

# **LVT Floorcoverings Market *Research & Analysis* UK 2026**

## ***Report Sample***

**UK Luxury Vinyl Tile Flooring Market Size & Trends 2019-2031; Residential & Non-Residential Markets; LVT Flooring Product Mix 2019-2031; LVT Flooring Size, Price Tier, Design, Construction, Wear Layer Shares; Channel Mix 2019-2031; Manufacturer Profiles & Financials; Market Forecasts & Trends to 2031**

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# Research & Analysis Report Contents

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# 1. INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

## 1.1 Key Features & Benefits Of This Research & Analysis Report

Researching this market for 25+ years, MTW's "Research & Analysis" market reports provide an independent, comprehensive review of recent, current and future market size and trends in an easy to reference format. This report provides vital market intelligence in terms of size, product mix, distribution channel mix, residential and non-residential market sizes, key trends and influences, supply and distribution channel trends. In addition, 5 years of key financials for the market leaders are provided as well as a profile overview for each key player in the market. Qualitative comments from over 60 flooring installers are also provided and grouped as key issues such as brand perceptions, product performance etc.

Based on company sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's *Research and Analysis* reports are used as a foundation for coherent strategic decision making based on sound market intelligence and for developing effective marketing plans. MTW reports can also be used as an operational sales and marketing tool by identifying market leaders, enabling the reader to focus marketing budgets.

This report includes:-

- **Market Size & Trends – Historical, Current & Future**

Based on sales data from a representative proportion of the industry, this report provides market size by value over a twelve-year period. As they are based on quantitative data as well as qualitative input from the industry, our reports are more accurate than other qualitative based reports and offer better value for money. By combining the best of both quantitative and qualitative input, we offer our clients greater confidence in our market forecasts as well as discussing key market trends and influences from a qualitative perspective.

- **Product Mix – Current & Future**

This report identifies the key product sectors in the market and provides historical, current and forecast market share estimates for each, alongside qualitative discussion on key trends for each segment of the industry. With input for this report being both qualitative and quantitative we are able to offer an effective insight into the core components of the market, as well as forecasting future market shares.

- **End Use & Residential / Non-Residential Mix – Current & Future**

This report identifies the key end use and residential / non-residential sectors in the market and provides historical, current and forecast market share estimates for each. Coverage of both the residential and non-residential end use sectors 2019-2031 ensures a comprehensive review of the market.

- **Distribution Channel Mix – Current & Future**

The report identifies the key distribution channels that drive demand for this market and provide a current, historical & future market share estimate for each. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly. With forecasts of market share by key channels also provided, the reader is able to undertake strategic decisions with greater confidence as well as basing marketing strategies on solid market intelligence.

- **Market Leaders Profiles & 5 Year Financials**

This report includes a key profile for each company including 5 years of the most recent key financial indicators for UK suppliers and MTW's 'at a glance' chart, enabling the reader to quickly gauge the current financial health of a company. Company profile overviews for over 40 leading UK & foreign suppliers are also provided to enhance the reader's understanding of the competitive landscape.

- **Relevant Companies, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to offer higher confidence in the market data & analysis we present. Our reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market analysis. We focus on providing what's important in an easy to reference and use format.

## 2. UK LVT FLOORING MARKET

### 2.1 EXECUTIVE SUMMARY & MARKET OVERVIEW

The UK LVT market is currently valued at £[REDACTED] million at manufacturers' selling prices reflecting a share of just over [REDACTED] % of the total UK floorcoverings market in 2026. Sales of LVT floorcoverings are forecast to [REDACTED] by just [REDACTED] % in 2026, with [REDACTED] in 2027 as [REDACTED] and [REDACTED] throughout the [REDACTED]. By 2031, LVT sales are forecast to reach some £[REDACTED] million, reflecting an [REDACTED] of [REDACTED] % in the next 5 years.

The sector has [REDACTED] in volume by [REDACTED] % since 2019, reflecting [REDACTED] trading conditions since the [REDACTED]. Whilst [REDACTED] is expected to [REDACTED] to the market in volume terms, this is likely to be [REDACTED] than the [REDACTED] in value, with demand forecast to [REDACTED] by around [REDACTED] % to 2031.

Residential LVT accounts for around [REDACTED] % of the market in 2026, reflecting a value of £[REDACTED] with this sector likely to [REDACTED] the sector in the medium term. Non-residential sales are valued at £[REDACTED] million with medium term [REDACTED] expected to [REDACTED] % per annum by 2029.

[REDACTED] Glue-Down / Dry Back LVT [REDACTED] the [REDACTED] specification with [REDACTED] % market share, Click LVT continues to [REDACTED] of the overall market and is [REDACTED] estimated to account for around [REDACTED] % share in 2026. Loose Lay LVT is also [REDACTED] share due to [REDACTED] contractors, with this sector having [REDACTED] by some [REDACTED] % since 2019 in value terms.

