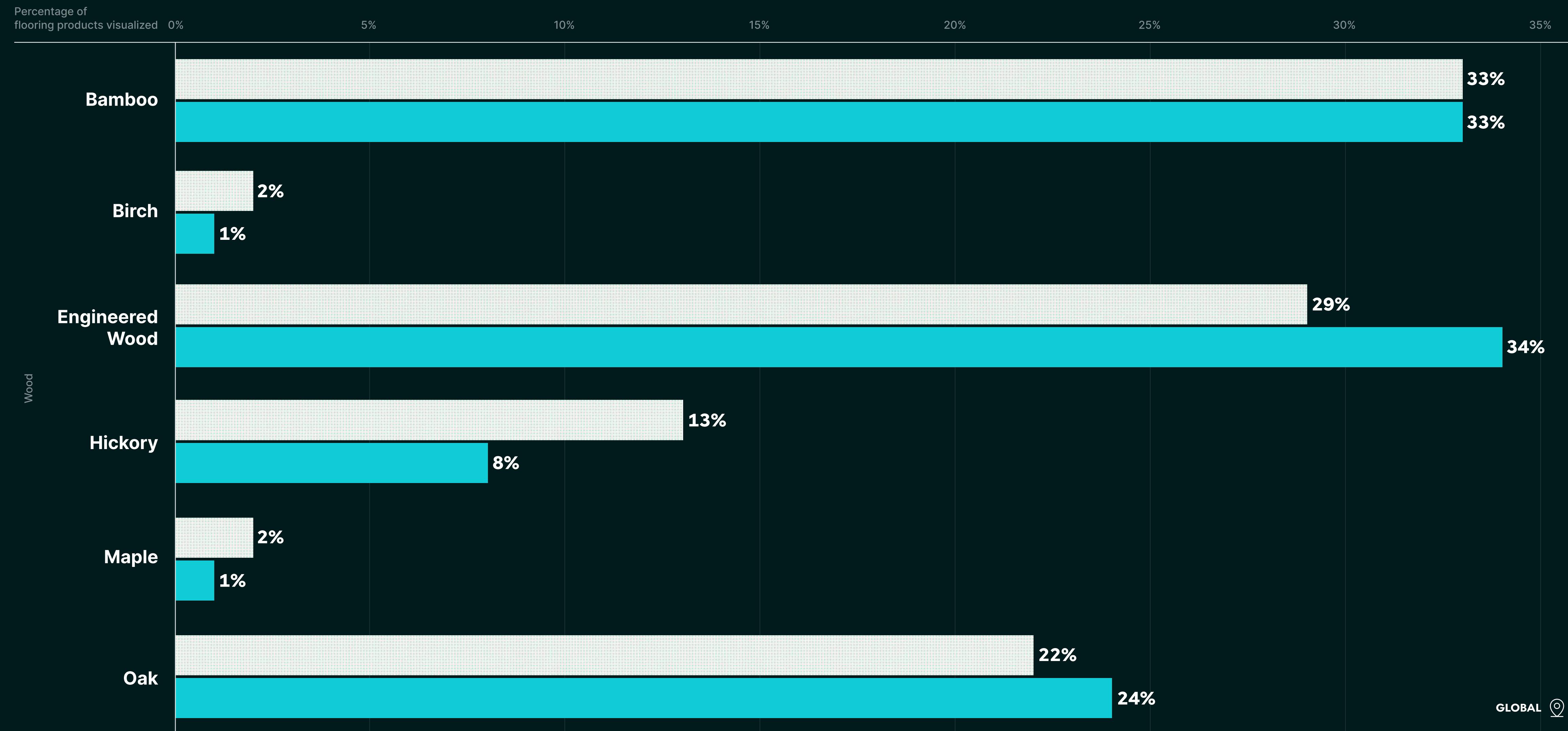
Wood-look preferences shifted in 2025 toward engineered wood and classic oak

Within wood looks, preferences stayed concentrated in a few dominant finishes. Globally, engineered wood grew to 34% in 2025 (up from 29% in 2024), while oak increased to 24% (from 22%). Bamboo held steady at 33% year over year — meaning engineered wood + bamboo + oak account for 91% of global wood looks in 2025.

At the same time, more distinctive species softened: hickory fell to 8% globally (from 13%), while birch and maple declined to 1% each.



Engineered wood, bamboo, and oak account for **91%** of global wood looks in 2025.



