



PRESS RELEASE

European laminate flooring market shows resilience in core regions despite 2025 downturn

Brussels, 12 March 2026 – In 2025, Europe accounted for more than 80% of total sales by the members of the European Producers of Laminate Flooring (EPLF), confirming its position as the core market for the laminate flooring sector despite a weaker global construction and renovation environment. While overall demand weakened during the year, market developments varied significantly across regions, reflecting differences in local construction activity and market maturity.

Total EPLF member sales amounted to 263.4 million m² in 2025, representing a 6.50% decrease compared to 2024 (281.6 million m²). The trend reflects the broader slowdown observed across construction markets, particularly in new residential builds and renovation activity, which continued to weigh on demand throughout the year.

Western Europe, which represents 58% of total EPLF sales, recorded the most moderate contraction among the major regions. Sales reached 151.8 million m² in 2025, a 5.62% contraction compared to 2024. France remained relatively stable at 30.4 million m² (-0.59%), demonstrating resilience compared to neighboring markets. By contrast, Germany and Great Britain, two of the region's largest markets, recorded declines of 8.22% (30.3 million m²) and 5.47% (21.6 million m²) respectively.

Eastern Europe accounted for 23% of total EPLF sales in 2025, with volumes reaching 61.6 million m², representing a 2.56% increase compared to 2024.

Performance within the region, however, was not uniform.

Poland, one of the region's largest markets, recorded growth of +3.55%, reaching 21.9 million m², while Romania also posted strong growth of +9.30%, with sales of 9.8 million m². These results highlight the potential of selected Eastern European markets despite broader regional pressures.

Outside Europe, declines were more pronounced. North America recorded a 12.40% decrease compared to 2024, reflecting weaker construction activity and subdued housing demand. Latin America experienced a 20.61% contraction, while Asia declined by 24.53%. Within Asia, Kazakhstan (2.6 million m²) and Taiwan (2.3 million m²), two of the largest markets in the region, both recorded significant decreases of 36.94% and 26.10% respectively. Africa saw the steepest regional decline, at 31.55%, with notable reductions in Egypt (-31.32%), Morocco (-2.70%) and South Africa (-55.03%). Australia and Oceania also recorded lower volumes, with a 17.00% decline compared to 2024.

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Overall, regional performance remained mixed in 2025, with most regions recording lower sales volumes compared to 2024, while Eastern Europe posted moderate growth. Western Europe experienced the smallest decline, while decreases were more pronounced in Asia, Africa and Latin America. Growth in countries such as Poland and Romania supported the Eastern Europe's positive result, highlighting differing market dynamics across the region.

The 2025 figures point to a year of adjustment for the laminate flooring sector. While global volumes declined, demand remained comparatively more stable in the core European markets, which continue to represent the majority of EPLF sales. Regional differences indicate that market conditions evolved at different speeds rather than following a single global pattern.

Looking ahead to 2026, the sector continues to operate in a challenging construction environment. EPLF members remain focused on innovation, sustainability, product quality and value-for-money, reinforcing the role of laminate flooring as a durable, competitive and versatile solution as market conditions continue to evolve.

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About EPLF: Established in 1994 in Germany, the Association of European Producers of Laminate Flooring represents the leading producers of laminate flooring in Europe and their suppliers. The focus of its work revolves around research, development, standardisation and representation at international trade fairs. Its management has moved to Brussels since November 2019.

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