

roomvo

2024 Flooring Trends Report

Identifying key consumer preferences
using Roomvo's visualization data



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Introduction

Understanding consumer behavior in the flooring industry

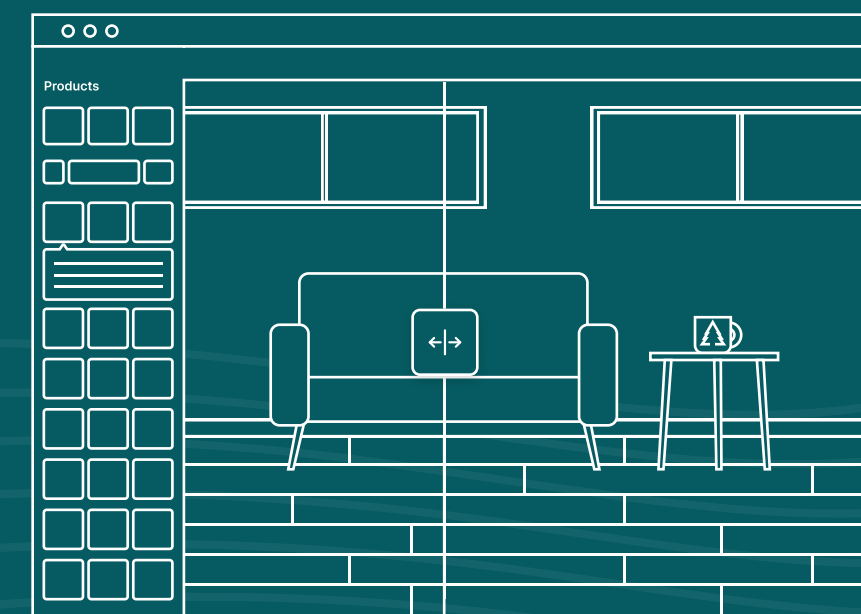
Navigating the post-2023 sales slowdown: leveraging room visualization for retail success

As we navigate the aftermath of a challenging sales period in 2023, retailers, distributors, and manufacturers must adapt and innovate to thrive in the market. Now more than ever, leveraging cutting-edge technology like Roomvo is essential to unlocking every potential sale.

Roomvo helps millions of shoppers find the perfect products for their homes every month, giving us insight into consumer trends that nobody else has. We work with over 5,000 retailers, distributors and manufacturers in over 150 countries worldwide. For this report, we've analyzed two years of room visualization data from a subset of over 300 valued partners in the flooring and carpet industries, encompassing over 160 million consumer interactions in 37 countries.

Success in a challenging market requires a deep understanding of consumer behaviors and innovative marketing, product development, and sales strategies. Let's dig into the data that will help you succeed.

Our data sample for this report



160M+
consumer interactions

300+
flooring businesses

37
countries



2022 & 2023

**2 years of
shopping data**

Everyone deserves a beautiful home

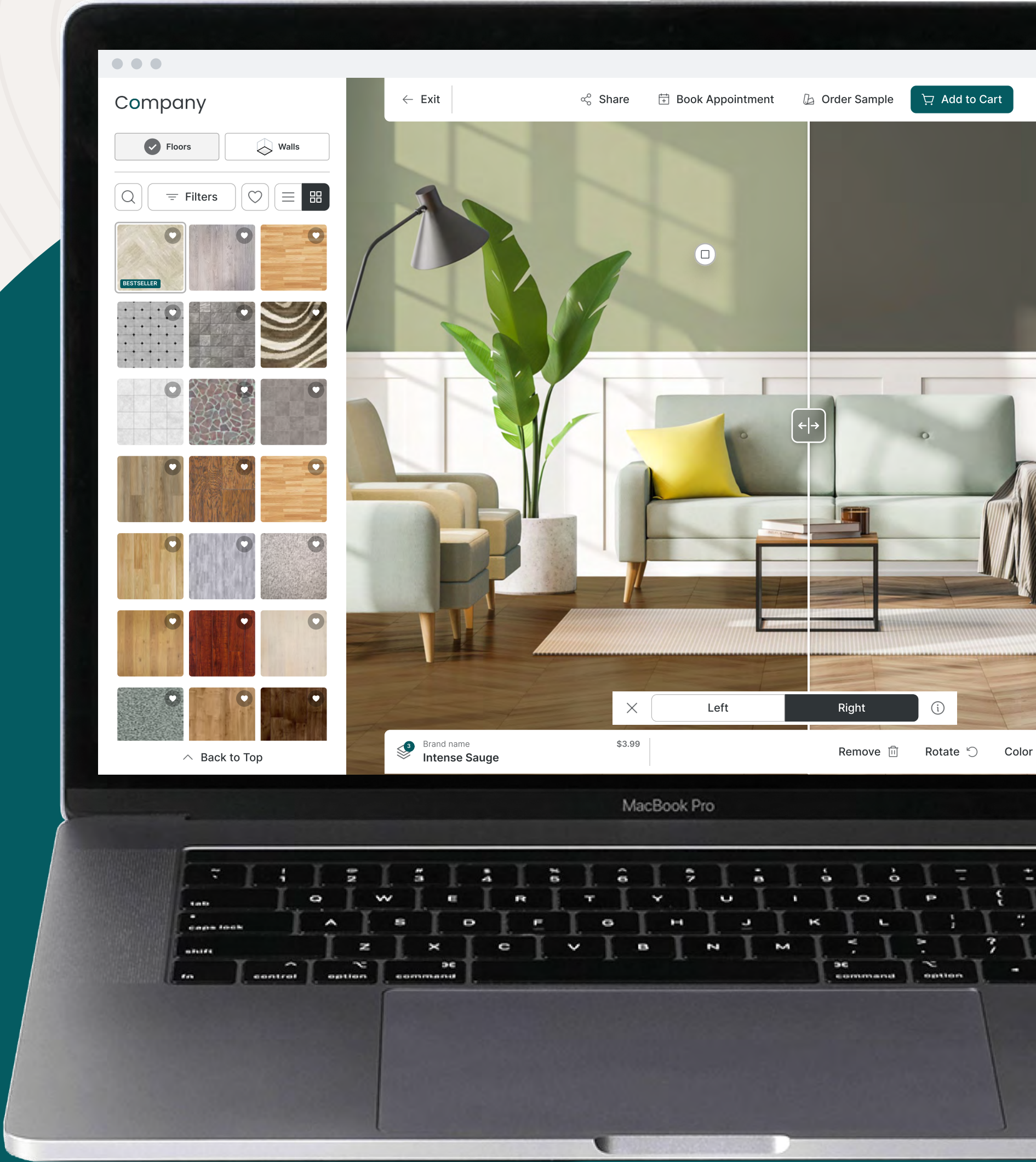
We're excited to launch our first-ever consumer trends report on the flooring industry.

Access to the right data drives smarter business decisions and better customer experiences. Without insight into consumer behaviors and preferences, it's easy for businesses to make a wrong turn, leading to missed opportunities, unsold inventory, and ultimately, lost revenue.

Getting reliable insights into consumer behaviors can be challenging, particularly for distributors and manufacturers who have little direct contact with consumers. Roomvo is uniquely positioned to provide that consumer insight. We help millions of shoppers visualize home decor products each month, giving us insight into consumer trends that nobody else has. Better access to consumer insights helps businesses build a better brand, get more attention on their products, and deliver cutting-edge omnichannel experiences.

We're proud to present our findings on emerging trends in the flooring industry, based on visualization data from 2022 and 2023. Thanks for reading and being a part of our community.

Pawel Rajszel
Chief Executive Officer
Roomvo



A simpler, smarter way to shop

With millions of monthly users across more than 150 countries, Roomvo is the leading room visualization platform for the home decor industry. Our proprietary technology empowers consumers to preview flooring, rugs, wall coverings, countertops, and other decor options in their homes in seconds. Roomvo's cutting-edge digital and in-store solutions help thousands of retailers, distributors and manufacturers create seamless omnichannel experiences to drive faster purchase decisions and increase sales. Our data analytics platform Roomvo PRO helps businesses make smarter decisions with real-time insights into consumer behaviors and preferences and visualizer performance across retail networks.

5x

conversions

4x

product views

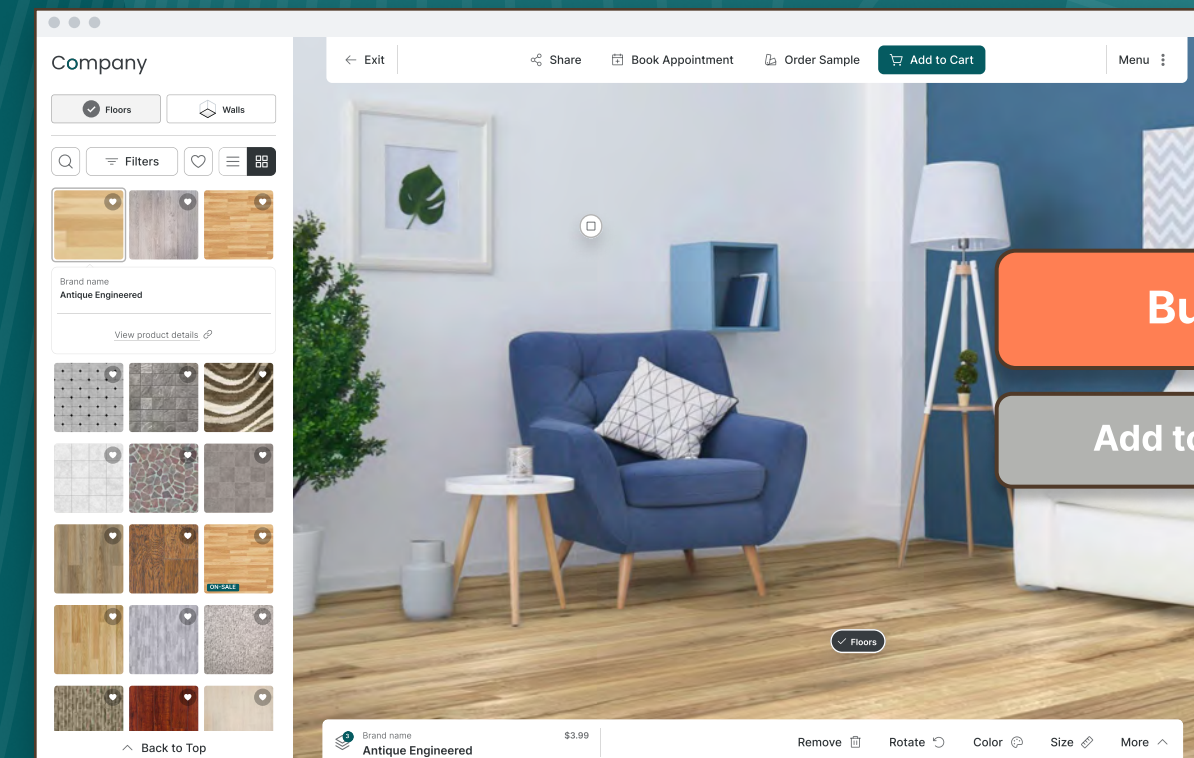
1B+

products brought to life

[Book a demo](#)



Shopping habits



Early-year shopping remains popular

The first quarter of 2023 saw the most flooring products visualized in our data sample

28.3% of global flooring visualizations occurred within the first three months of 2023, according to our data sample. This pattern mirrors 2022 when visualizations from January to March comprised 30.4% of flooring visualizations.

