

roomvo

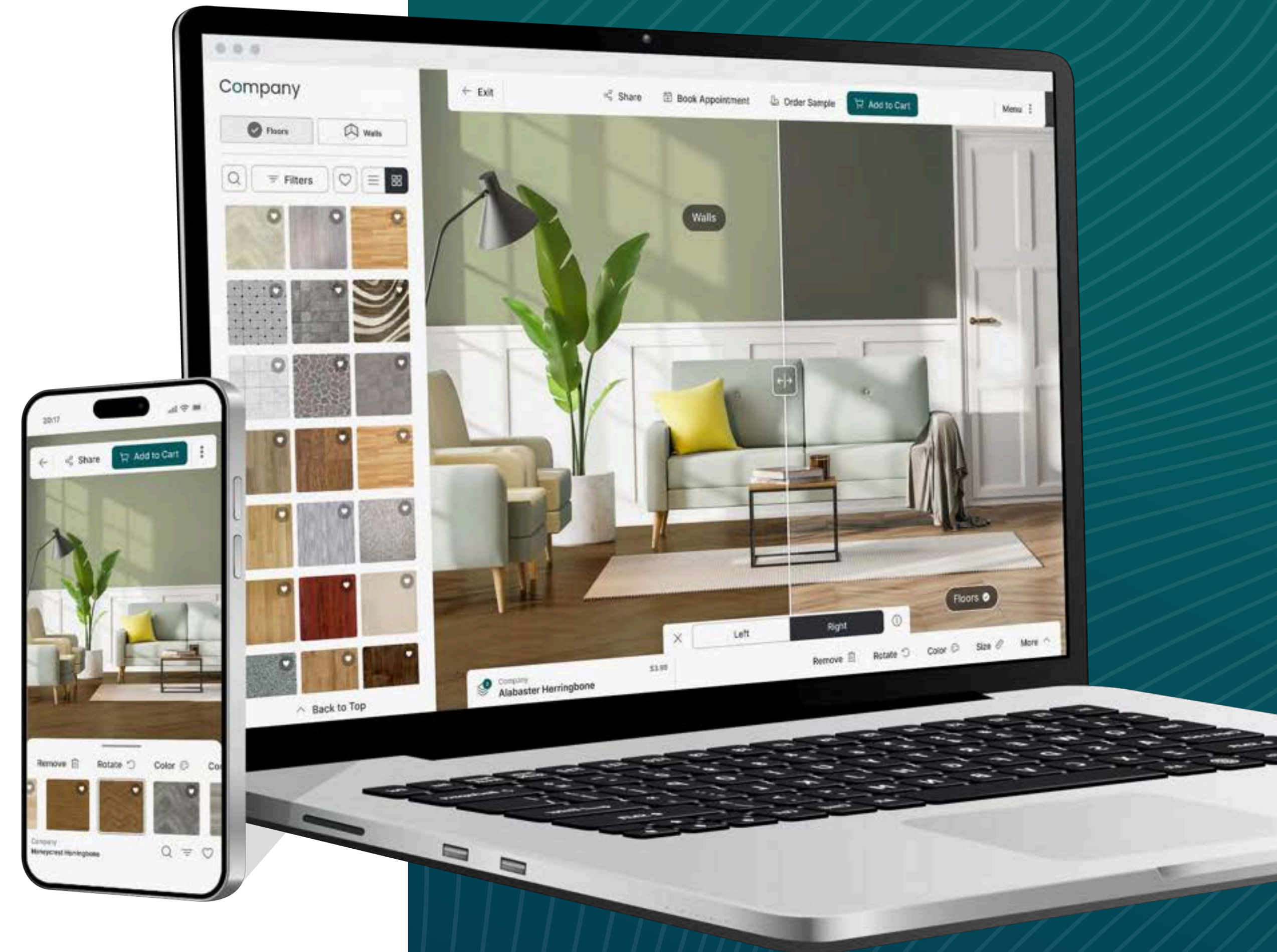
2025

Flooring Trends Report

Uncover 2025's top flooring visualization trends, backed by Roomvo's curated dataset from nearly 200 million consumer interactions worldwide

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Introduction

The world's top flooring trends leading into 2025

Uncover the top viewed flooring options leading into 2025 based on shopper visualization data from nearly 200 million consumer interactions worldwide

With the right consumer data, you can drive effective product development, sales and marketing strategies, and more. Roomvo's 2025 Flooring Trends Report gives you exclusive access to proprietary data.

Every single month, Roomvo helps millions of shoppers find the perfect products for their homes. We work with nearly 10,000 retailers, distributors, and manufacturers in over 150 countries worldwide.

In 2025, the expanded data sample for this report includes nearly 200 million consumer interactions with 547 flooring and tile businesses in 49 countries across six continents.

Dive into the trends shaping the flooring industry in 2025 and discover how you can stay ahead.

Roomvo's data sample for this report

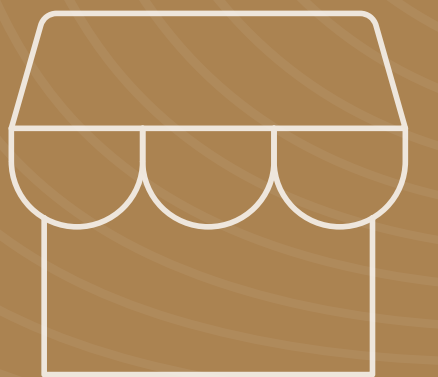
Nearly **200** million consumer interactions



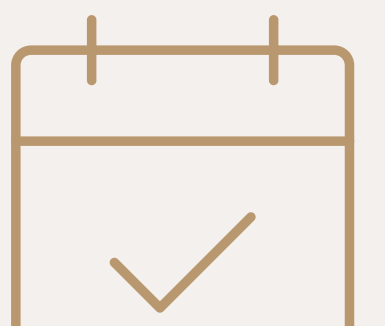
49 countries



547 flooring, tile, and carpet businesses



2023 & 2024 Two years of shopping data



INTRODUCTION

Building on insights

Letter from Pawel Rajszel, Roomvo CEO

Following the success of Roomvo's first-ever consumer flooring trends report in 2024, we're excited to launch our 2025 Flooring Trends Report.