# Colors



## Warm neutrals hold their ground

Beige and brown remain the top choices in 2025, with white inching upward

In 2025, flooring color preferences remained remarkably consistent year over year. Neutrals continue to dominate: beige, brown, grey, and white account for 91% of visualizations in the Americas, reinforcing their role as the most versatile foundation across styles and spaces.

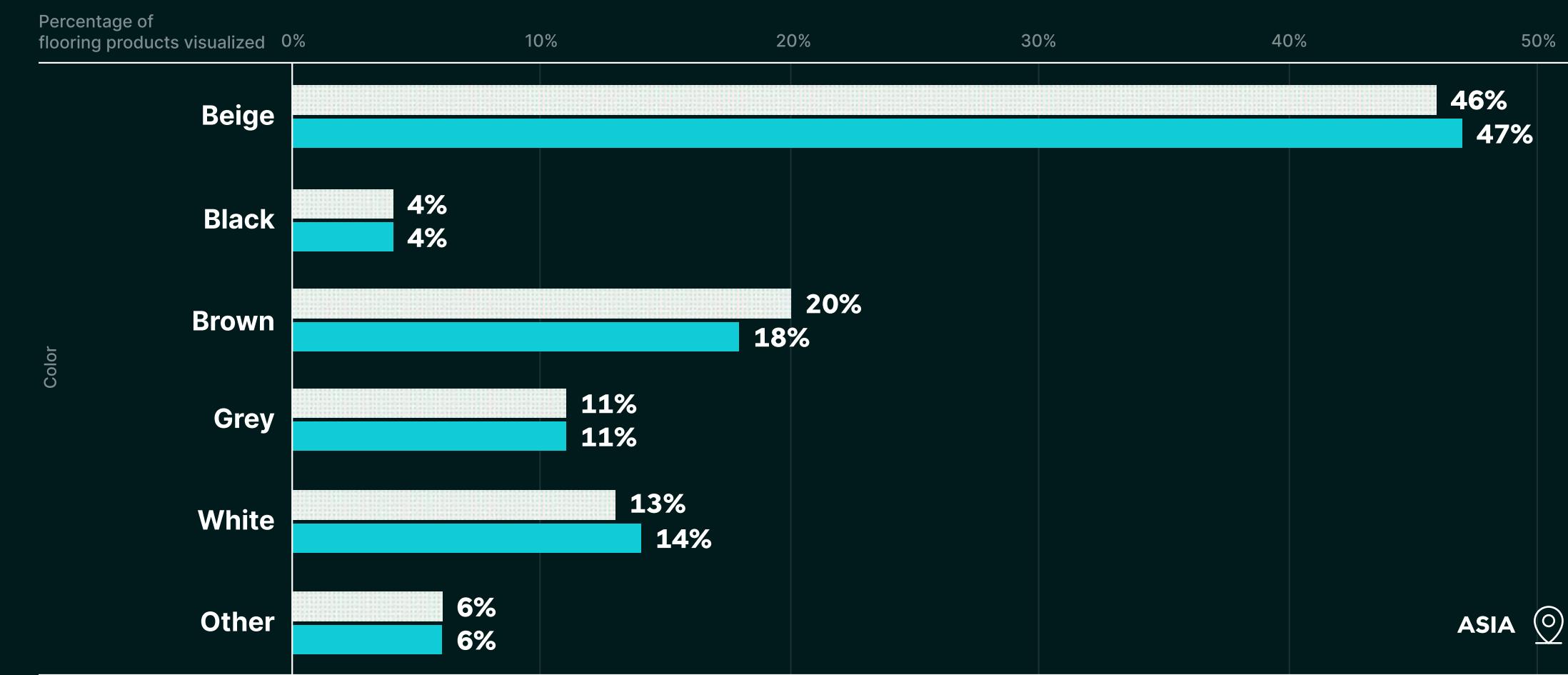
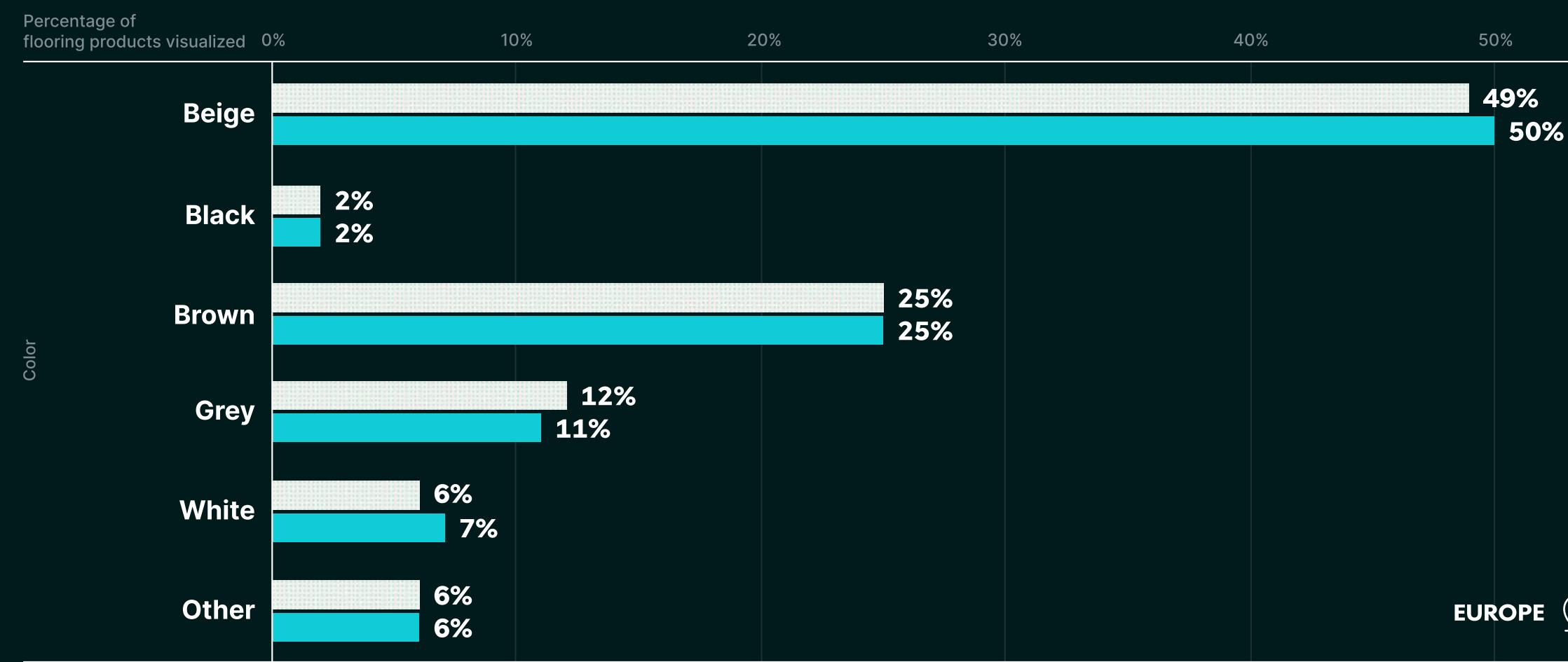
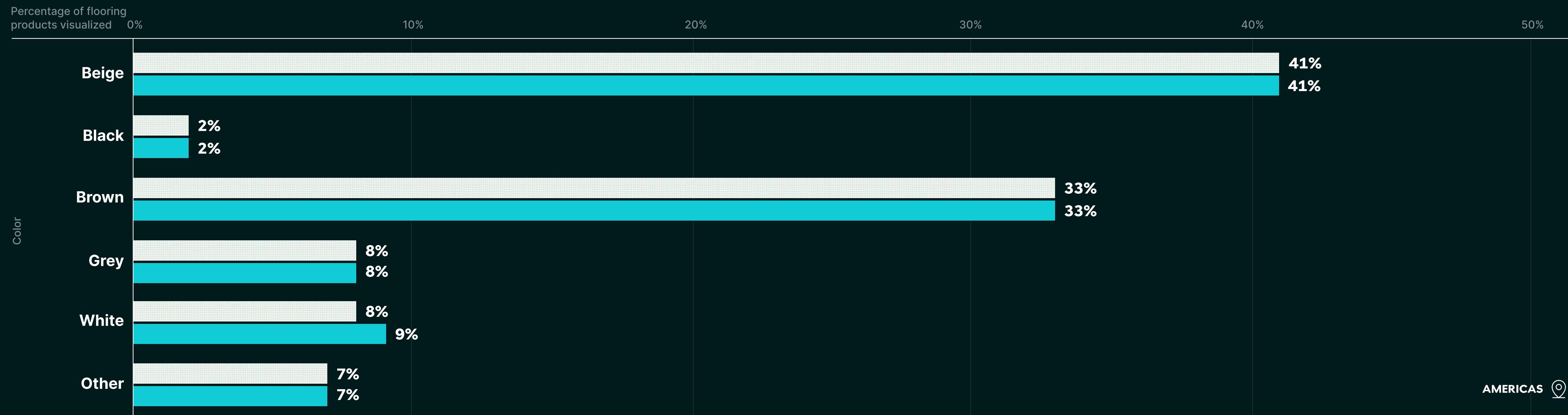
In Europe, beige dominates at 50% of visualizations. Brown follows close behind at 30% — a near-identical mix to the year prior. Grey held steady, while white edged up to match it at 9%, suggesting a modest shift toward brighter looks without disrupting the broader neutral baseline.