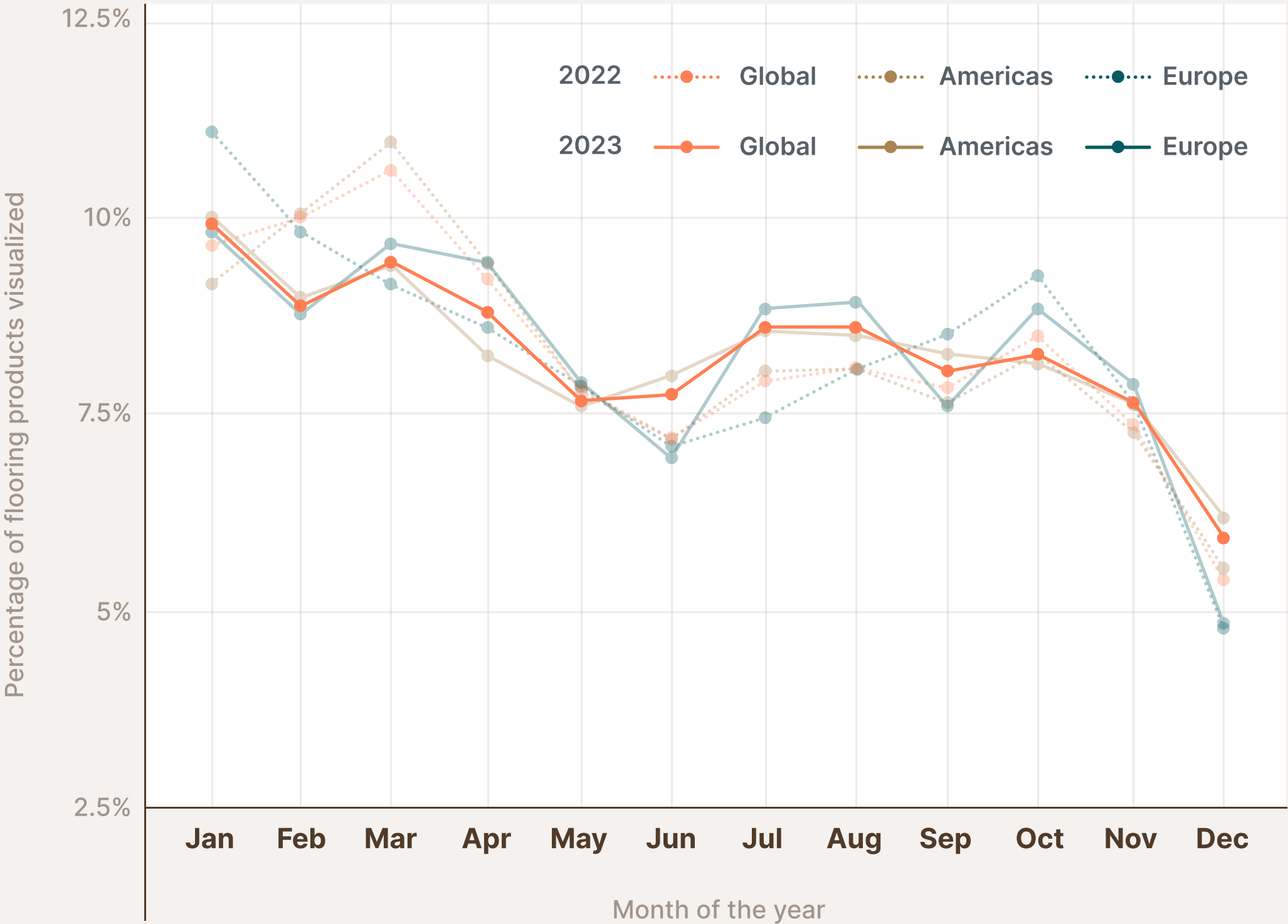
January overtook March as the prime time for shopping in 2023 with 9.9% of the year's flooring visualizations globally. January shopping enjoyed similar popularity in Europe and the Americas, comprising 9.8% and 10% of flooring visualizations respectively.

March trailed January closely with 9.5% of annual flooring visualizations, followed by February with 8.9%. Once again, shoppers exhibited similar preferences in both of the geographic regions we isolated for analysis. March accounted for 9.4% of annual flooring visualizations in the Americas and 9.8% in Europe while February comprised 9% of flooring visualizations in the Americas and 9.7% in Europe.



Most popular months for shopping

Shoppers are most likely to visualize flooring products at the beginning of the year, according to our data.



Living rooms are most popular for flooring renovations

Shoppers were most likely to visualize flooring in their living rooms in 2023

When visualizing flooring in 2023, consumers uploaded a picture of their room 84.3% of the time versus using a stock photo. Our AI analytics platform Roomvo PRO automatically detects which type of room a shopper has uploaded, so businesses can see where consumers are visualizing their products most.

Most shoppers uploaded a picture of their living room in 2023, accounting for 43% of room uploads globally. 46.4% of European shoppers upload living room photos compared to 41.7% in the Americas.

Kitchens are second for flooring renovations

Kitchens ranked second for global flooring renovations in 2023. In our data sample, shoppers uploaded a photo of their kitchen 24.7% of the time when visualizing flooring products. Kitchen renovations were particularly

popular in the Americas, comprising 26.9% of flooring visualizations compared to 18.8% in Europe.

Bathrooms are third globally for visualizations

Bathrooms claimed the third spot for flooring visualizations globally and in the Americas. Within our data set, shoppers uploaded a photo of their bathroom 7.6% of the time. In the Americas specifically, shoppers visualized flooring products in their bathroom 7.7% of the time.

In Europe, bathrooms ranked fourth for flooring renovations, representing 7.6% of total flooring visualizations. Hallways took precedence with 8% of visualizations. This regional variance likely reflects differing construction preferences and the prevalence of older buildings in Europe, where hallways are more common.

Shoppers visualized products in the living room

43%

of the time



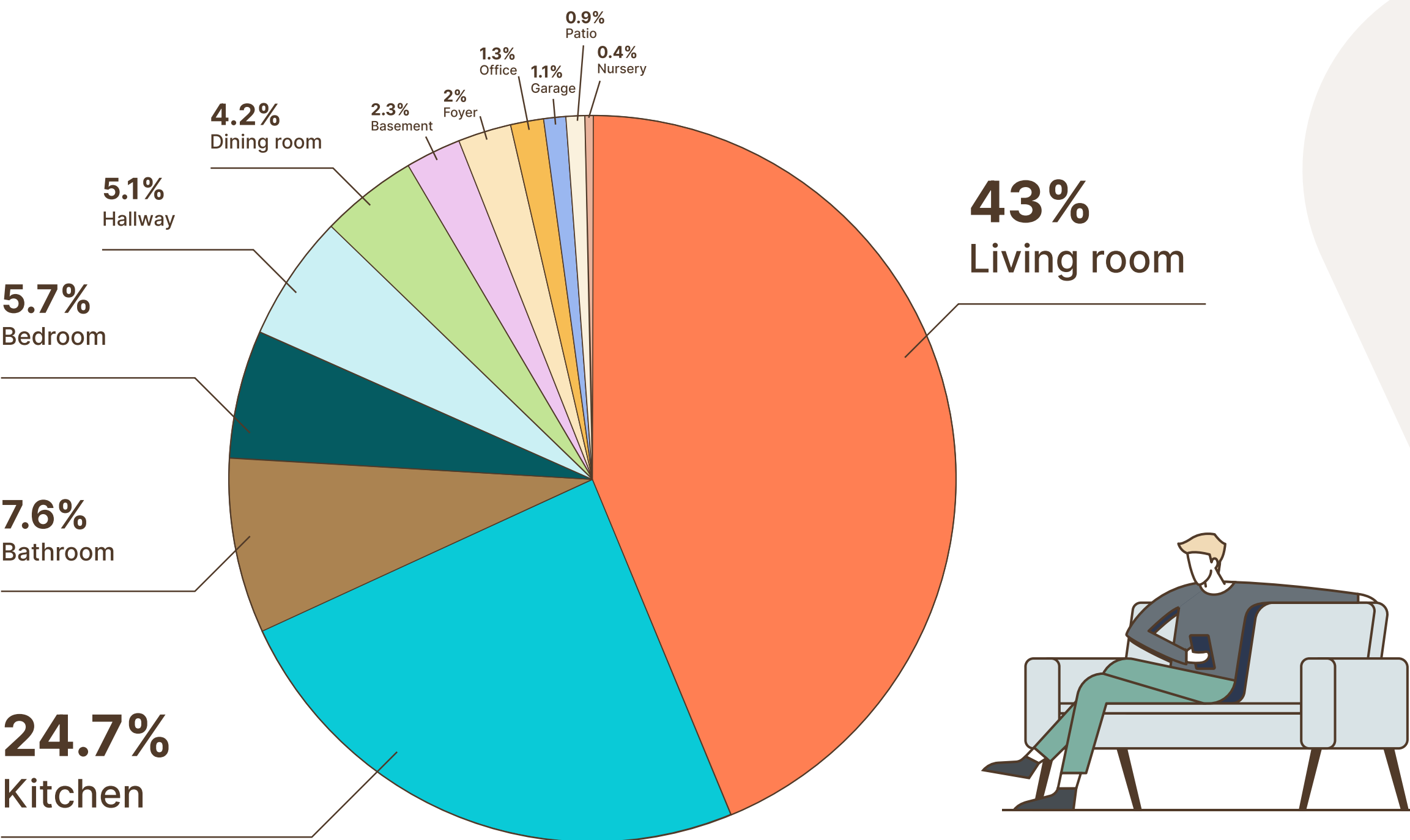
Expert tip



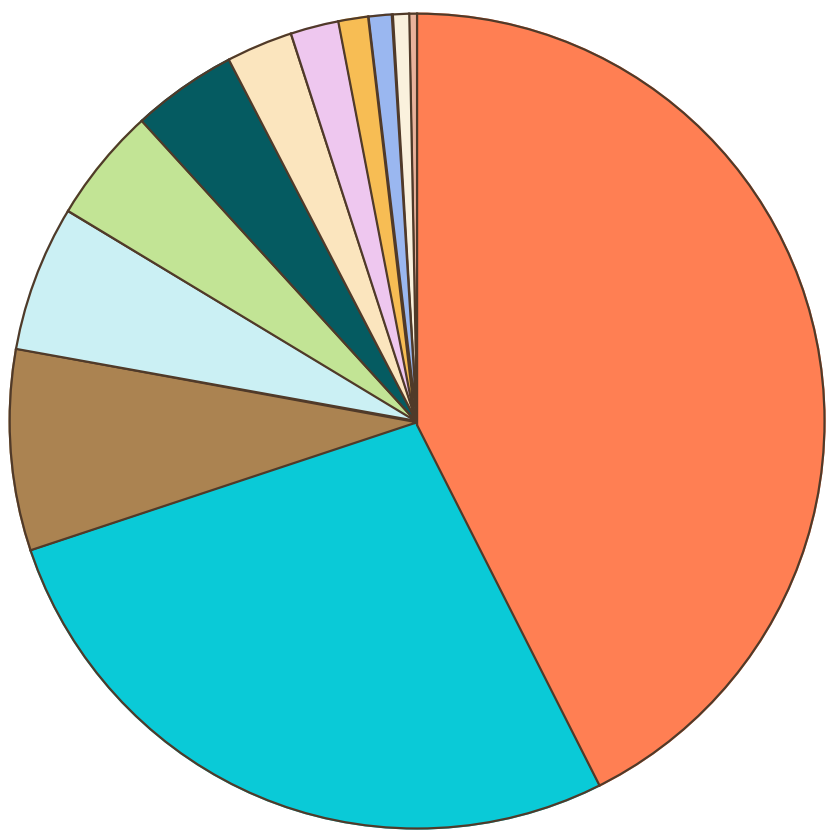
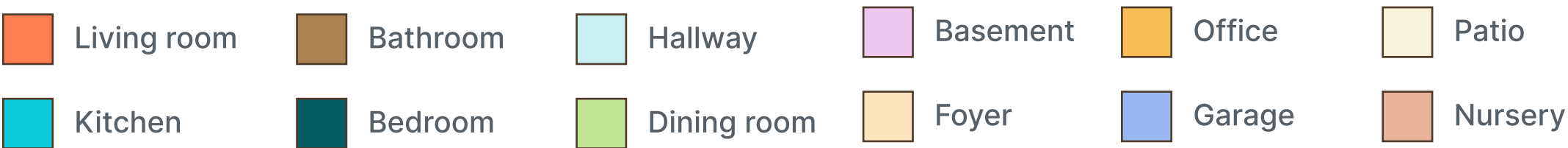
When adding product imagery to product detail pages (PDPs), make sure to showcase your products in lifestyle shots in multiple settings, including the living room. **Click here** to ask how Roomvo can help you do this at scale.