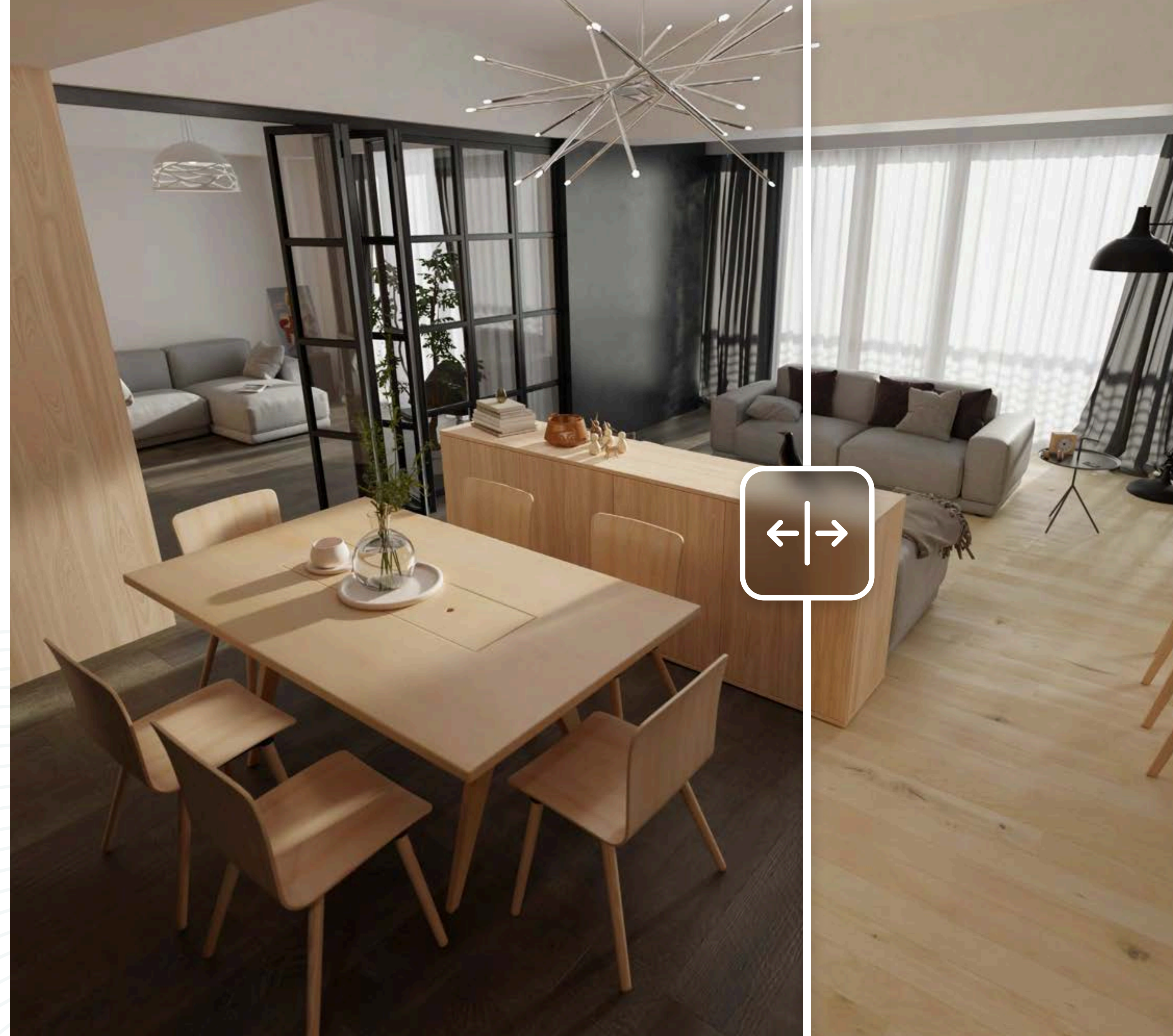
Better data means stronger branding, tailored product development, and cutting-edge shopping experiences. You'll gain insights from a curated dataset of nearly 200 million consumer interactions from 2023 and 2024.

We believe everyone deserves a beautiful home, and that starts with better consumer insights. Thanks for reading and being a part of our community.



Pawel Rajszel

Chief Executive Officer
Roomvo



Roomvo changes everything

Transform the way you market, showcase, and sell your products with Roomvo



Roomvo Visualizer

Expedite purchase decisions and close sales with industry-leading room visualization.



Roomvo Studio

Create professional-grade product images and immersive videos at scale.



Roomvo Sites

Attract and inspire customers with a professionally designed, fully managed website built to generate leads.

