

# Trends for 2024

Sustainability and resource conservation have become a priority for consumers and manufacturers in another year marked by economic unpredictability. While some trends remain intact in the marketplace, new ones are emerging that emphasise surface feel and look.

As we step into 2024, the industry is anticipating an amplified focus on sustainable and eco-friendly materials. Minimalist and homogeneous designs with oak and light natural colours will be at the forefront. Additionally, the trend will lean towards incorporating geometric patterns, as well as stone and marble designs.



## Sustainable



© Quick-Step

Laminate flooring is made from wood sourced from sustainably managed forests, emphasising the eco-friendly nature of its production. The demand for thinner yet robust laminate flooring is expected to grow, as a way to preserve resources.

## Waterproof



© BerryAlloc

The technology used in laminate flooring to render it water-resistant makes it a more environmentally friendly alternative to other similar types of flooring and a popular choice.

## Durability



© EGGER

The demand for durable and resistant products will remain in 2024, as a consequence of the recession in the construction market.

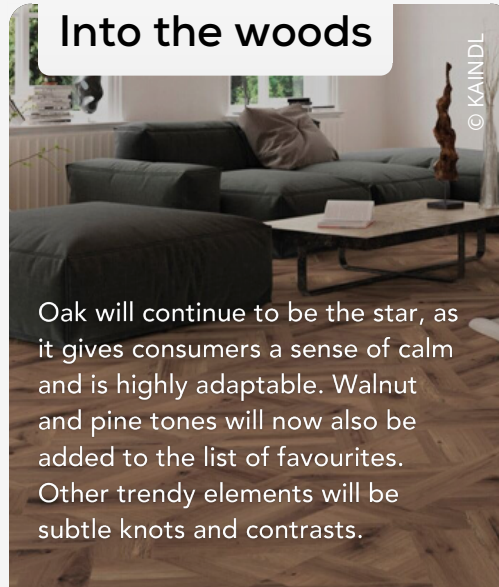
## Greige is back



© SKEMA

Variants such as matte sand tones are highly preferred by consumers when it comes to interior design, as they have a natural and light appearance. Greige might stand out again as the number 1 colour.

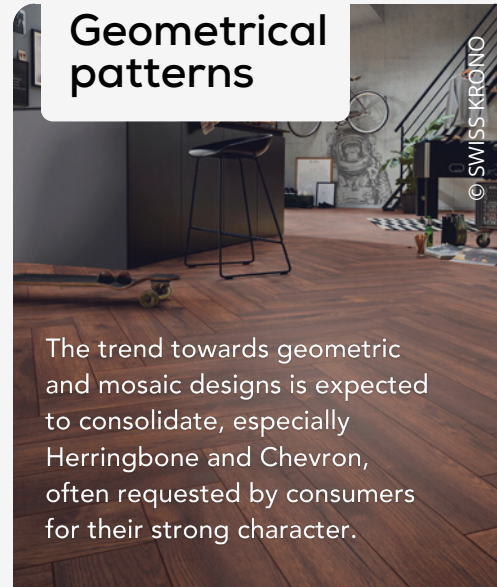
## Into the woods



© KAINDL

Oak will continue to be the star, as it gives consumers a sense of calm and is highly adaptable. Walnut and pine tones will now also be added to the list of favourites. Other trendy elements will be subtle knots and contrasts.

## Geometrical patterns



© SWISS-KRONO

The trend towards geometric and mosaic designs is expected to consolidate, especially Herringbone and Chevron, often requested by consumers for their strong character.

## Size matters



© Hamberger Laminat

Manufacturers are seeing a shift towards larger laminate flooring sizes and unusual formats, reflecting evolving consumer taste for interiors. This will definitely influence upcoming designs.