Most popular rooms for flooring shopping

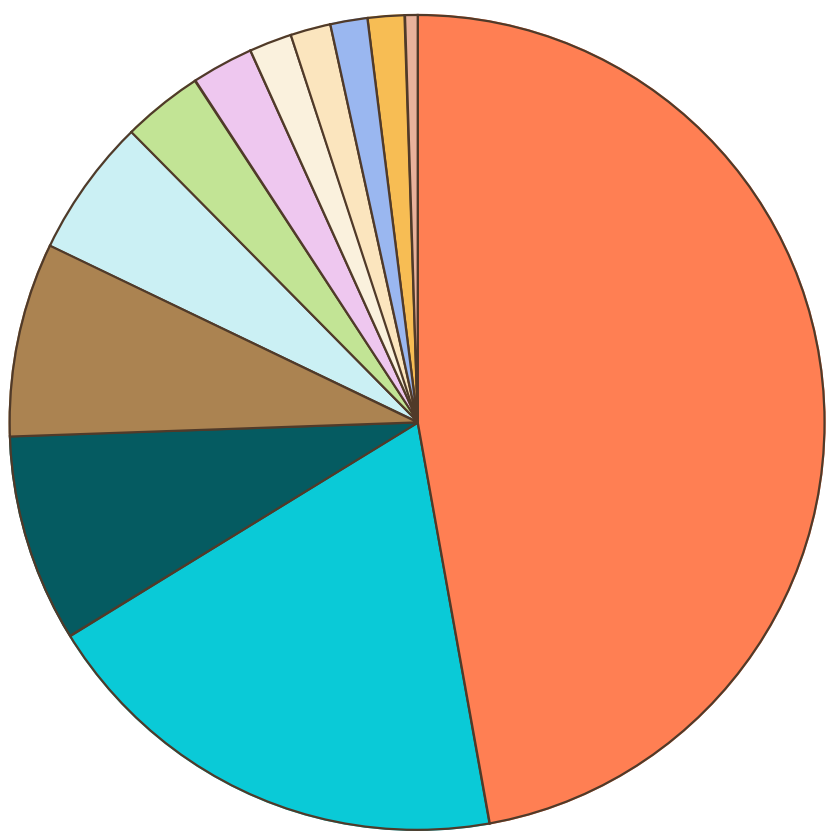
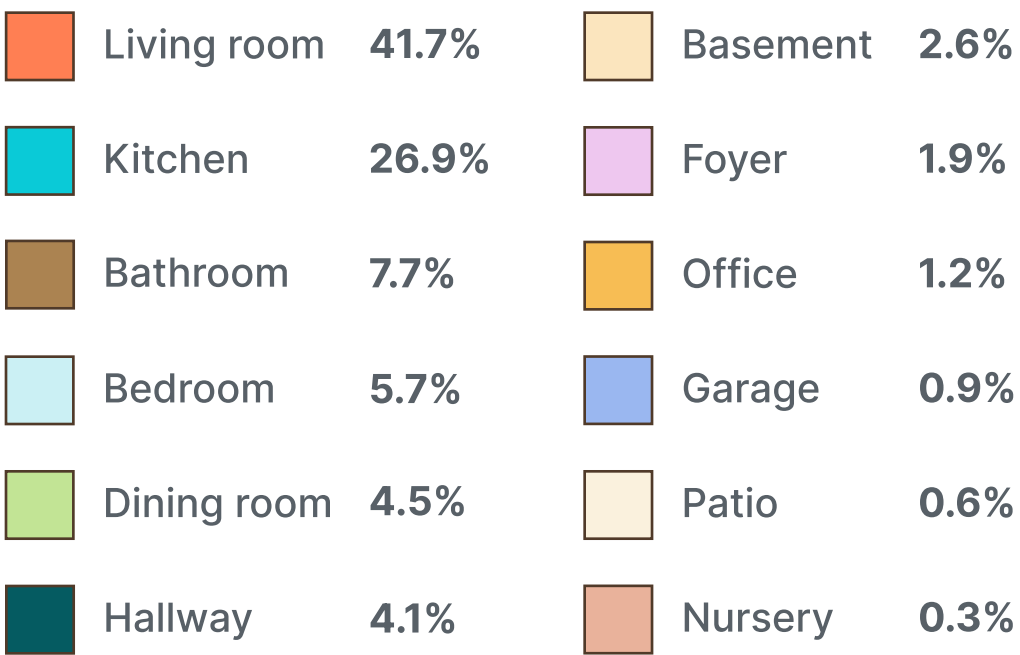
Shoppers are most likely to upload pictures of their living room to the visualizer, according to our data.



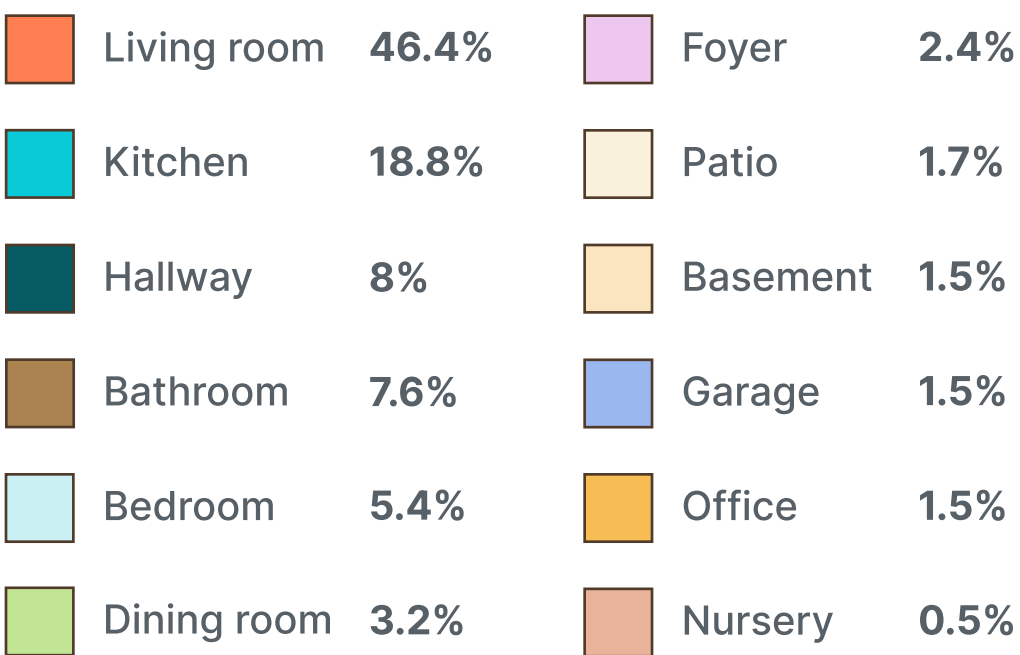
Global



Americas



Europe



Materials



MATERIALS

Luxury vinyl secures top spot among materials

Luxury vinyl surpasses wood to become the most popular flooring material globally

23.9% of flooring visualized globally in 2023 was luxury vinyl. Durable, moisture-resistant and cost-effective, this modern material overtook wood in popularity share, which dropped to 20% in 2023. Luxury vinyl solidified its top ranking in the Americas with 27.5% of flooring visualizations, gaining five percentage points since 2022.

Laminate overtakes wood in Europe

Laminate leapfrogged wood to become the most popular flooring material in Europe, accounting for 22.1% of visualizations in 2023 compared to 20% in 2022. Cost-effective and easy to install, laminate offers more versatility than wood. Meanwhile, wood dropped to second place in Europe with 21.5% of flooring visualizations.

Carpet is on the rise

While rounding out the list of most popular materials globally, carpet saw the third highest rise in popularity share, accounting for 7.5% of flooring visualizations in 2023.

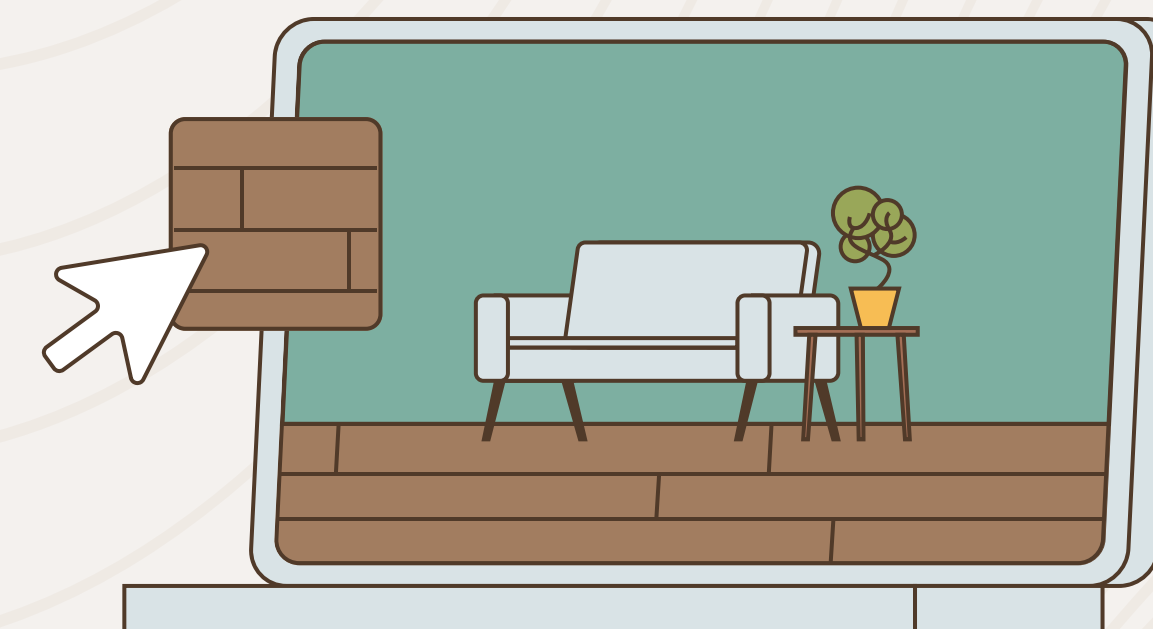
Expert tip



When customers have uploaded a picture of their rooms, Roomvo's compatibility checker shows them which materials work for the type of room and surface they're renovating. Roomvo does not show wall tile products as options for the floor, for example.