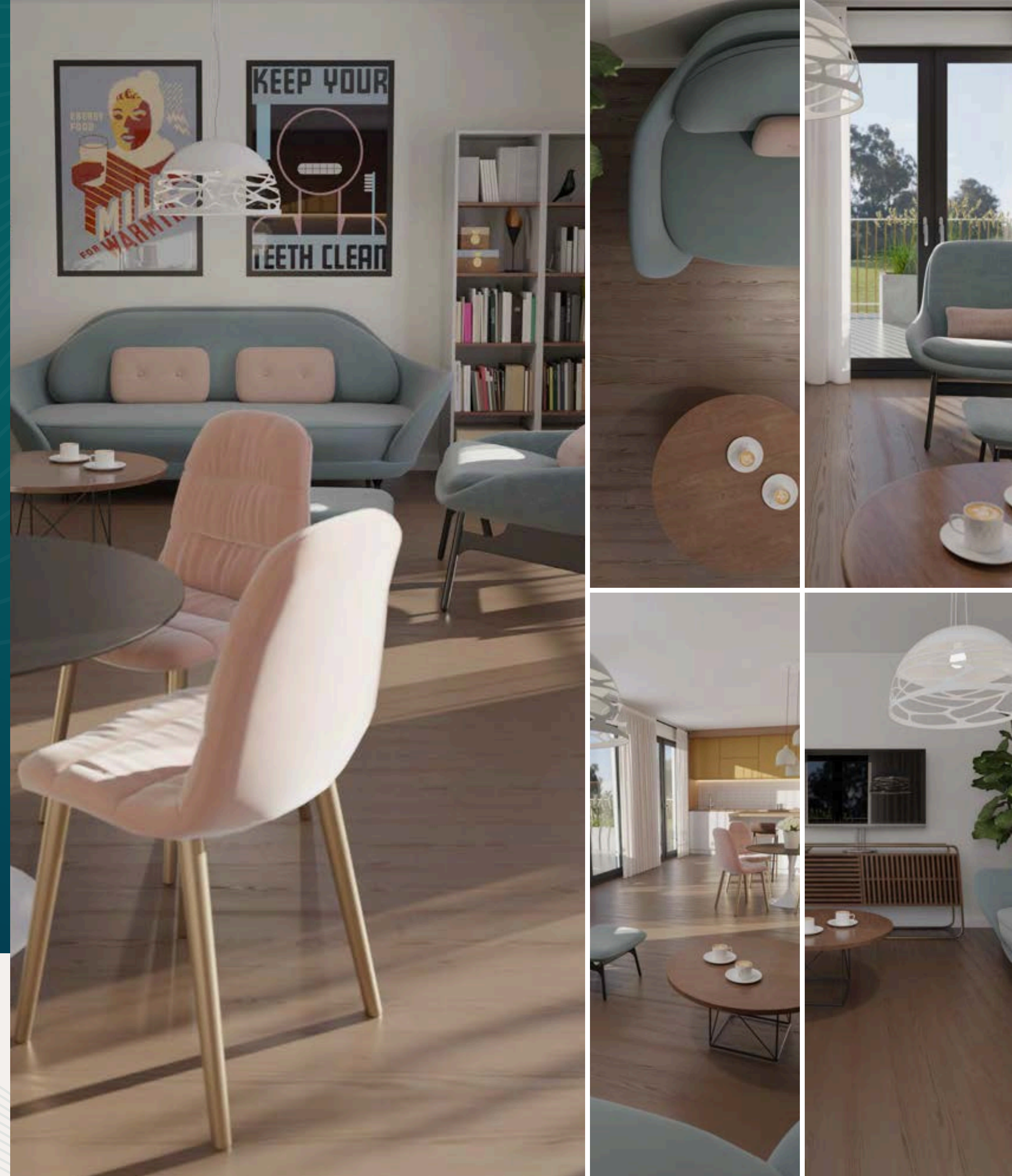


AI Chatbot

Your 24/7 virtual sales associate works night and day to engage shoppers and convert them into leads.

Book a free consultation to learn more

[Book a free consultation](#)



Shopping habits



SHOPPING HABITS

Consumers show stronger shopping intent

Shoppers visualized more flooring products in 2024 than in 2023

Worldwide flooring visualizations increased by 15.4% in 2024, with Asia seeing the largest surge at 30.8%, followed by the Americas (16.4%) and Europe (11%). This growth reflects stronger shopping intent globally, driven in part by enhancements to the **Roomvo Visualizer** and new features like **Roomvo Direct**, encouraging shoppers to visualize more products.