Beige accounted for **50%** of flooring visualizations in Europe in 2025.

## COLORS

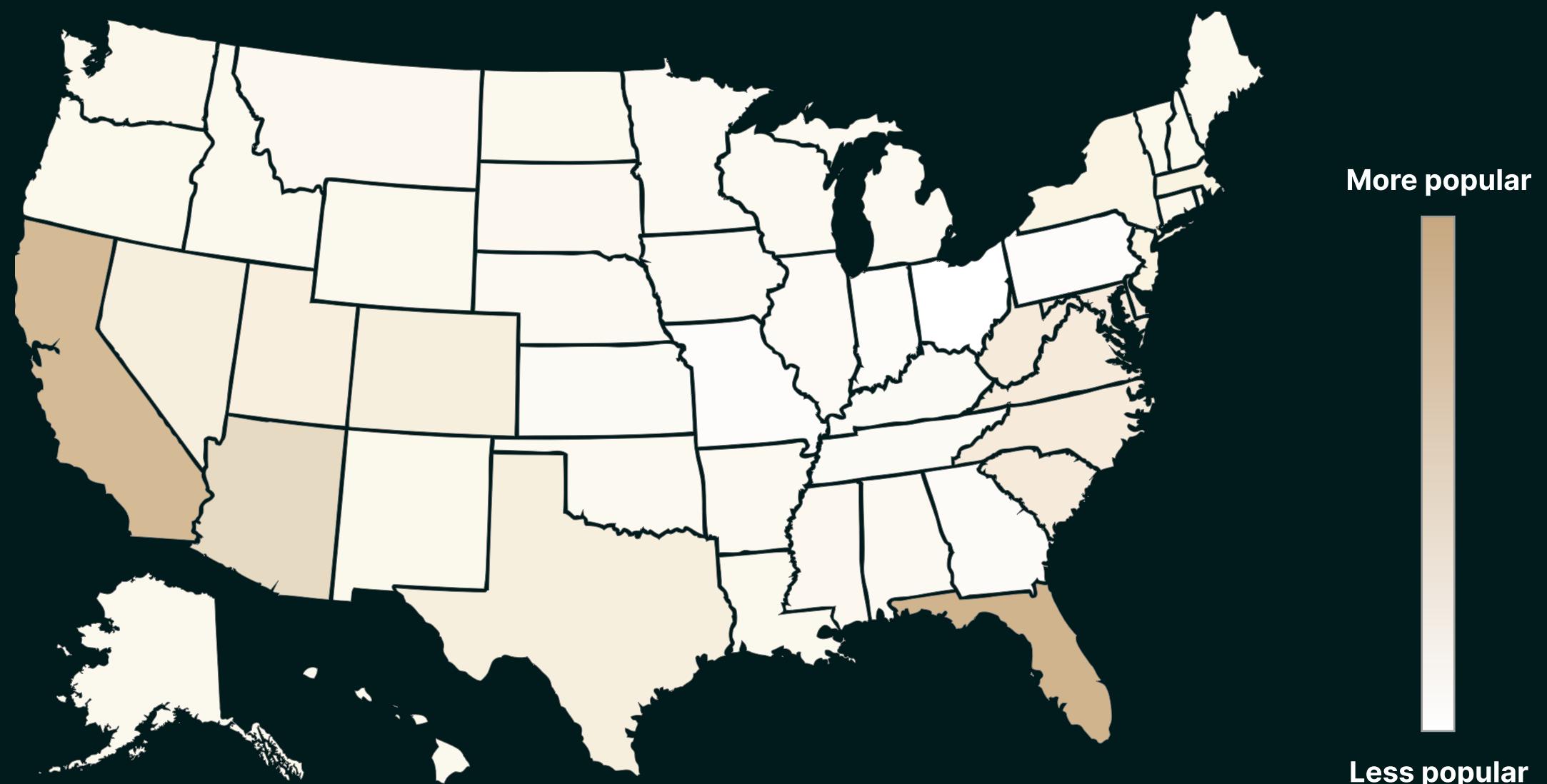
2024 2025



# In California and Florida, beige wins the neutral battle

Across most states, beige preference is closer to the baseline — but California and Florida over-index, signalling a stronger pull toward lighter, “airier” neutrals in those markets.

