



# PRESS RELEASE

## The laminate sector stabilises in 2024 as sales pick up across most regions

*Brussels, 12 March 2025* – In 2024, the laminate sales have stabilised following the peaks and valleys in the market of the past few years. The small decrease compared to 2023 sales signals that despite continued inflation and rising material costs, laminate products maintain a stronghold in the construction market.

The EPLF total sales for 2024 amount to 313.459.786 m<sup>2</sup>, which is stable at just 1,44% less than last year. For reference, the difference between 2023 and 2022 was -13,38%, a much higher drop. The same trend can be observed in sales for main regions – Western Europe (51% of all sales) and Eastern Europe (29% of all sales), experienced only slight decreases in sales in 2024 (-2,74% and -4,97% respectively), while other regions registered a positive sales trend: North America (+8,85%), Latin America (+8,51%) and Asia (+10,53%).

Zooming in on Western Europe's sales performance in 2024, its small decrease of -2,74% in relation to 2023 denoted 160.840.928 m<sup>2</sup> sold. Turkey (+16,82%), Italy (+11,35%) and the Netherlands (+3,25%) boasted increases this year. However, the decline of sales in three biggest markets affected the region: Germany -2,40% (33,031,269 m<sup>2</sup>), France -7,38% (30,559,036 m<sup>2</sup>) and Great Britain -8,87% (22,862,886 m<sup>2</sup>) were affected by a slowdown.

Eastern Europe has also stabilised its sales. Steady recovery was recorded with total sales of 91,895,034 m<sup>2</sup>, 4,97% less compared to 2023. The region's two biggest markets experienced a decline. Sales in Russia dropped the most, -14,75% (31,868,966 m<sup>2</sup>). Poland saw a small decrease of -0,96% with sales standing strong at 21,176,658 m<sup>2</sup>. The third biggest market, Romania, increased its sales by +7,42% (8,977,926 m<sup>2</sup>). Hungary is also recovering from a big drop of -39,20% in 2023, with sales in 2024 increasing by 5.12% (4,863,049 m<sup>2</sup>).

North America is one of the biggest success stories of 2024. In 2024, the region started to bounce back (+8,85%) with sales amounting to 23.521.002 m<sup>2</sup>. Canada saw a biggest gain of +14,15% (5,574,673 m<sup>2</sup>), with USA remaining the biggest market and scoring 7,30% more sales than the year before (17,946,329 m<sup>2</sup>). Similarly, Latin America increased by 8,51% in 2024 (8.032.281 m<sup>2</sup>). Chile continues its upward trajectory with +8.83%, or 3,896,816 m<sup>2</sup>.

**EPLF BOARD**  
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DIRECTOR  
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DIRECTOR  
FERIEL SAOULI  
MANAGING DIRECTOR

**EPLF® - EUROPEAN PRODUCERS OF LAMINATE FLOORING ASSOCIATION E.V.**

**BRUSSELS OFFICE**  
RUE DEFAQZ 52  
1050 BRUSSELS  
BELGIUM

**REGISTERED OFFICE**  
MITTELSTRASSE 50  
33602 BIELEFELD  
GERMANY

T +32 (0)2 788 31 68  
INFO@EPLF.COM  
[WWW.EPLF.COM](http://WWW.EPLF.COM)

VAT DE813375934  
**BANK ACCOUNT** DE22 4808 0020 0190 4383 00  
**REGISTRATION NO.** VR 3897, AG BIELEFELD

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EPLF's sales in Africa picked up by +16.95% with 3,794,025 m<sup>2</sup> sold in 2024, reversing the trend from 2023. The most notable were in Egypt (+38.83%, 1,345,748 m<sup>2</sup>) and Morocco (+15.95%, 926,072 m<sup>2</sup>). Though Asia enjoyed an increase of 10.53% in 2024, China and Kazakhstan declined by -17.11% and -3.26% compared to 2023 (1,925,547 m<sup>2</sup> and 4,058,021 m<sup>2</sup> sold respectively). Taiwan shot up by +74.09%, however, with a mere 3,094,173 m<sup>2</sup> in sales in 2024.

The construction market has been experiencing significant swings due to global economic shifts – from high inflation and rising costs of materials to geopolitical pressures. The 2024 numbers tell a story of laminate sector's resilience through chaos. The steady recovery in most regions may be signalling a return to stability, with positive long-term prognoses.

Of course, the continued war in Ukraine and potential trade wars might bring about new challenges. Still, the shortage of housing will need to be addressed despite this, and with it – new houses and renovations. Moreover, the European Commission appointed a Commissioner for Energy and Housing for the first time. Considering the EU executive's plans for an European Affordable Housing Initiative Plan, the durable and affordable laminate products will have a role to play to help the EU reach its objectives.

The members of EPLF will continue their commitment to sustainability, affordability and innovation. As the entire construction industry undergoes challenges, there is a positive medium- and longer-term outlook on the future of laminate sales.

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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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33602 BIELEFELD  
GERMANY

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