[REDACTED] and more [REDACTED] wear layers [REDACTED] 0.55mm continue to [REDACTED] of the market, with a shift toward [REDACTED] product specification in the [REDACTED] market continuing to characterise the industry due to [REDACTED]. In terms of price points, the market continues to [REDACTED] with share growth at the [REDACTED] end and for [REDACTED] LVT, with the 'mid market' continuing to [REDACTED]

Product [REDACTED] and [REDACTED] continues to underpin [REDACTED] growth [REDACTED] features and benefits such as [REDACTED], [REDACTED], and [REDACTED] features offering accelerated value growth. Whilst [REDACTED] are losing share, they continue to [REDACTED] over [REDACTED] %, though [REDACTED] aesthetics are indicated to be outperforming the market at present.

Within the non-residential sector, key end use applications outperforming the market include the [REDACTED] markets which have grown by [REDACTED] % since 2019. [REDACTED] sectors have also outperformed the wider LVT market in recent years, with this trend likely to continue in the medium term.

In terms of distribution, [REDACTED] represent a key channel, accounting for more than [REDACTED] % market share and our forecasts are for this channel to grow by some [REDACTED] % to 2031.

### 3. UK LVT FLOORCOVERINGS MARKET

#### 3.1 TOTAL LVT FLOORING MARKET 2019-2031 BY VALUE

The following chart illustrates the total LVT flooring market by value, between 2019-2031:-

**Figure 1: Total LVT Flooring Market 2019-2031 by Value**

Column & Line Graph Removed from Sample

*Source: MTW Research / Trade Estimates*

The total LVT flooring market is estimated to [REDACTED] by under [REDACTED]% in 2026 to a value of £[REDACTED] million, reflecting [REDACTED] activity as volume demand has [REDACTED] in recent years.

Since 2019, the value of the market has [REDACTED] by [REDACTED]%, reflecting a sharp [REDACTED] in [REDACTED] and [REDACTED] by [REDACTED] prices, before the market [REDACTED] in [REDACTED] with a [REDACTED]% decline which accelerated in [REDACTED] as volume demand remained [REDACTED] and [REDACTED].

Trade sources indicate that rigid-core click LVT has [REDACTED] for [REDACTED] areas where [REDACTED] installation is more [REDACTED] achieved, with [REDACTED] boards and [REDACTED] wood and stone finishes used [REDACTED] in [REDACTED], [REDACTED] and [REDACTED] rooms. Sources indicate that this preference is likely to continue in the near to medium term as [REDACTED] for a floor that [REDACTED] and [REDACTED] as well as reducing [REDACTED] typically associated with [REDACTED] products.

[REDACTED] volume demand continues to represent a key [REDACTED] the market in 2026, with this [REDACTED] in the near term. Prospects are for a [REDACTED] in the medium term as the [REDACTED] [REDACTED] with [REDACTED] to around [REDACTED]% a year by 2031 as demand [REDACTED].

By 2031, our forecasts are for the total LVT floorcoverings market to [REDACTED] under £[REDACTED] million, reflecting an [REDACTED] of just over [REDACTED]% in the next 5 years.

### 3.1.1 Residential LVT Market by Value 2019-2031

The following chart illustrates the residential LVT market by value between 2019-2031:-

**Figure 2: Residential LVT Market by Value 2019-2031**

Column & Line Graph Removed from Sample

*Source: MTW Research / Trade Estimates*

The residential LVT market is likely to [REDACTED] to [REDACTED] in 2026, [REDACTED] by just under [REDACTED] % to around £ [REDACTED] million, with demand [REDACTED] across the domestic sector.

Our estimates are for an [REDACTED] of just under [REDACTED] % since 2019, with the rise in [REDACTED] [REDACTED] [REDACTED] by [REDACTED] prices and reasonable [REDACTED] at that time, before the market [REDACTED] performance following the [REDACTED] of just under £ [REDACTED] million.

Our research suggests that residential demand is primarily shaped by [REDACTED] trends and [REDACTED] rather than by a demand for a [REDACTED]. Indications are that consumers specify LVT [REDACTED] in rooms that [REDACTED] and [REDACTED] benefits, with this trend likely to [REDACTED] in the medium term as the category [REDACTED] to [REDACTED] share [REDACTED] sectors within the floorcoverings market, most notably [REDACTED].

[REDACTED] demand is likely to [REDACTED] in the near term, with our analysis suggesting only a [REDACTED] to [REDACTED] in 2027 [REDACTED] volume demand [REDACTED] in line with [REDACTED].

Prospects are for [REDACTED] performance in the medium term, and our forecasts are for the sector to [REDACTED] by around [REDACTED] % a year by 2031 as the [REDACTED].

By 2031, the residential LVT market is likely to [REDACTED] under £ [REDACTED] million, reflecting an [REDACTED] of just over [REDACTED] % in the next 5 years.