PRESS RELEASE

2027 Trends: natural warmth, authentic textures and versatile design shape the future of laminate flooring

Brussels, 8 December 2026 – The laminate flooring industry in 2027 continues to combine natural aesthetics with technical performance and environmental responsibility. As consumers seek authenticity, durability and sustainable solutions, EPLF members are responding with increasingly realistic wood designs, warm and rich colour palettes, and enhanced surface textures. At the same time, laminate flooring is increasingly designed to withstand the realities of everyday life, combining practicality and resilience with greater freedom in formats and design.

Warm colours and authentic wood aesthetics

Nature-inspired decors remain at the heart of flooring design, with warmer and richer shades gaining prominence. Honey, smoked wood and chocolate-brown tones complement classic oak designs, bringing depth and character to contemporary interiors. Highly detailed grain patterns and realistic wood features further enhance the natural appearance of laminate flooring, reflecting the enduring appeal of authentic materials.

Advances in surface technology are reinforcing this trend. Embossed-in-register (EIR) textures, which align the surface embossing with the printed wood grain, create a more convincing visual and tactile experience. Combined with increasingly popular matte finishes and deeper surface textures, these developments bring laminate flooring closer to the look and feel of natural wood.

Bigger formats, greater design freedom

Larger formats continue to be a preferred choice for creating spacious and elegant interiors. Their clean and continuous appearance complements modern design schemes, while a broad range of decors offers flexibility across different styles and living spaces.

Decorative laying patterns also provide new opportunities to personalise interiors. Herringbone remains a popular choice for adding character and sophistication, while chevron and mixed-plank layouts offer further creative possibilities. Coordinated finishes across floors, doors, furniture and wall panelling also allow for more harmonious interiors. By combining format, colour and pattern, laminate flooring allows consumers to achieve distinctive interior designs without compromising on practicality.

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Performance designed for everyday living
Alongside aesthetic developments, product performance remains a key consideration. Improved water resistance and scratch-resistant surfaces help laminate flooring respond to the demands of everyday life. From spills and everyday accidents to dropped food, pets and busy family life, durable surfaces are designed to withstand daily use. Easy maintenance further supports its appeal in busy households, where floors must withstand daily use while retaining their appearance.

These qualities also make laminate flooring suitable for a variety of settings, from residential interiors to busy commercial spaces where stains and heavy use are part of everyday life.

These developments reflect the continued evolution of laminate flooring: combining design quality and functional performance to meet changing consumer expectations.

Sustainability built for today's real life
Beyond everyday resilience, modern laminate flooring is inherently designed to support more resource-conscious living. Made predominantly from responsibly sourced, renewable wood, often utilising residues and by-products from industries like sawmilling, laminate gives valuable natural materials a second life. By locking in biogenic carbon for decades and offering a minimum reference service life of 25 years, it combines long-lasting performance with a lower environmental footprint.

This combination of circular thinking and durability ensures that consumers do not have to choose between a home that looks beautiful today and a more sustainable choice for tomorrow. It transforms everyday flooring into a tangible contribution to Europe's bioeconomy, proving that style, practicality and resource efficiency can go hand in hand.

As design expectations and environmental considerations continue to evolve, laminate flooring offers a combination of natural aesthetics, practical performance and long-lasting value.

Looking ahead to 2027, the direction is clear: warmer and more expressive wood designs, increasingly authentic surfaces and greater freedom in formats and laying patterns. By bringing these elements together with durability, ease of maintenance and sustainability, laminate flooring is setting new standards for contemporary interiors.

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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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