EXPERT TIP

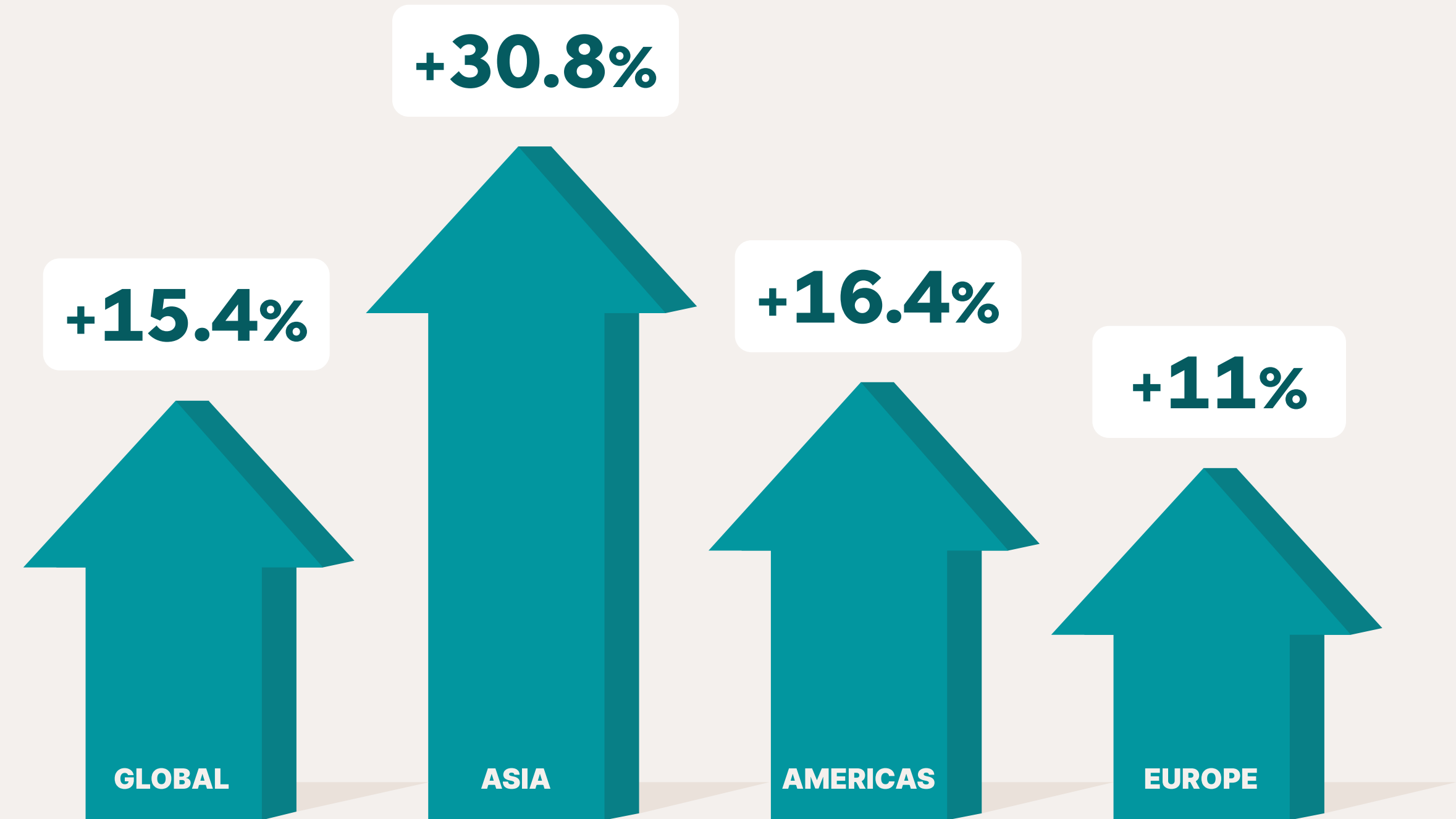


Get more product visualizations

Roomvo Direct is an immersive visualization experience that drives product interaction directly from your product detail pages. Plus, Roomvo Direct remembers your shopper's photo on every product page for seamless shopping experiences.

Flooring visualization growth in 2024

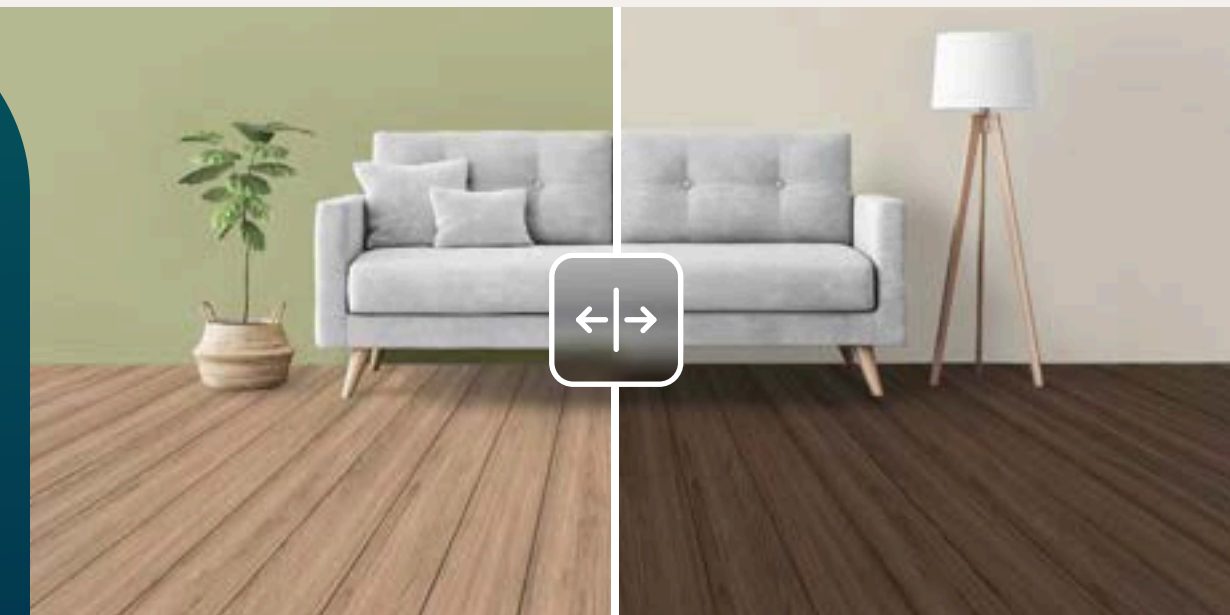
Global flooring visualizations increased by 15.4% in 2024.



Flooring visualizations increased most in Asia, rising by

30.8%

in 2024.



SHOPPING HABITS

March leads in flooring shopping

March still top, with October not far behind

March remains the top month for flooring shopping globally, accounting for 9.6% of flooring visualizations in 2024. October followed closely with 9.3%, while December was the least popular month with just 6.7%.

This pattern holds in the Americas and Europe, where March accounts for 9.4% and 10.4% of flooring visualizations respectively. December is the least popular month with 6.9% of visualizations in the Americas and 5.9% in Europe.