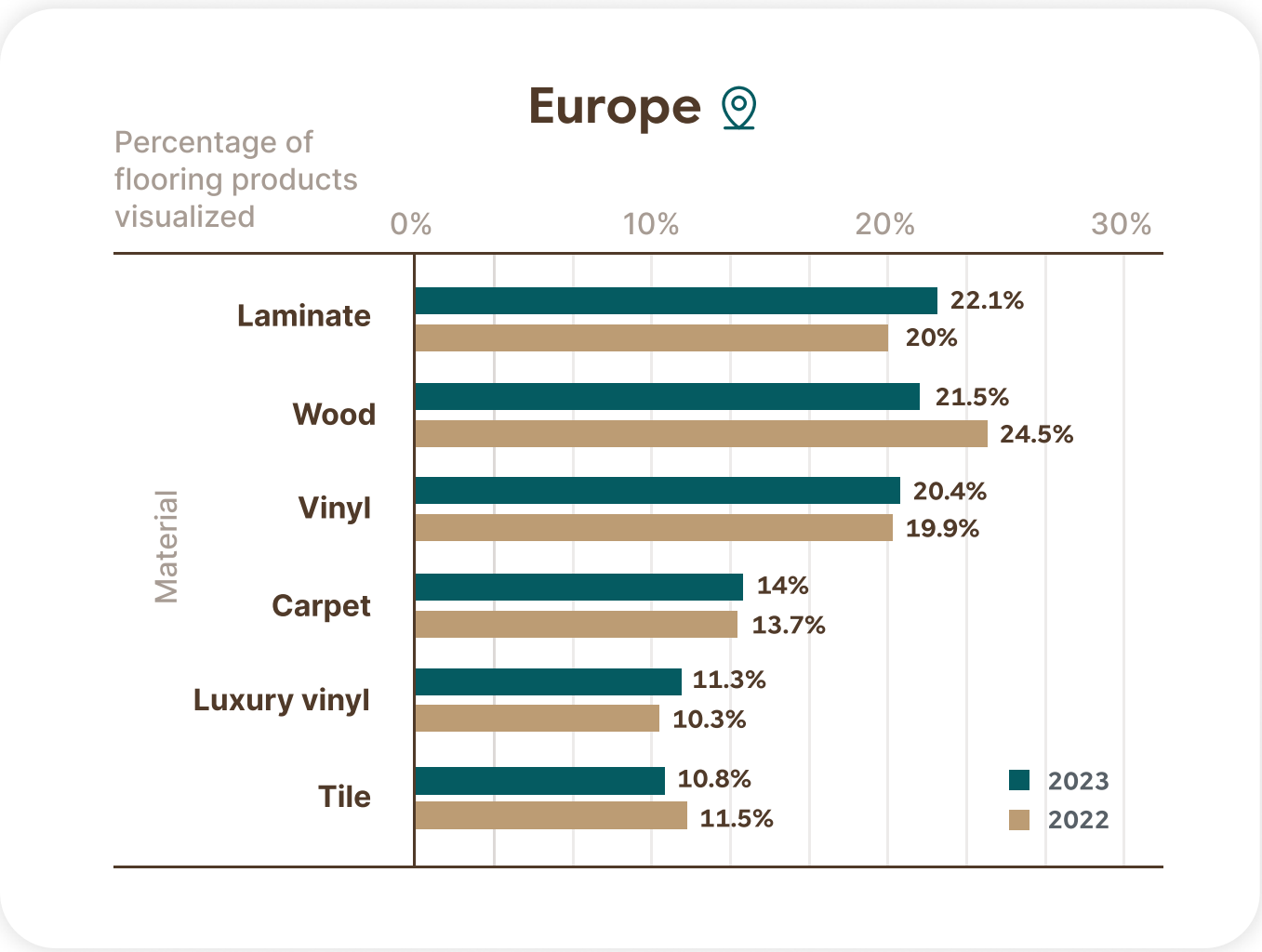
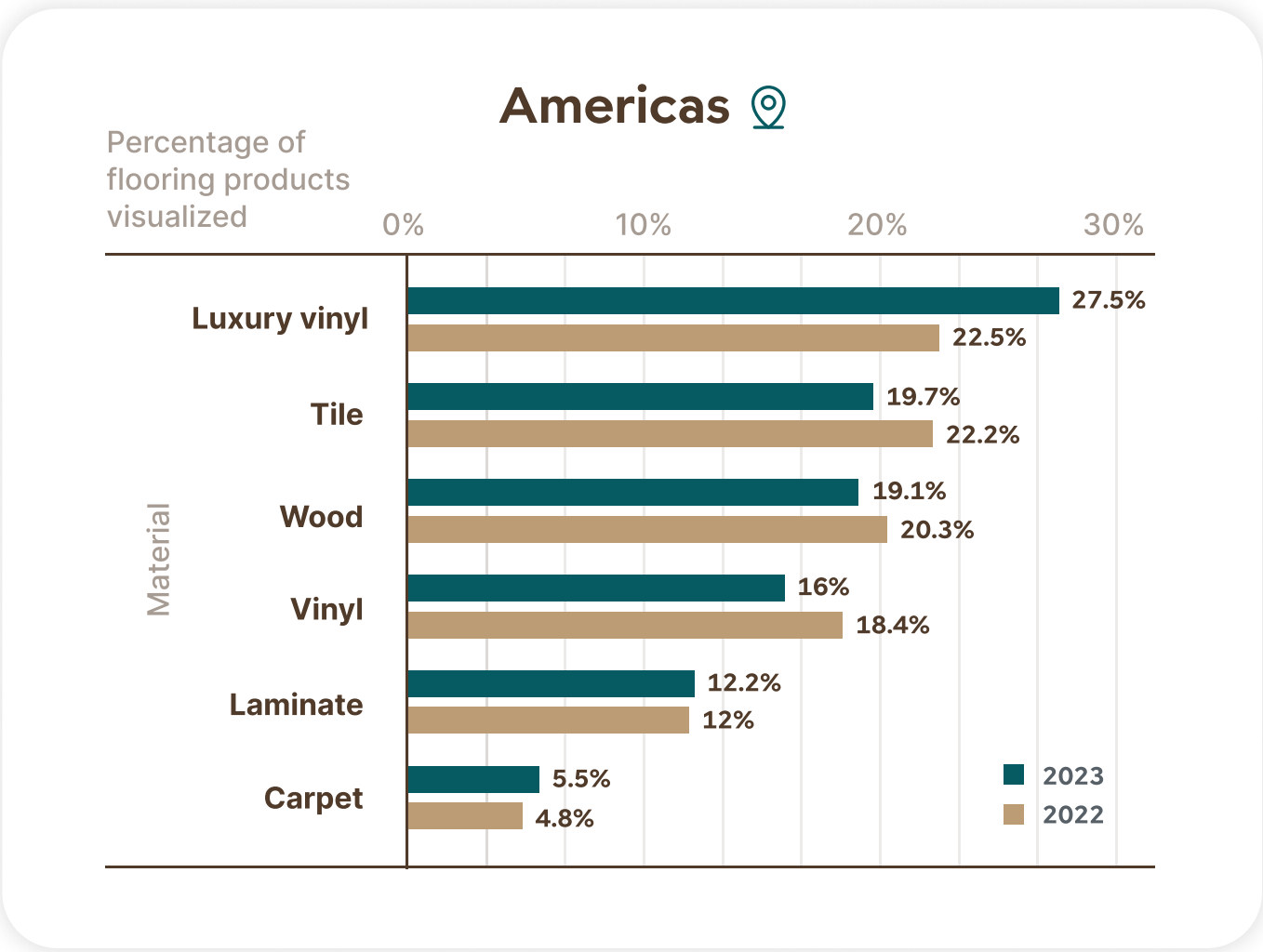
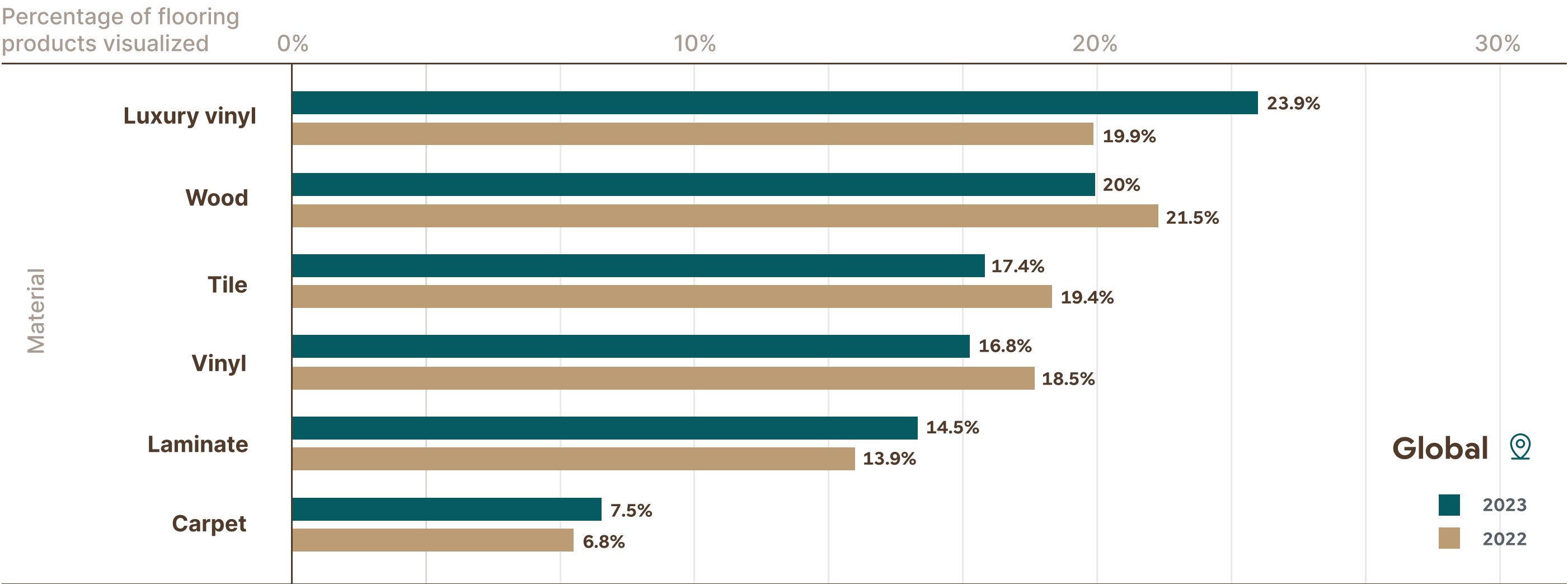
23.9%

