

# Trends for 2023

The demand for more sustainable, resilient, and durable flooring is stronger than ever. Largely motivated by a turbulent global context, particularly in Europe, this has led users to seek comfort and reassurance in their homes.

In terms of design, the trend for natural materials and light & warm tones continues as Scandinavian and Nordic designs become the new reference for laminate flooring.



## Sustainable



© Kaindl

Laminate flooring is becoming the standard for sustainability thanks to its reduced CO2 footprint (compared to other types of flooring) and its packaging is increasingly plastic-free.

## Waterproof



© Hamberger

Laminate technology is increasingly using water resistant substrates, which provide additional benefits to users.

## Impact sound insulation



© Windmüller

Laminate's excellent sound-proofing properties reduces walking noise thanks to recycled wood fibers. This allows for greater peace of mind at home.

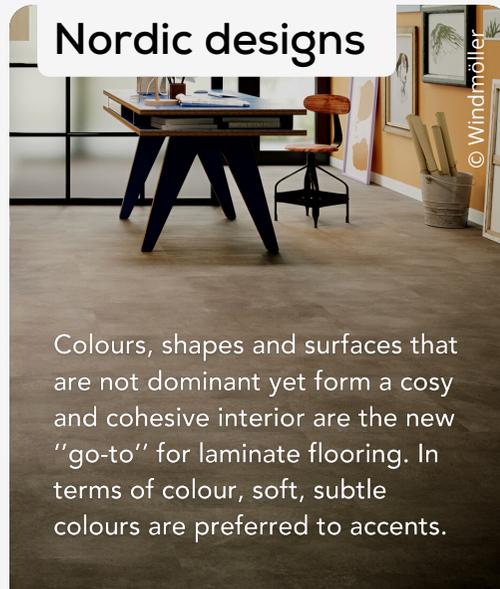
## Real stone look



© Quick-Step

Stone materials in interiors are becoming trendy; this is also the case for the laminate flooring market which offers the most realistic models you have ever seen.

## Nordic designs



© Windmüller

Colours, shapes and surfaces that are not dominant yet form a cosy and cohesive interior are the new "go-to" for laminate flooring. In terms of colour, soft, subtle colours are preferred to accents.

## Durable and resistant



© Alsbjörn

Due to the current global crisis, laminate flooring manufacturers are seeing a trend towards more durable materials and timeless designs.

## Harmonious look



© Egger

Oak decors still dominate the market with authentic and natural matte textures. However, nutmeg brown tones are becoming increasingly popular, providing lighter, more harmonious interiors.