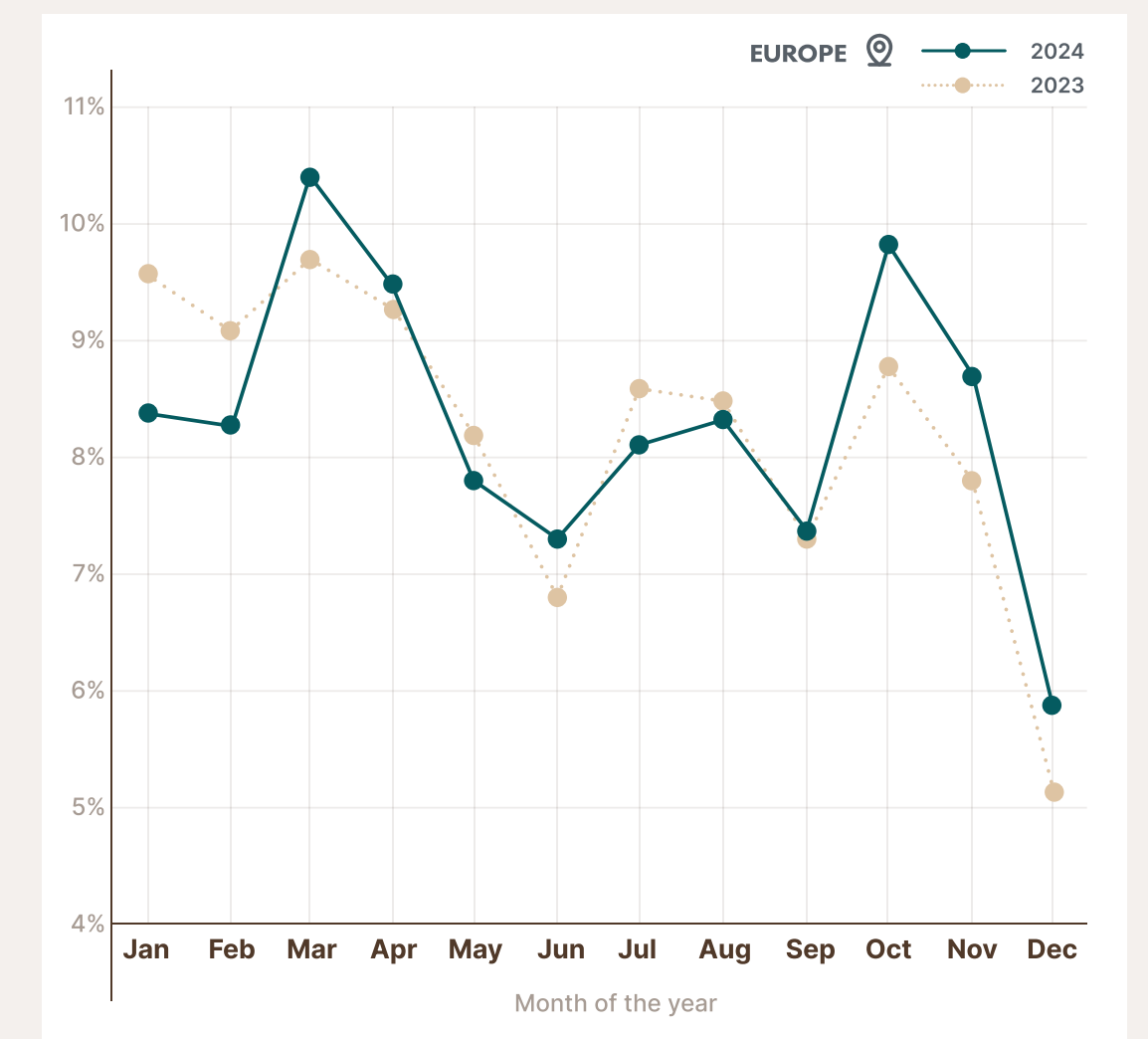
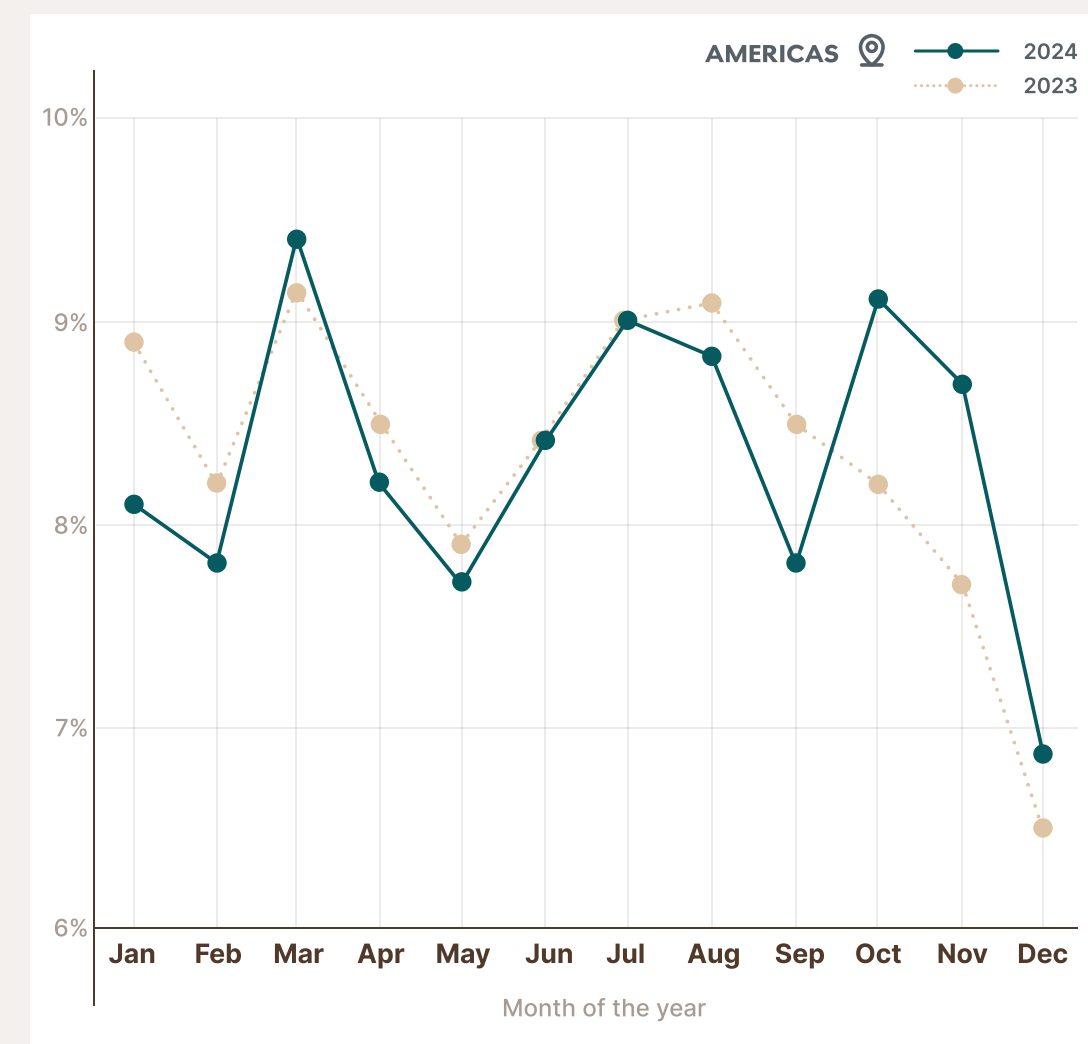