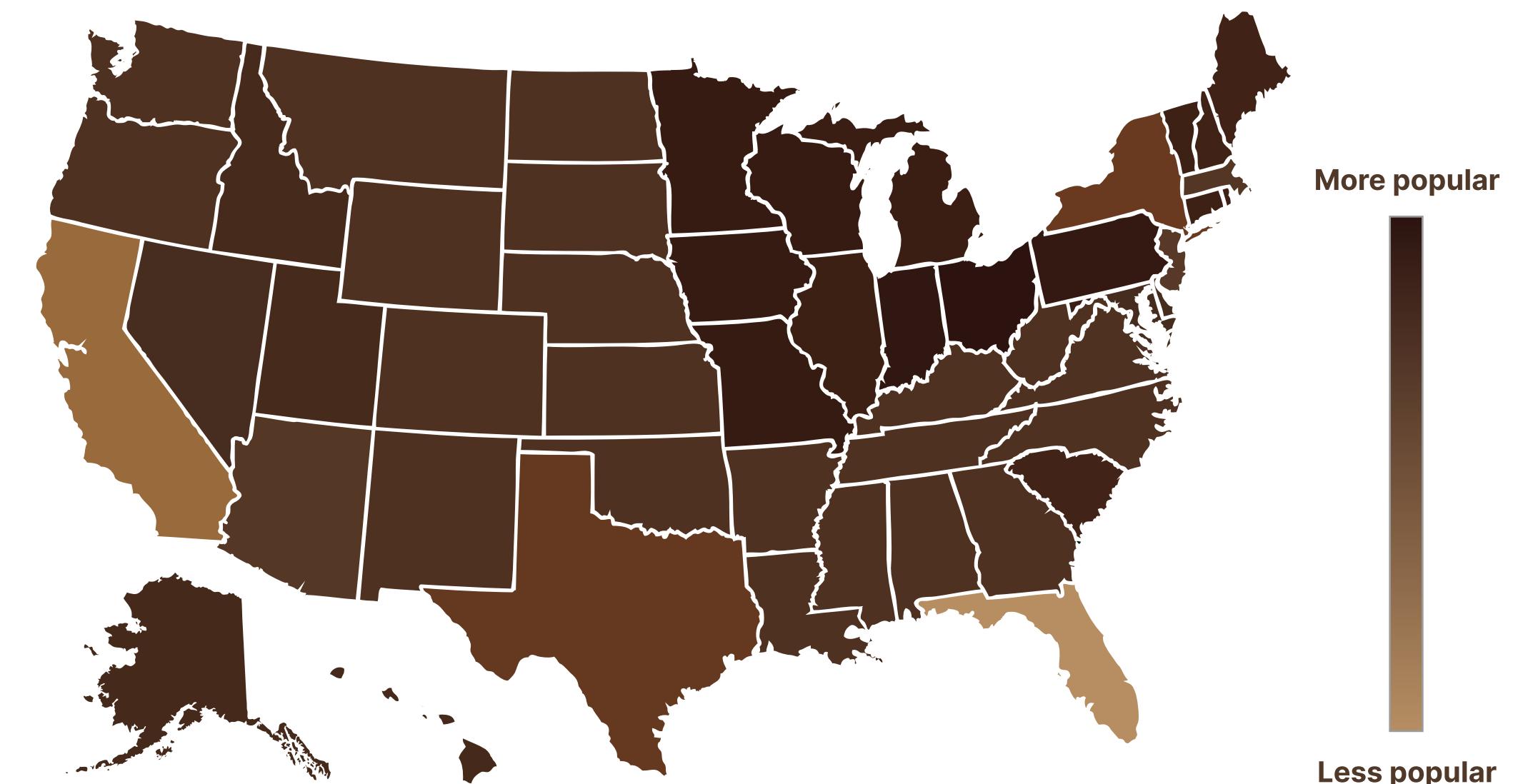
**Beige flooring preference by U.S. state in 2025**



# In the same markets, brown softens

Brown is broadly popular across the U.S., but California and Florida stand out as clear exceptions. Taken together, the maps suggest a neutral trade-off: shoppers lean beige where brown is less favored.

**Brown flooring preference by U.S. state in 2025**



# Closing



# Turn shopper insight into a competitive advantage

See what shoppers want sooner, and act faster than the market

The brands that win are the ones that act on shopper signals first. Roomvo gives retailers and brands access to shopper behavior data that's typically invisible — so you can make confident decisions about merchandising, samples, assortments, and partnerships before your competitors.