of flooring products visualized globally were luxury vinyl in 2023

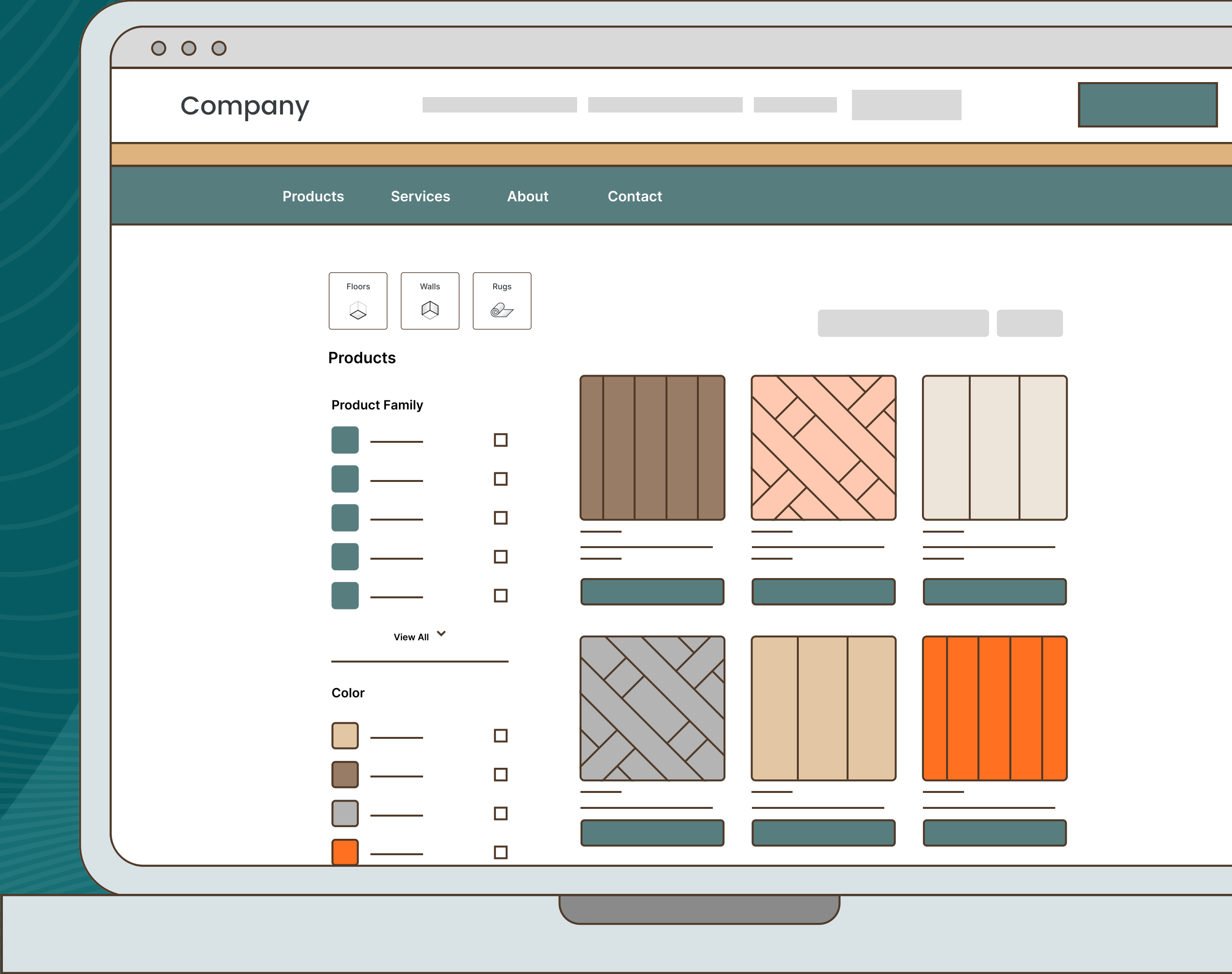


Most popular flooring materials

According to our visualization data, luxury vinyl is the most popular flooring material globally and in the Americas.



Colors



Color choices remain down-to-earth

Neutral, earthy tones continued to dominate flooring visualizations in 2023

86.2% of flooring products visualized globally in 2023 were beige, brown or gray. Drawing inspiration from elements like soil, sand, rocks, and clay, these timeless hues evoke tranquility and a connection to the natural world.

Shoppers show a clear preference for beige, visualizing beige-colored flooring 44.4% of the time in 2023 globally compared to 42.7% in 2022. This preference is clearest in Europe, with 51.9% of shoppers shopping for beige flooring compared to 41.8% in the Americas.

Brown remains a strong contender, although its overall popularity share dipped slightly from

35.5% in 2022 to 34.1% in 2023. Notably, shoppers in the Americas exhibited a stronger inclination towards brown flooring compared to Europe, representing 36.5% of visualizations versus 27% respectively.

Gray trails behind in third place, experiencing a slight decline in its global share of visualizations from 7.9% in 2022 to 7.6% in 2023. Interestingly, gray finds more favour in Europe, comprising 9.8% of the share of flooring products visualized compared to 6.9% in the Americas.

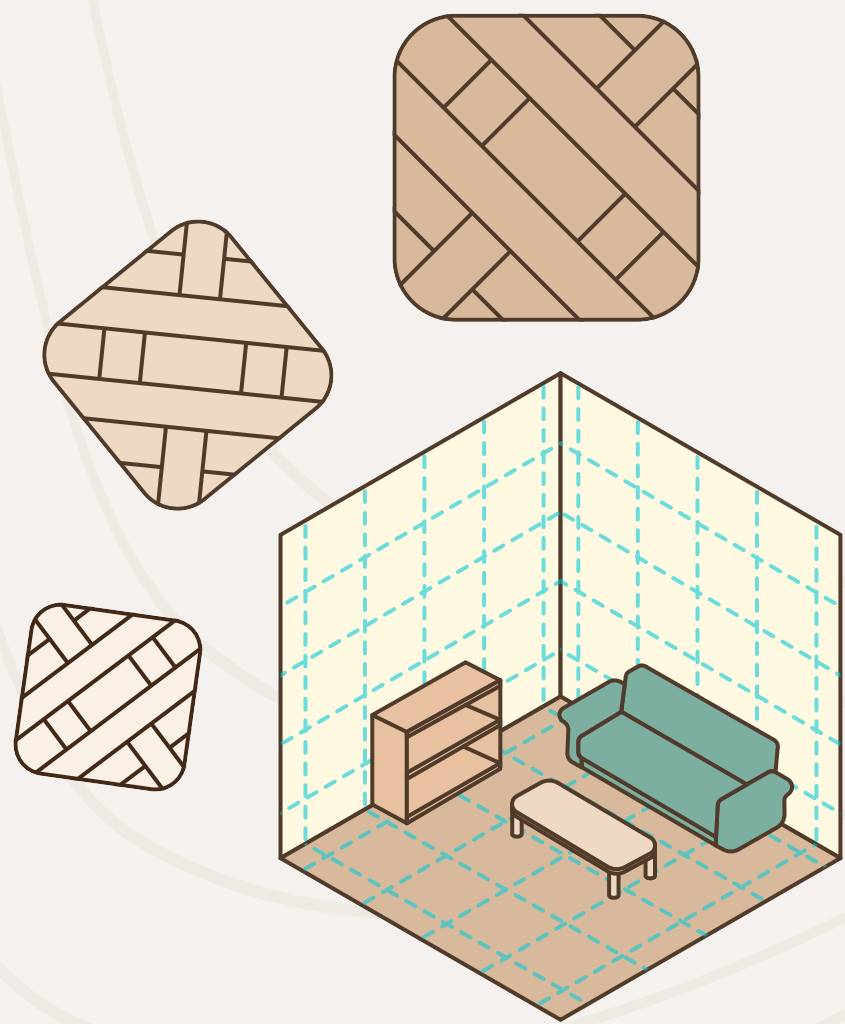
Expert tip



With Roomvo's multi-product visualization capability, shoppers can see how different flooring colors would work with new countertops or a fresh paint color on the walls. Shoppers can even compare different products side-by-side.