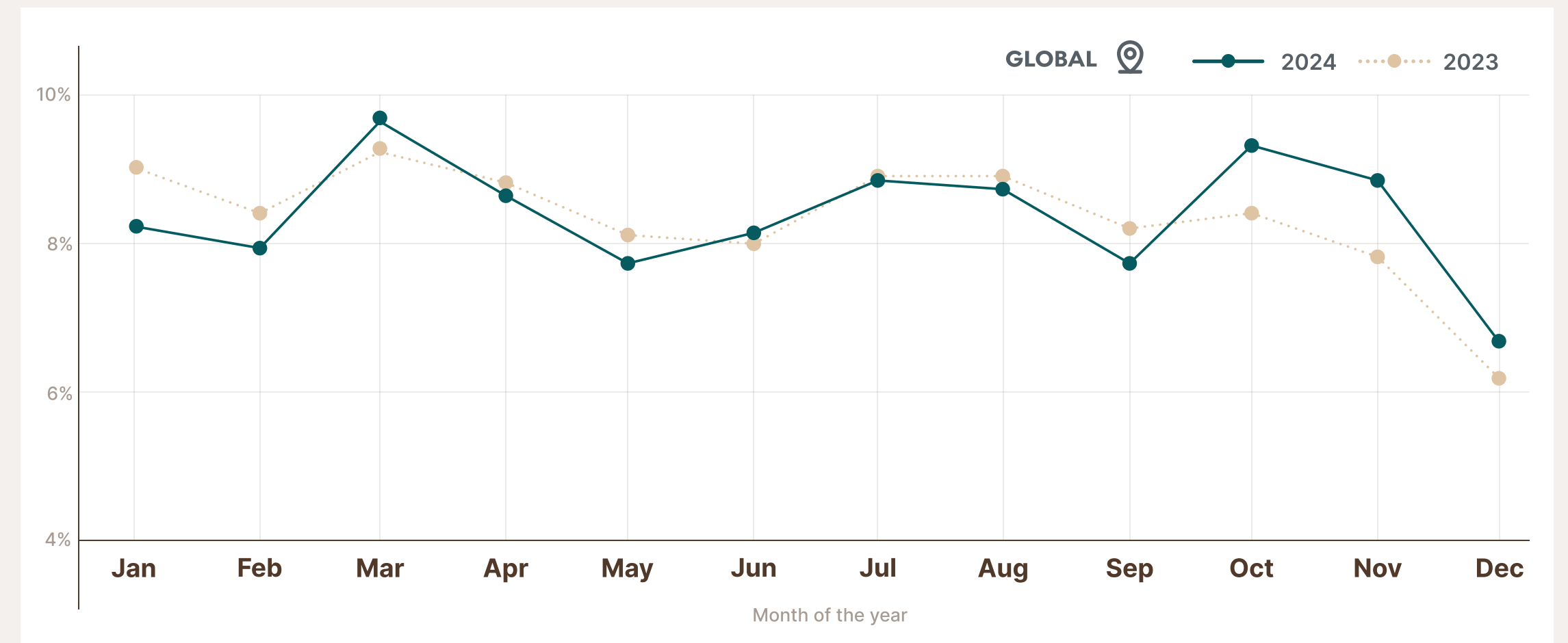
March is the top month for flooring shopping globally, with