And it's not just flooring visualization. Roomvo helps shoppers plan across floors, rugs, countertops, paint, furniture, and more, while giving your team the tools to convert that demand. From in-store and online product experiences to capturing leads, a CRM to track them, and bespoke solutions for custom, high-impact experiences, we help you sell more today and build momentum while others hesitate.

Want to see what this looks like for your business? Let's walk through your goals and show you how Roomvo can support your growth.

[Book a free consultation](#)

# Grow with us

Stay connected with Roomvo for fresh ideas, updates, and insights you can use



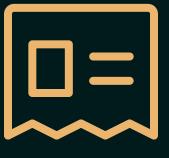
## Newsletter

Proven strategies, tips, and insights you won't want to miss, delivered straight to your inbox.



## LinkedIn

Follow Roomvo for the latest updates, and join in conversations shaping the industry.



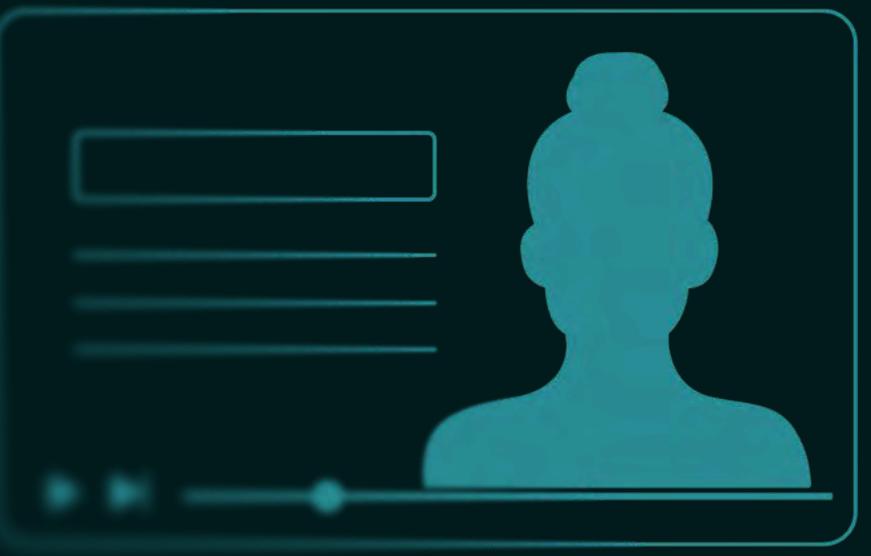
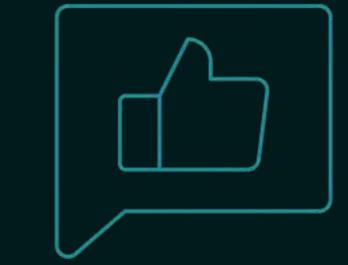
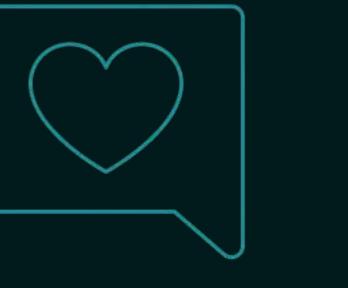
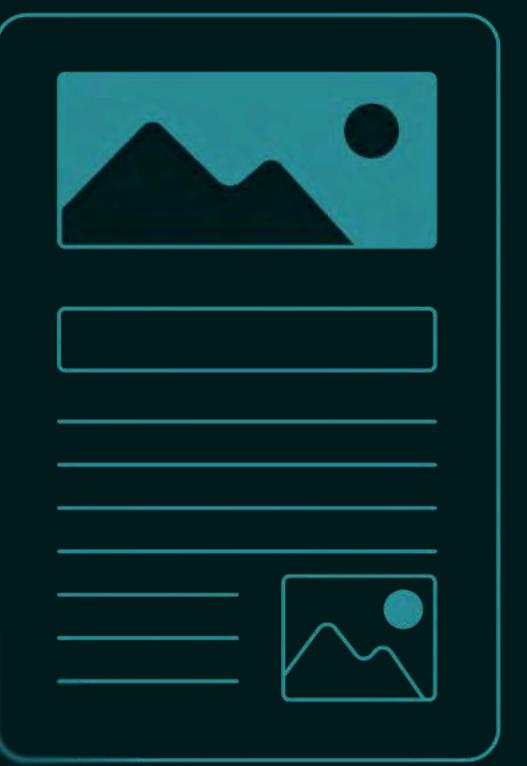
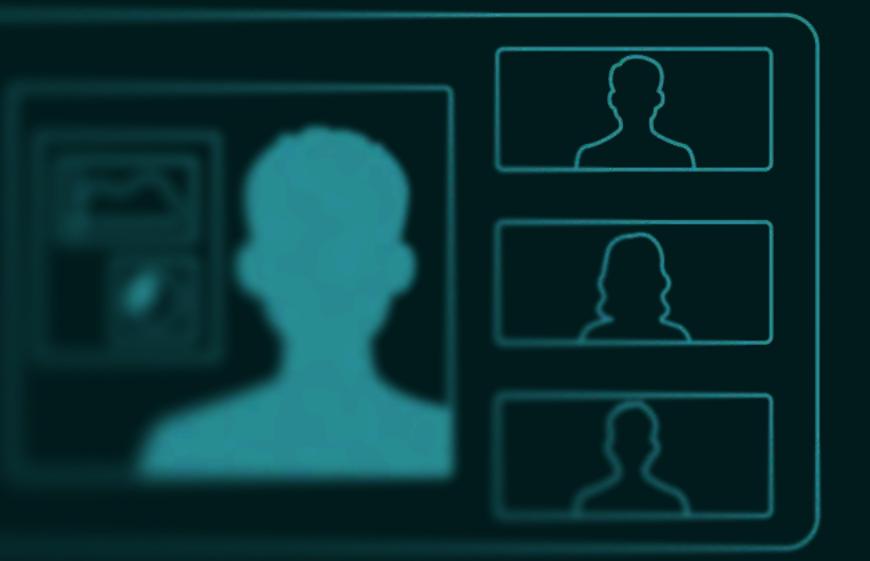
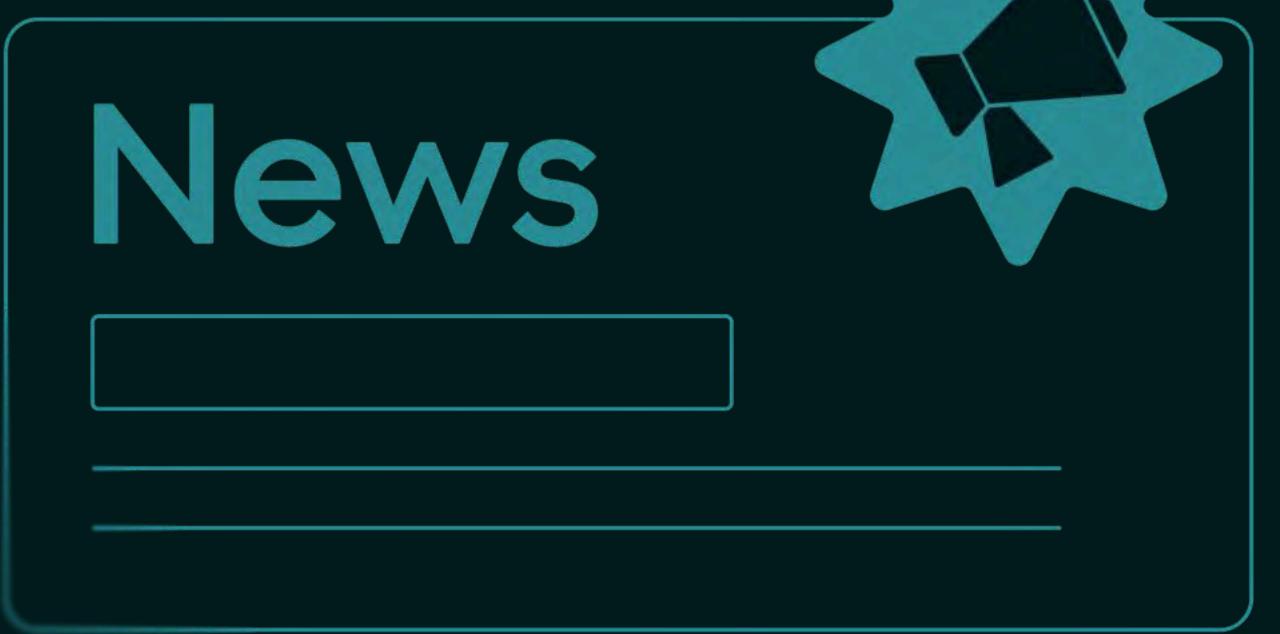
## Blog

Stay ahead with emerging trends, practical inspiration, and insights you can put to work.



## YouTube

Explore Roomvo demos, best practices, customer stories, and more.