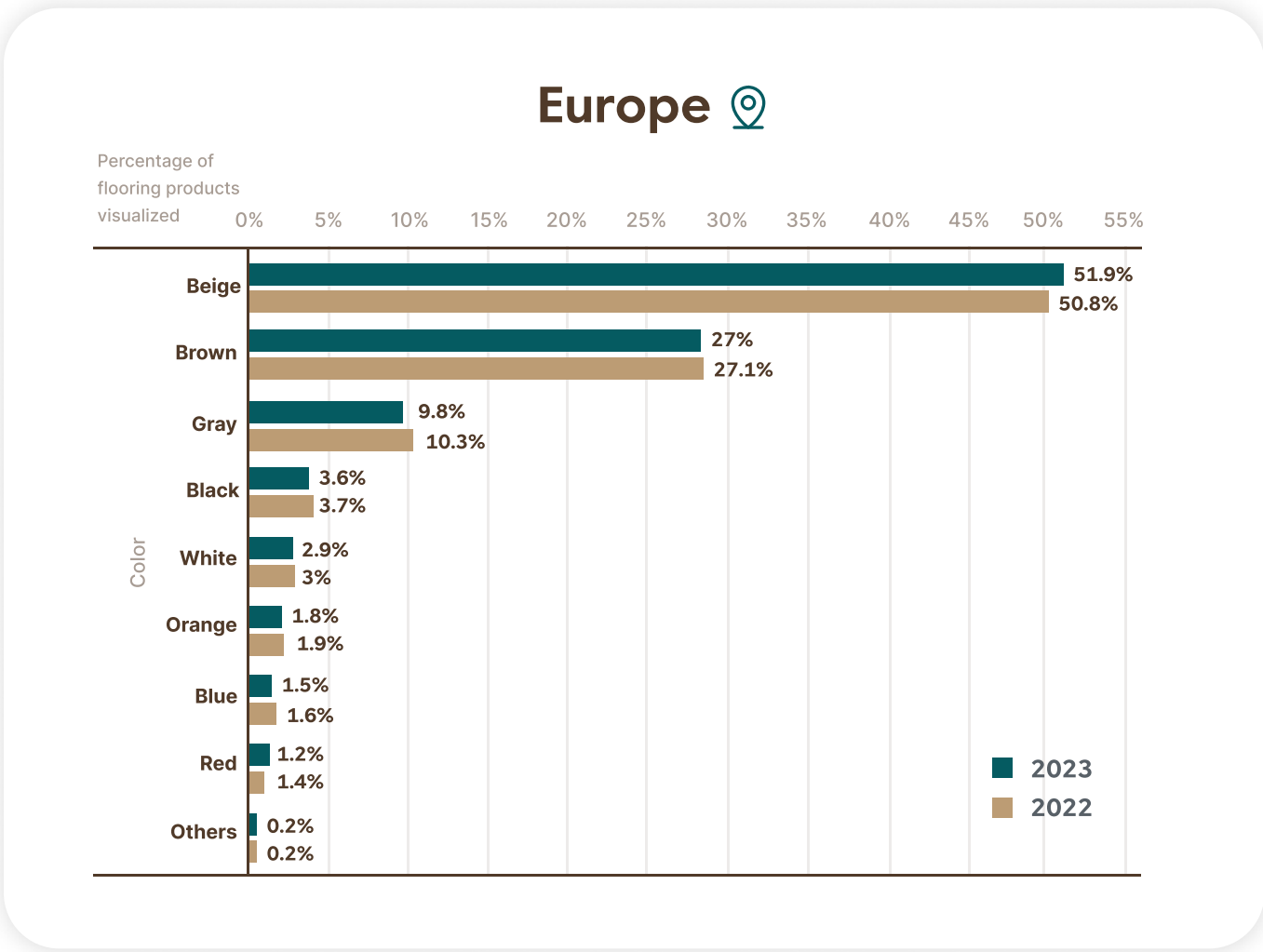
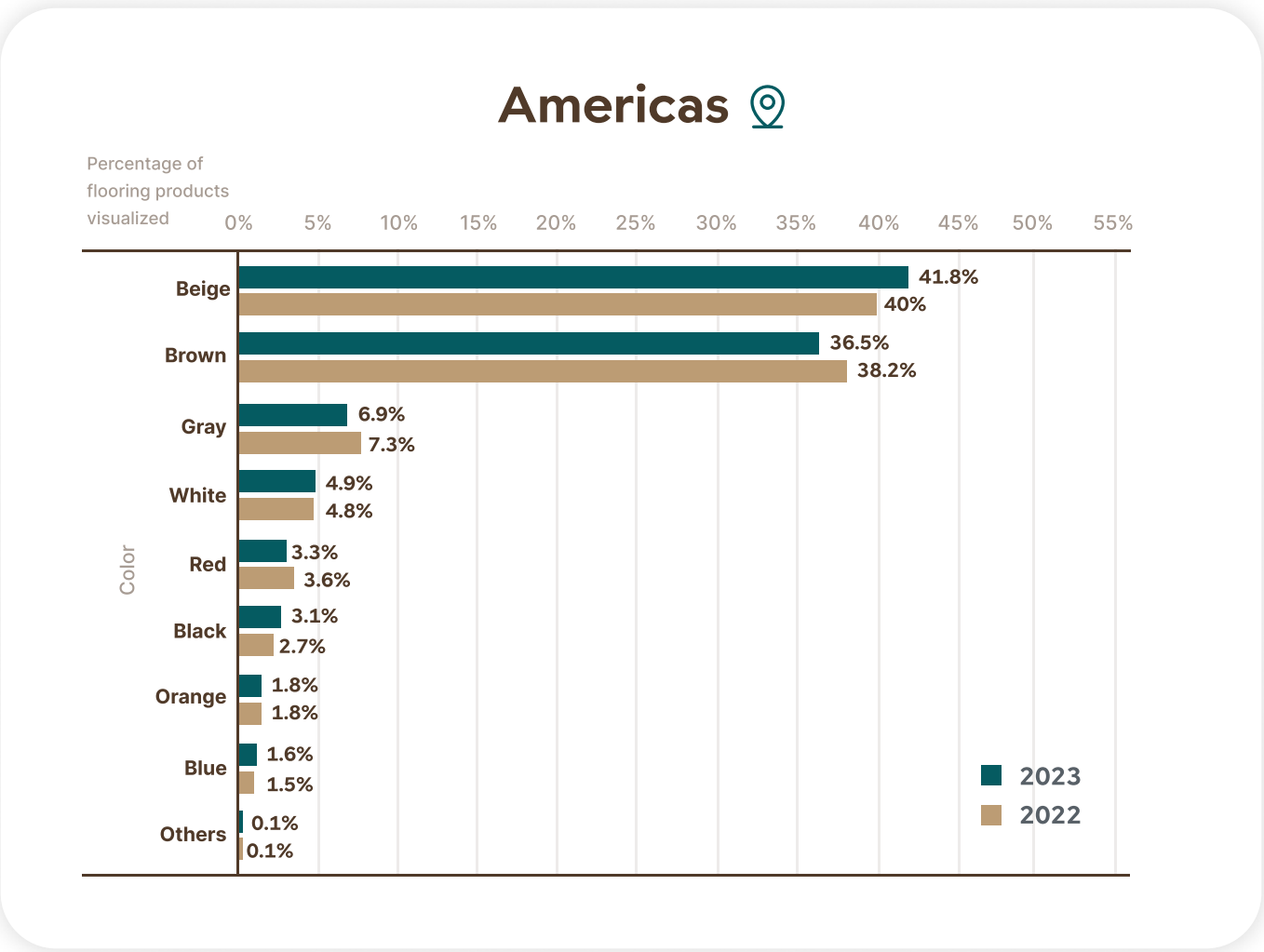
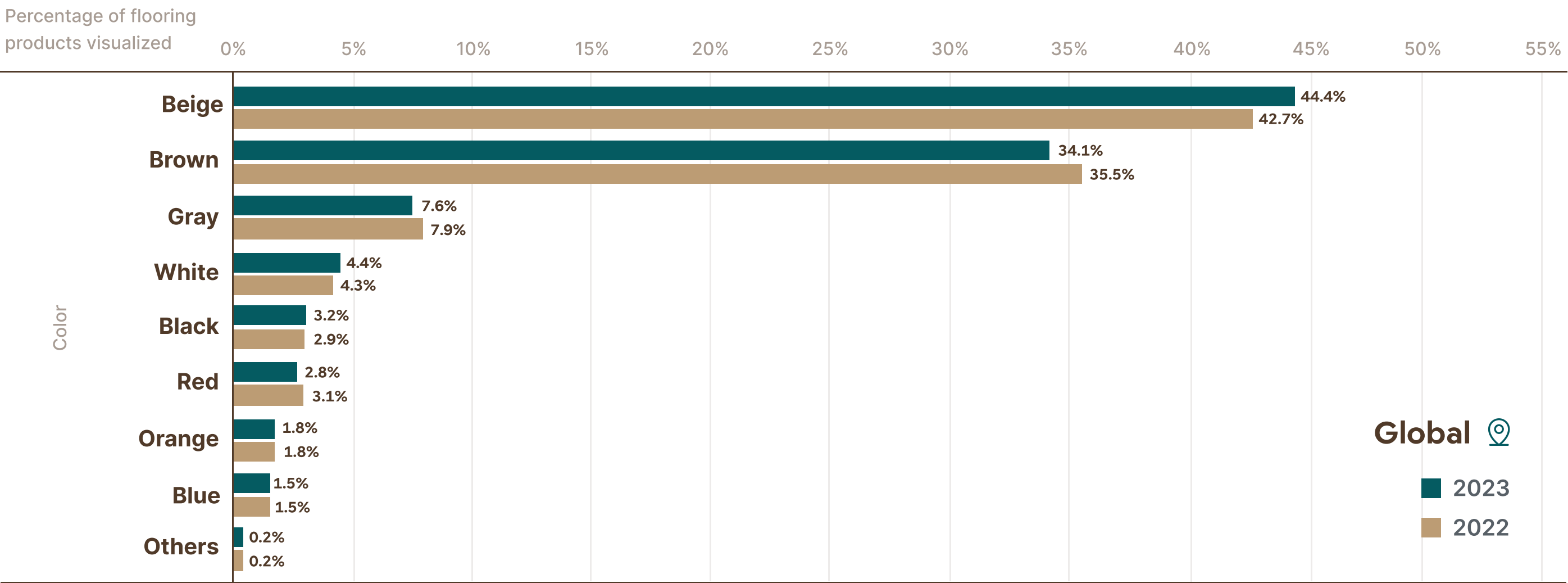


Beige flooring
accounted for
44.4%
of visualizations
in 2023



Hottest color trends

Beige, brown and gray dominated flooring visualizations in 2023, according to our data sample.



