

Trends for 2025

Eco-friendly, durable and cost-effective products are expected to be in high demand, as sustainability and performance at an affordable price remain key priorities for consumers.

Realistic wood design and natural, matte surfaces will be on trend, with oak remaining the top choice. The emphasis will be put on soft, light colours and large planks for a spacious, elegant look.



Tranquility



The focus is on natural, light and soft textures to offer consumers a sense of comfort and calm. With the pre-eminence of natural and raw wood tones, laminate flooring brings warmth to any interior.

Natural look



For a harmonious and high-quality finish, the emphasis is on realistic wood designs that bring an authentic touch to the décor. Seeking products that last, consumers lean towards natural wood designs that offer a look that stands the test of time. Oak leads the trend in this regard.

Sustainability



Consumers are prioritizing eco-friendly products. From manufacturing to recycling products and even packaging, there is a call for durable, circular flooring solutions that minimize environmental impact.

Wide planks



Contributing to a harmonious interior, wide planks will continue to be a popular trend in 2025. Large formats elevate the room, by enlarging the space and giving an elegant finish. Geometric patterns are also back, especially the classic herringbone design, which brings depth and balance to any room.

Water resistant



The demand for water resistant products is still strong, to adapt to any type of interiors and make laminate a long-lasting flooring choice. To answer this demand, innovative technologies are being developed to improve the durability of laminate flooring and their resistance to moisture and other damage.

Price matters



In recent years, consumers have increasingly prioritised cost-effective products. Laminate flooring must adapt by remaining affordable, without compromising on high quality. By achieving this balance, laminate flooring strives to be a top choice in the flooring market.