9.6%

of flooring visualizations.

Most popular months for flooring shopping

Globally, shoppers are most likely to visualize flooring in March, followed by October.



SHOPPING HABITS

Kitchens and living rooms top for flooring renovations

Shoppers were most likely to visualize flooring in their kitchens and living rooms in 2024

When visualizing flooring in 2024, consumers uploaded a picture of their room 84.9% of the time compared to using a stock photo. Roomvo automatically detects which type of room shoppers upload, so businesses can see where consumers are visualizing their products most.

Globally, most shoppers uploaded a picture of their kitchen or living room, with each accounting for 20.8% of room uploads.

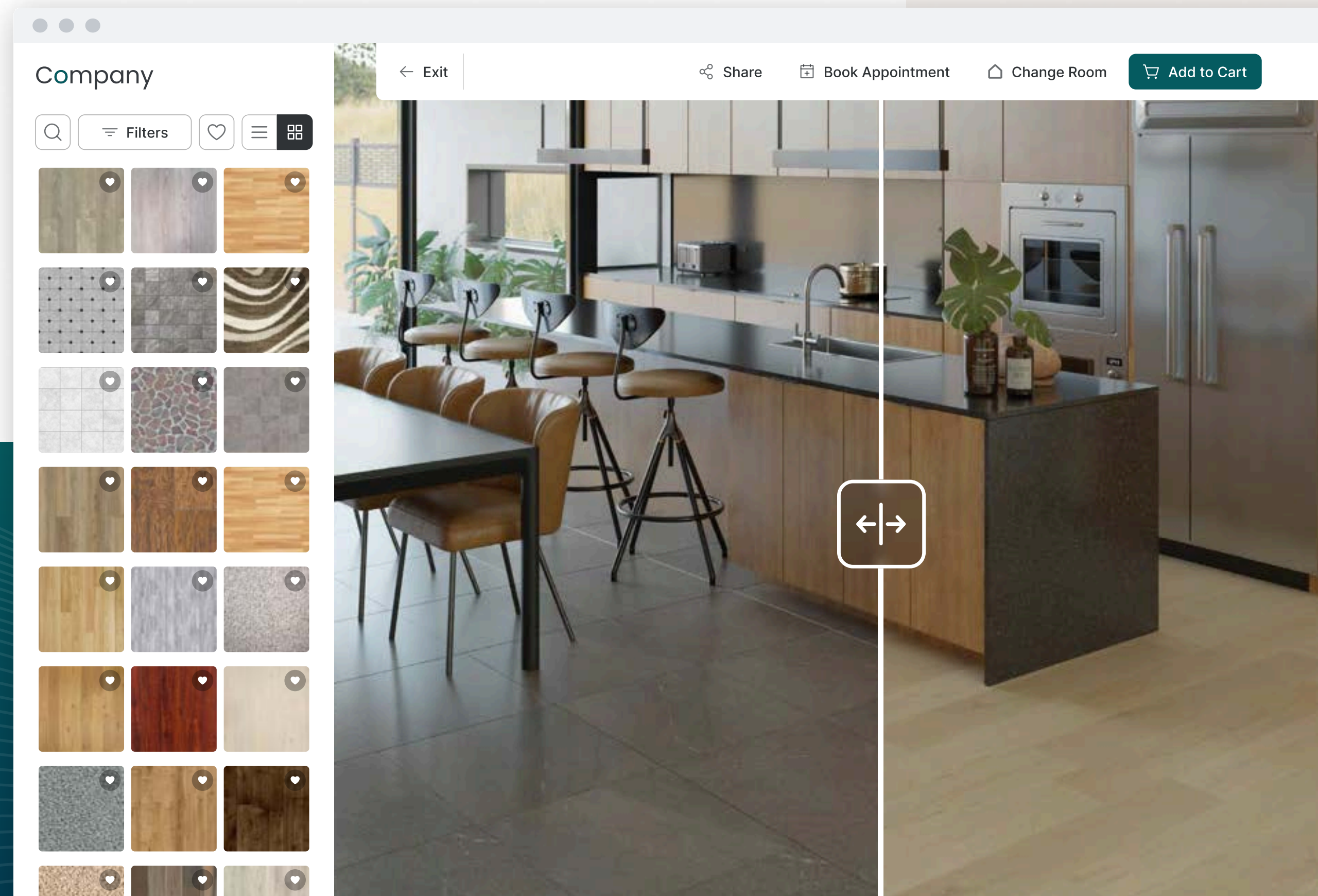
In the Americas, kitchens ranked first for room uploads in 2024 with 22.8%, while living rooms took second place with 18.1%.

In Europe and Asia, shoppers were most likely to visualize flooring in their living rooms, accounting for 28.5% and 41.7% of room uploads respectively. Kitchens ranked second in Europe with 15% of room uploads while hallways took second place in Asia with 9.2%.