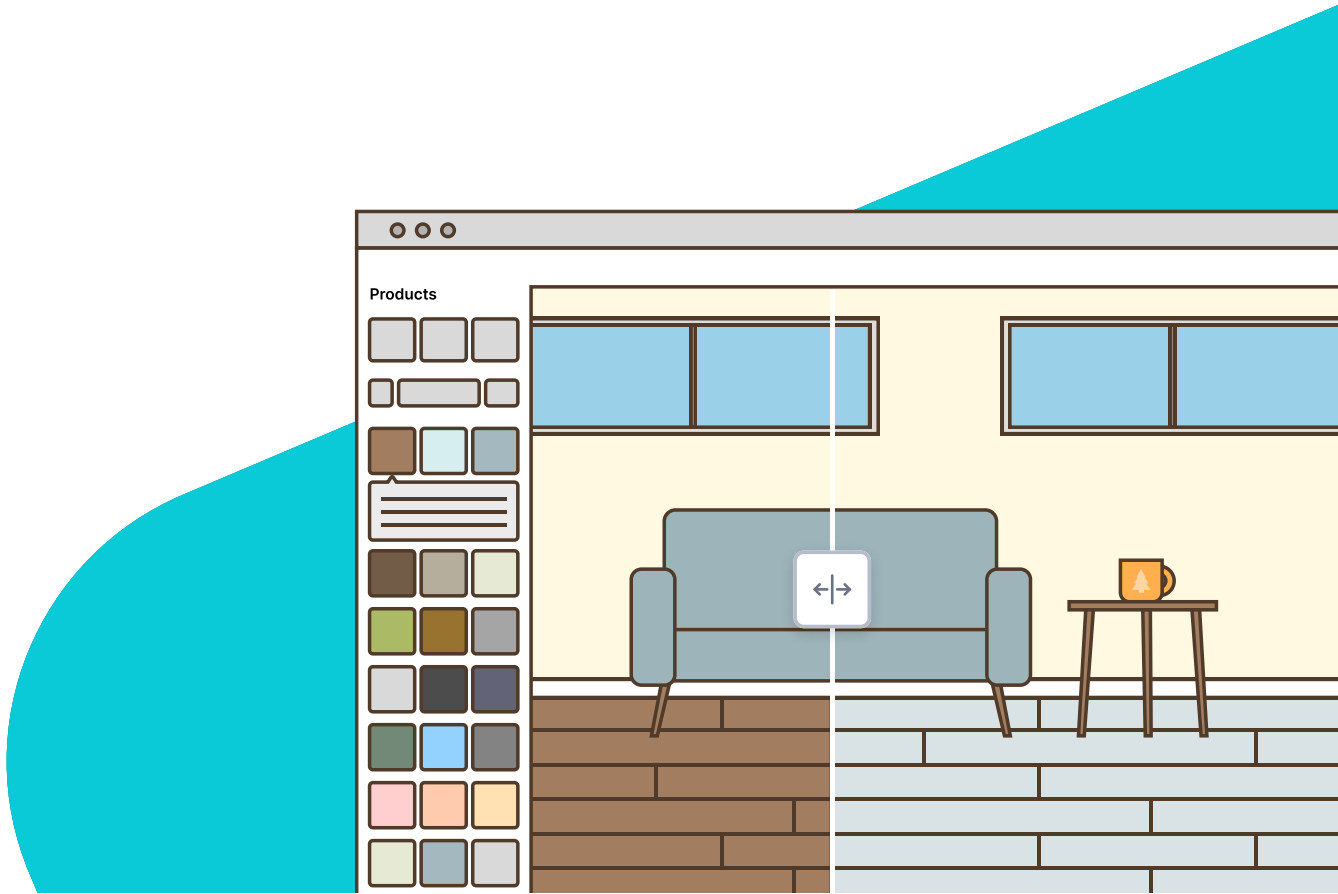
Wood



Engineered wood continues to dominate wood flooring in the Americas

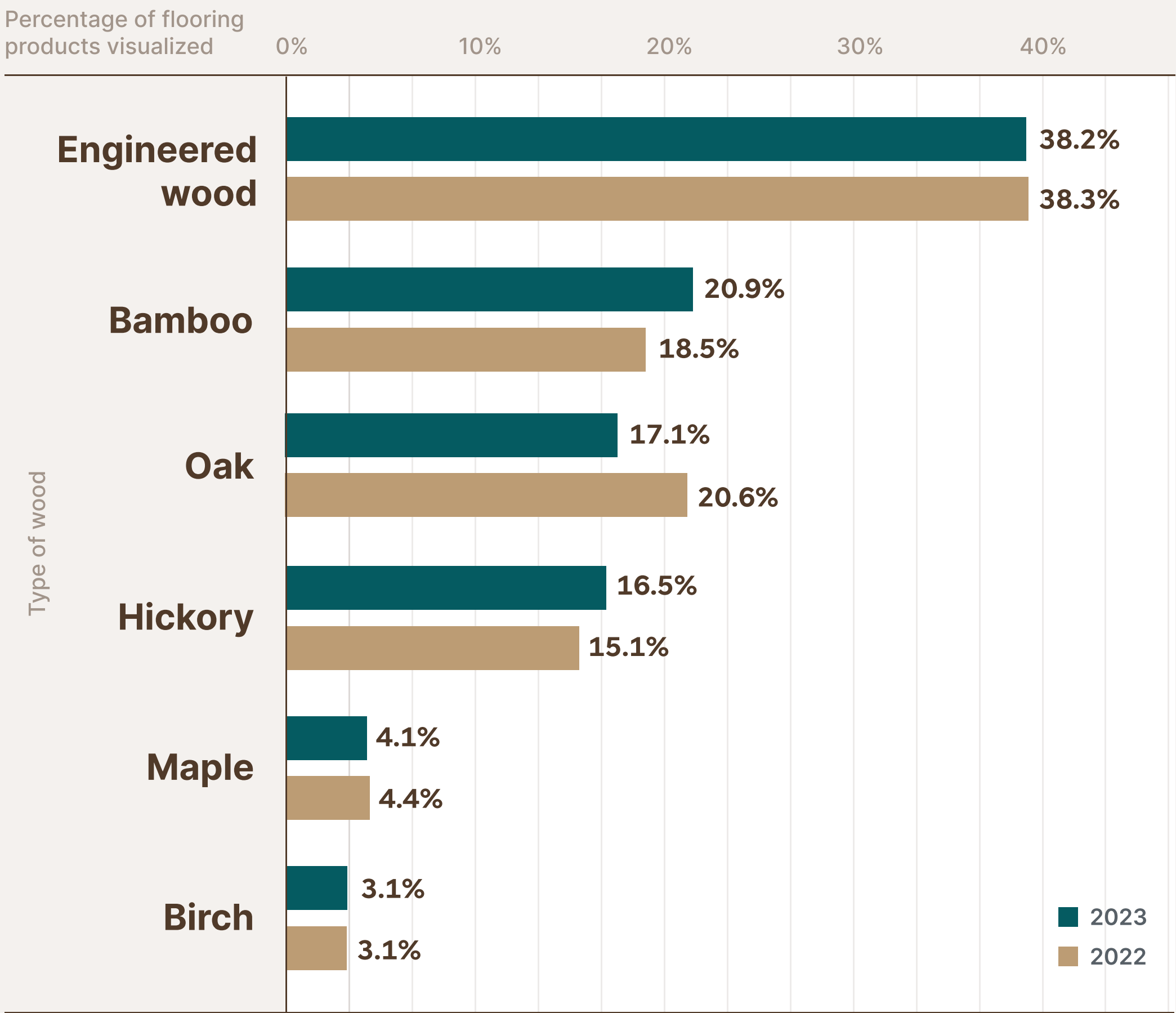
Engineered wood remains the most popular choice of wood flooring in the Americas, almost outshining all traditional hardwood types combined

Accounting for 38.2% of wood products visualized in the Americas in 2023, engineered wood is cheaper and more durable than natural hardwood flooring. The manufactured material is less susceptible to warping, cracking, or buckling, making it ideal for moisture and temperature-variable environments like kitchens, bathrooms, and basements.



Top wood flooring trends in the Americas

Engineered wood remained the most popular type of wood flooring in the Americas in 2023.



WOOD

Bamboo is growing rapidly in the Americas

Bamboo surpassed oak to claim second place in the Americas in 2023, representing 20.9% of the share of flooring visualized compared to 18.5% in 2022. With a 2.4 percentage point increase in the share of visualizations, bamboo experienced the most significant growth in popularity among all wood types. Bamboo is a regenerating grass that grows much faster than trees, making it a sustainable, environmentally friendly option.

Hickory is gaining ground on oak

Hickory saw the second-highest growth in popularity among all wood types, with a 1.4 percentage point increase in the share of visualizations in 2023. Accounting for 16.5% of wood visualized, hickory is now within a percentage point of oak's 17.1% share in flooring visualizations. As one of the hardest types of wood flooring, hickory is more durable and scratch-resistant than oak. It's also more expensive, bucking the trend of shoppers opting for cheaper flooring materials.

Expert tip

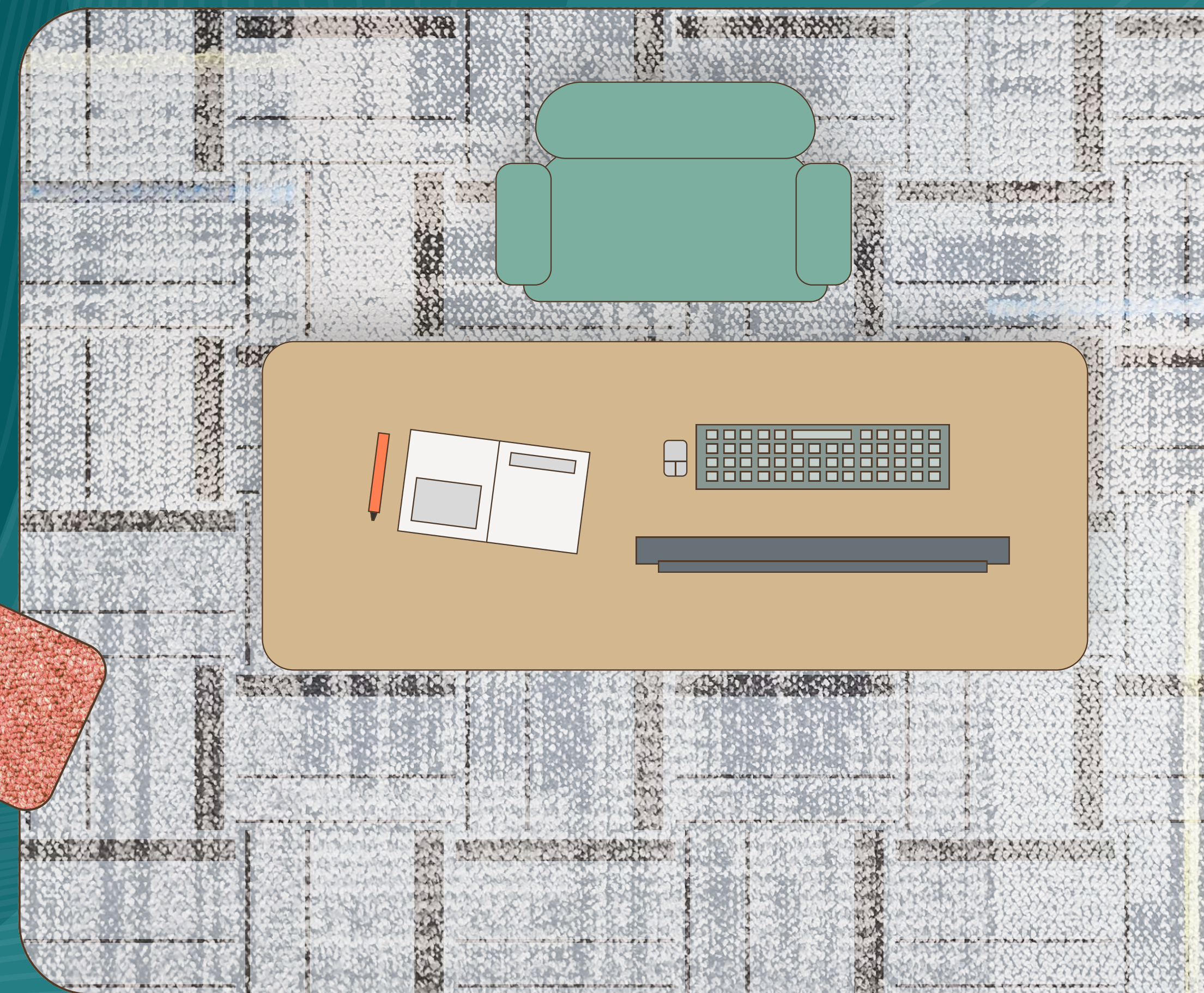
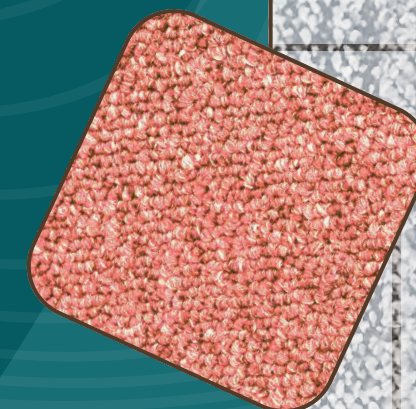
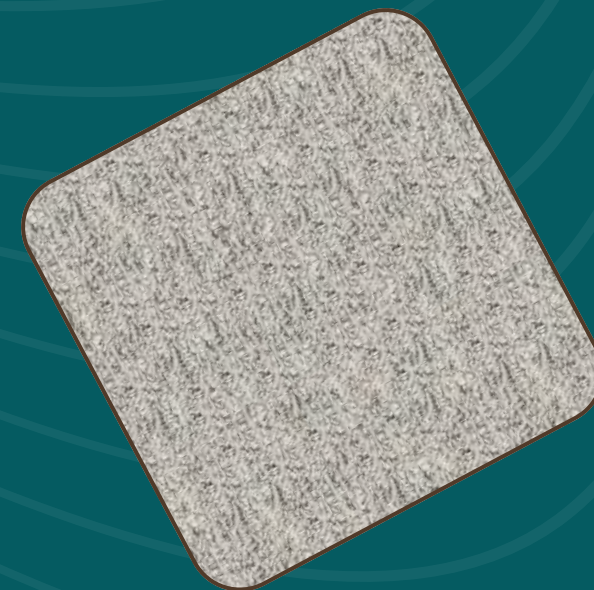


Create a more immersive online shopping experience with Roomvo's Virtual Samples. Shoppers can explore flooring, rugs and more under different lighting conditions and rotate and zoom in on products to see texture and details — similar to physical samples.

Engineered wood accounted for
38.2%
of wood products visualized
in the Americas in 2023



Carpet



Carpet tile is increasing in popularity

Carpet tile saw the highest growth in global carpet visualizations in 2023

Carpet tile's popularity share increased by 6.4 percentage points in 2023, accounting for 33.2% of global carpet visualizations compared to 26.8% in 2022. Solid color broadloom remains the most popular carpet type globally, accounting for 59.9% of carpet visualizations in 2023.

Durable and affordable, carpet tile offers shoppers enhanced flexibility in design. Unlike traditional carpeting, carpet tile allows shoppers to customize their flooring to match their style and decor, combining different colors, patterns and textures to create a one-of-a-kind look.

In the Americas, carpet tile overtook solid color broadloom to become the most popular carpet type. Carpet tile accounted

for 49.3% of all carpet visualized in 2023 compared to solid color broadloom with 43.7%.

Carpet tile moved into second place in Europe with 12.3% of carpet visualizations in 2023, overtaking patterned broadloom carpet with 7.1% of visualizations. Solid color broadloom carpet remains the most popular carpet type in Europe by some distance with 80.6% of carpet visualizations in 2023.

