



# PRESS RELEASE

## 2025 Trends

### Sustainable, durable, and elegant for the future of laminate flooring

Brussels, 6<sup>th</sup> December 2024 – In 2025, the laminate flooring industry will continue to lead the market with eco-friendly, durable, and affordable products. As consumers are increasingly prioritising sustainable and high-performance products, EPLF members design durable and cost-effective products with natural aesthetics. Realistic wood designs, natural and matte surfaces, and a growing preference for wide planks that ensure a spacious and tranquil feel to interiors are what the 2025 trends have in store for laminate floors.

#### Natural and soft touch

Next year, consumers will continue to be attracted to light and soft textures, as well as natural and raw wood tones, offering a sense of comfort and calm. Timeless and elegant oak, once again, will lead the trend, with colours ranging from white to raw wood, honey to sandy browns and grey to greige, a warm blend of grey and brown. These natural tones, paired with matte finishes, create a sophisticated and harmonious look for any interior, while also aligning with the trend towards more colourful and lively spaces. The objective for many manufacturers remains the same: to offer realistic wood designs that mirror the appearance of authentic timber flooring, blurring the line between laminate and real wood.

#### Wide planks and geometric patterns

Wide planks are still an 'it' product in 2025, contributing to a modern and elegant aesthetic. These larger formats create a sense of spaciousness and unity within a room, making interiors feel open and airy, with floors acting as a continuous surface rather than a segmented feature. Geometric patterns, including the enduring herringbone design, will remain a key element for consumers seeking to add a unique touch to their homes.

#### Sustainability as a priority

Sustainability remains a top priority for both consumers and EPLF members. Laminate flooring has proven itself as a key player in this space through circular production processes and eco-friendly materials. Reducing resource use, incorporating recycled materials, and developing thinner laminate options without sacrificing durability are all aims set by EPLF. These sustainable choices reaffirm that laminate flooring is not only a stylish and practical choice but also a responsible one.

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### Water resistance innovation

The laminate flooring industry is experiencing a significant shift with the adoption of water-resistant technology, as consumers seek floors that can adapt to various environments. Thanks to these innovations, laminate can now be used in areas beyond living rooms and bedrooms, such as kitchens and bathrooms. This not only increases its appeal but also provides homeowners with a long-lasting and versatile solution. Due to its durability and sustainable production process, laminate flooring meets both aesthetic and functional demands, while maintaining a natural and elegant look.

### Affordable products in a price-sensitive market

Consumers are seeking options beyond real wood. With the building and renovation sectors facing challenges, laminate flooring offers a competitive advantage due to its cost-effectiveness and its wide range of design possibilities, allowing customers to find the perfect fit for their interior design needs. Laminate remains a popular choice, providing an excellent alternative to real wood without compromising on style or quality, while emphasising its sustainable strengths.

As we enter into 2025, the laminate flooring sector is ready to live up to consumer expectations through its innovative, sustainable, and designed products. By blending endless design possibilities with high performance in one product, EPLF members will slowly drive growth in the sector. The focus on wide planks, natural colours, and water-resistant technologies ensures that laminate remains a competitive option in the flooring market. The commitment to sustainability, at its very core, simply assures a future in which these products will meet today's consumer needs but also contribute positively to a more responsible and green future.

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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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