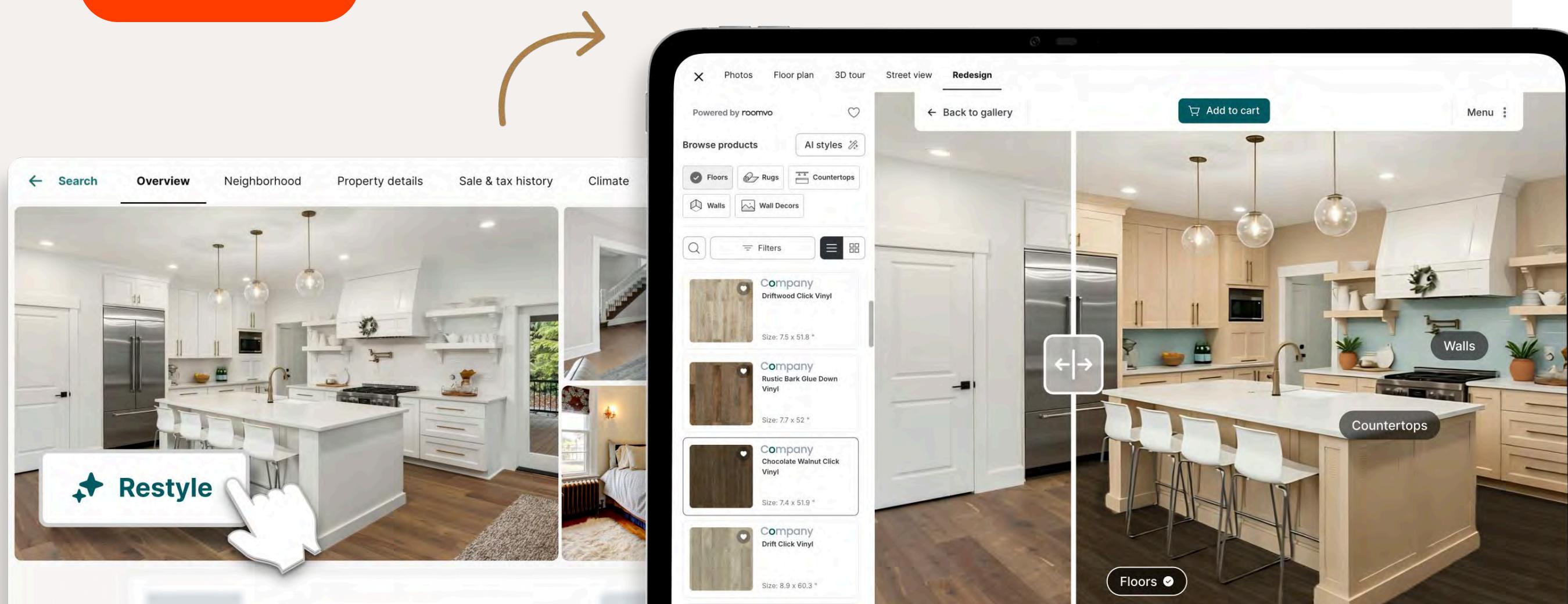
# Reach homebuyers where renovation decisions are made

Get in front of high-intent buyers during moments that matter

Roomvo Ads places your flooring products directly inside listing photos on major real estate platforms, so you can capture buyer interest while they're already imagining updates.

Drive qualified traffic, stronger engagement, and more informed purchase decisions at the start of the renovation journey.

[Learn more](#)



BERKSHIRE  
HATHAWAY  
HOMESERVICES | AMBASSADOR  
REAL ESTATE

bridgeMLS  
INNOVATIVE TECHNOLOGY

centris.ca

FULTONGRACE

HAR  
com

onehome™

Property  
Guys.com®

REA Group

REDFIN

REMAX®

A group of five diverse professionals are gathered around a table, looking at a tablet device. They are all smiling and appear to be engaged in a collaborative discussion. The group consists of two men and three women, dressed in business-casual attire. The background is a bright, modern office environment.

# Methodology

# Methodology

This report analyzes shopper behavior observed through Roomvo's flooring visualization experiences. The dataset used in this report is a subset of our overall global data and covers January 2024-December 2025, including 240 million consumer interactions across 180+ countries across ~900 flooring and tile businesses on six continents.

To support meaningful year-over-year comparison, we use a consistent set of partners across the 2 year period. Reported percentages reflect the share of visualizations (shopper interactions) by category, region, room type, material, or color. Visualization behavior indicates shopping interest and exploration, and may not always correlate with products ultimately purchased.

*Regional results should be interpreted in the context of sample size and partner coverage.*