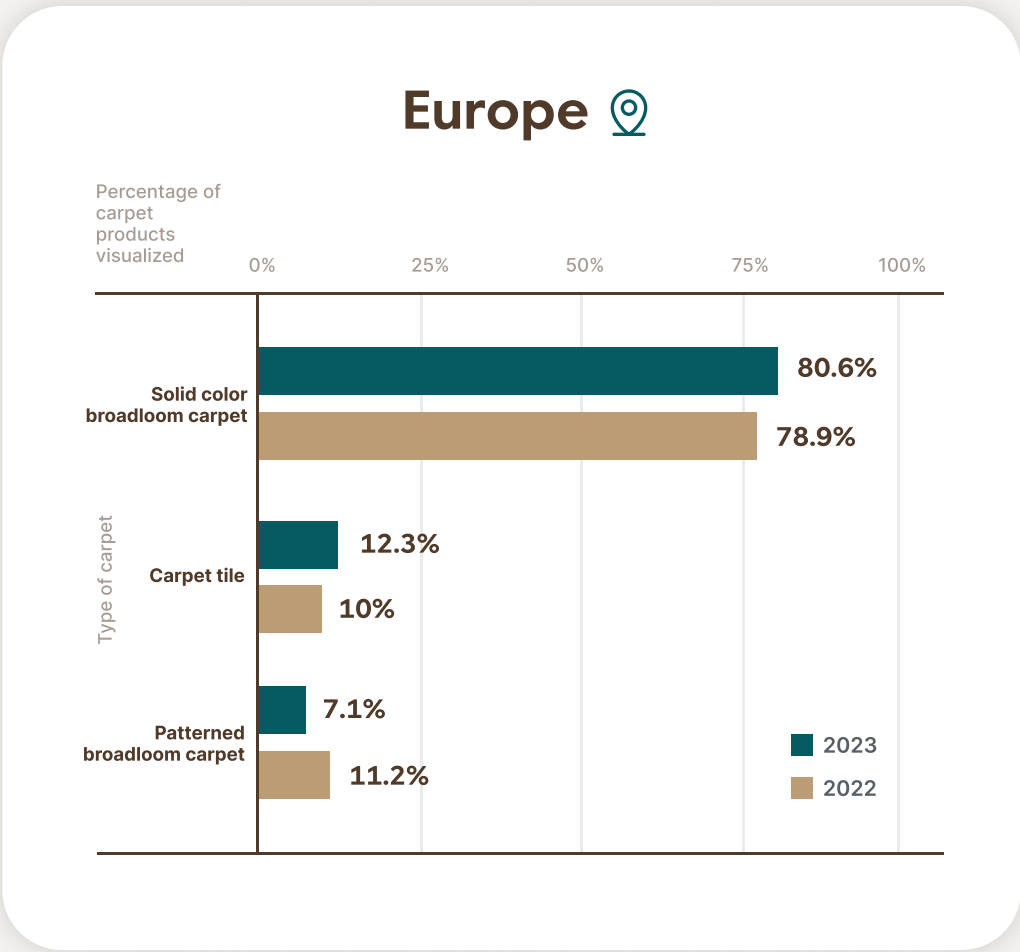
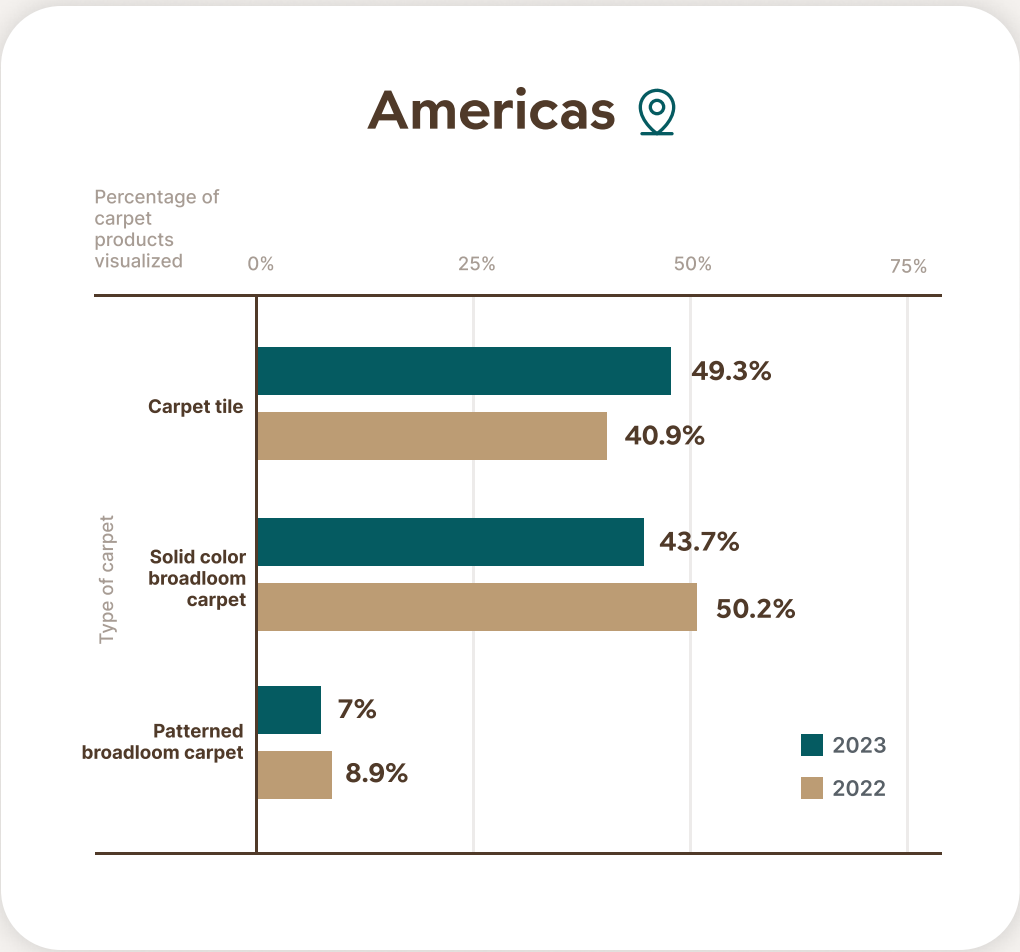
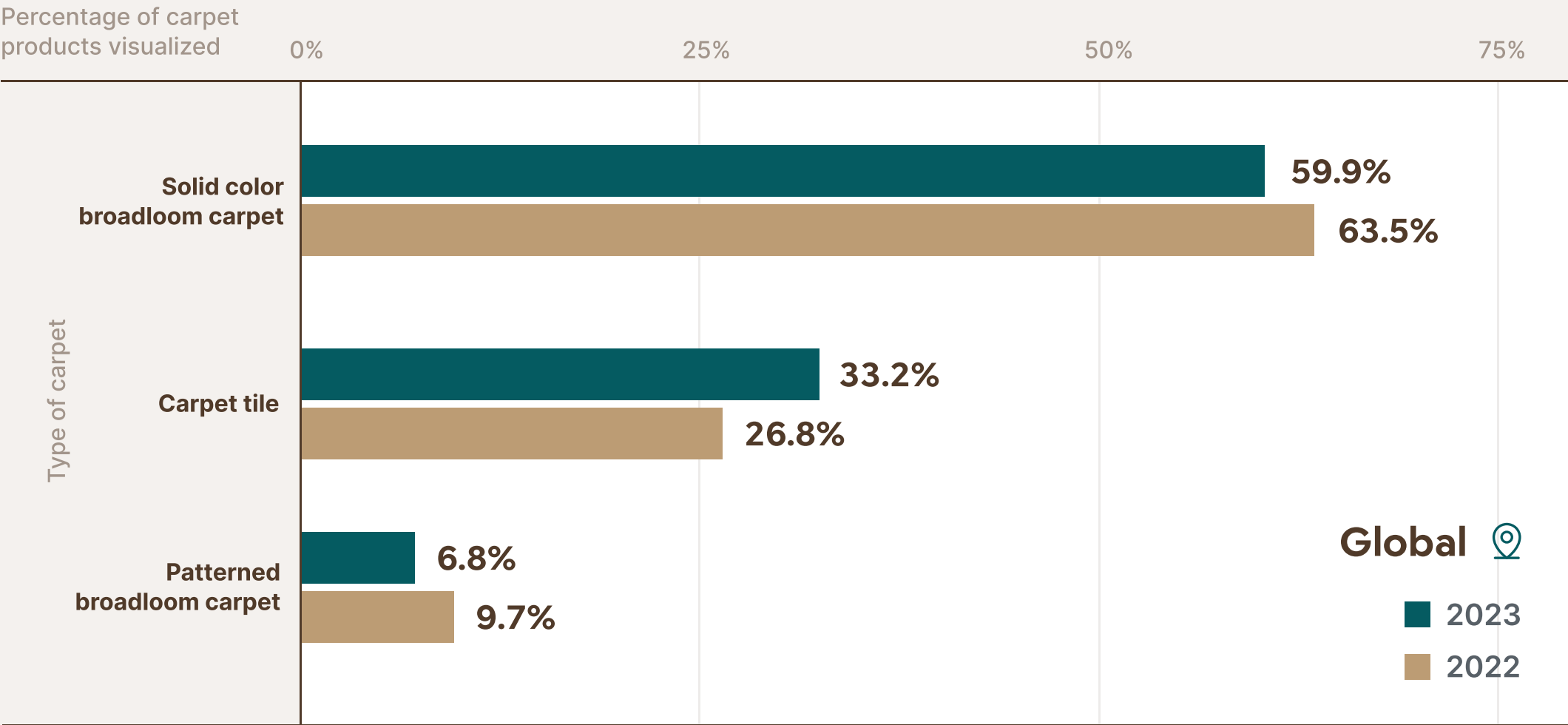
Expert tip



Add a flooring calculator to your site and help customers calculate exactly how much carpet they'll need for their rooms. **Click here** to ask how Roomvo can help.

Top carpet trends

Carpet tile was the fastest-growing carpet type in 2023, according to our visualization data.



Closing

Understand shopper behaviors to drive business growth

Businesses that react quickest to consumer trends can get ahead of the competition. Roomvo PRO's real-time data insights allow retailers, distributors, and manufacturers to identify trends early and tailor their strategies to match evolving consumer needs and behaviors.

PRO gives businesses access to every insight in this report, including when their customers are shopping, which rooms they're shopping for, which materials, colors and styles they're most interested in, and more. Distributors and manufacturers can view these insights across their partner retailer network, giving them unprecedented direct insight into consumer behaviors.

Partner with Roomvo to leverage our leading data analytics and room visualization platform. Deliver exceptional customer experiences, accelerate purchase decisions, and increase sales. Contact us today to see how Roomvo can unlock the potential of your flooring business.

[Contact us](#)




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Methodology

Methodology

Roomvo has brought over a billion products to life for consumers, working with over 5,000 retailers, distributors and manufacturers in over 150 countries worldwide.

For this report, we’ve analyzed two years of room visualization data from a subset of over 300 valued partners in the flooring and carpet industries, encompassing over 160 million consumer interactions in 37 countries. For the majority of insights in this report, we compared flooring visualization data from January to December 2022 to data from January to December 2023.

Countries represented

Africa: South Africa

Americas: Brazil, Canada, Mexico and the United States

Asia: China, India, Japan, Kazakhstan, Malaysia, Singapore, Taiwan, Turkey and the United Arab Emirates

Europe: Albania, Austria, Belgium, Czechia, Denmark, Estonia, France, Germany, Greece, Finland, Italy, Lithuania, Luxembourg, Netherlands, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Switzerland and the United Kingdom

Oceania: Australia