Shoppers visualized flooring in the kitchen or living room

41.6%

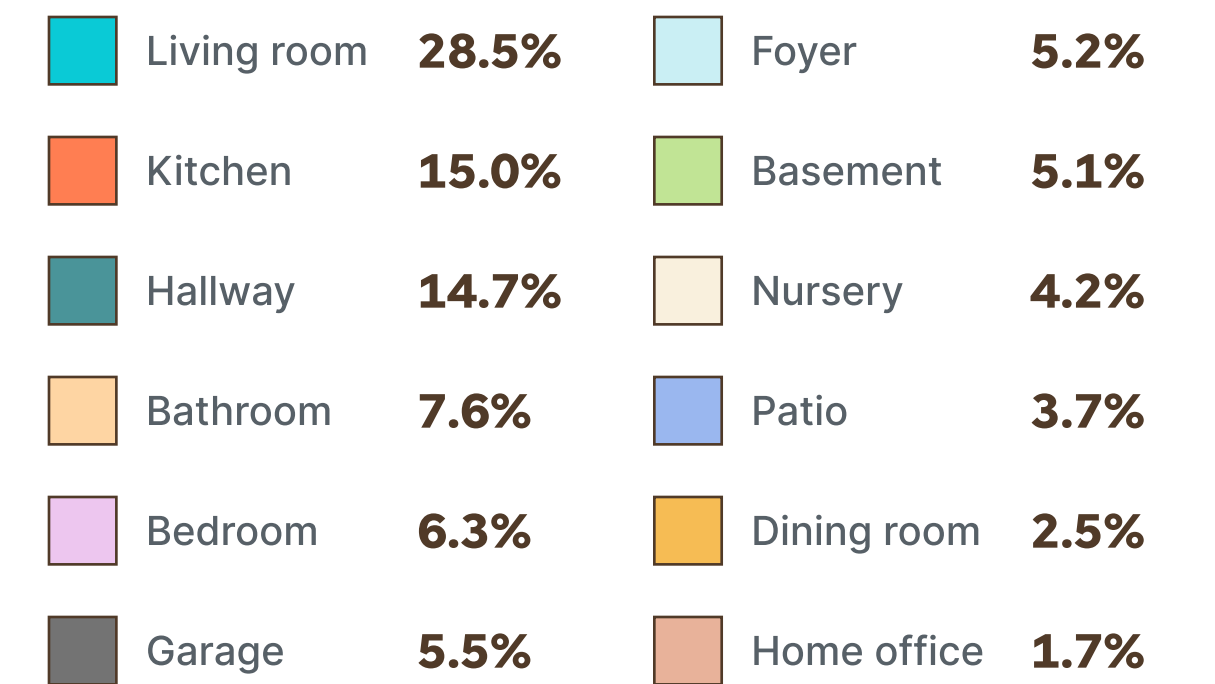
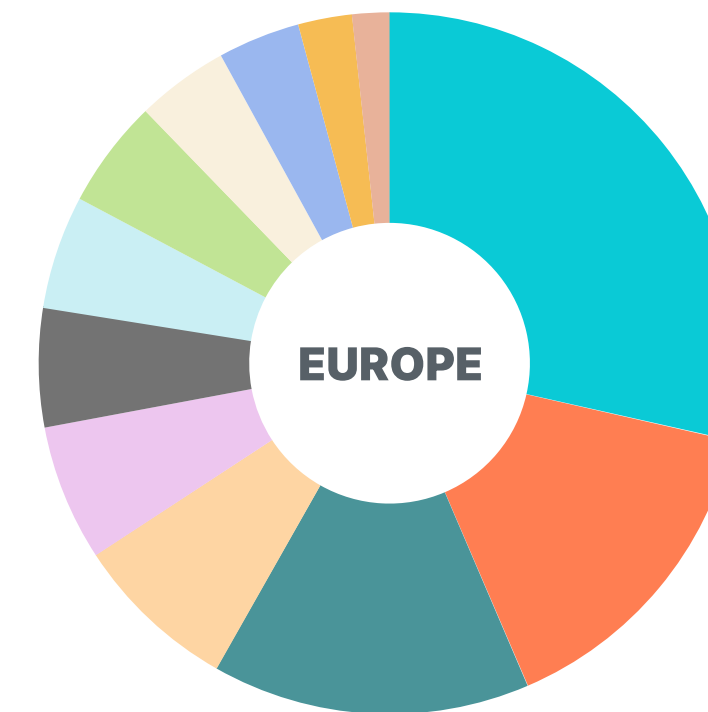
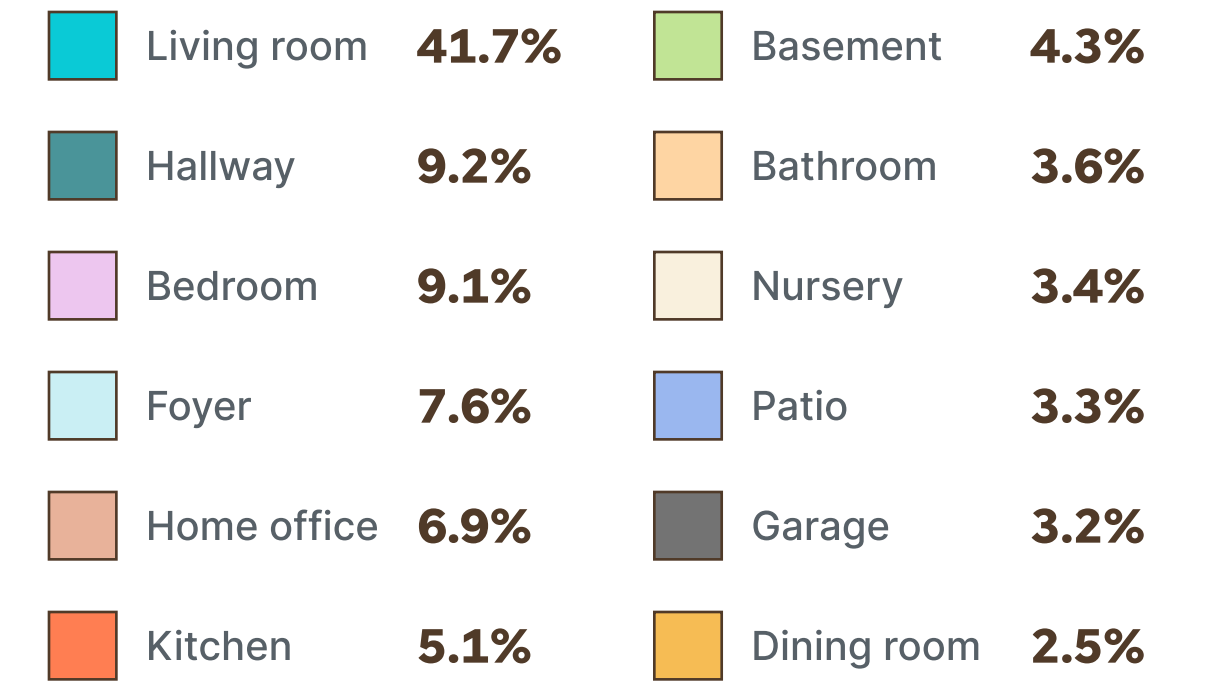
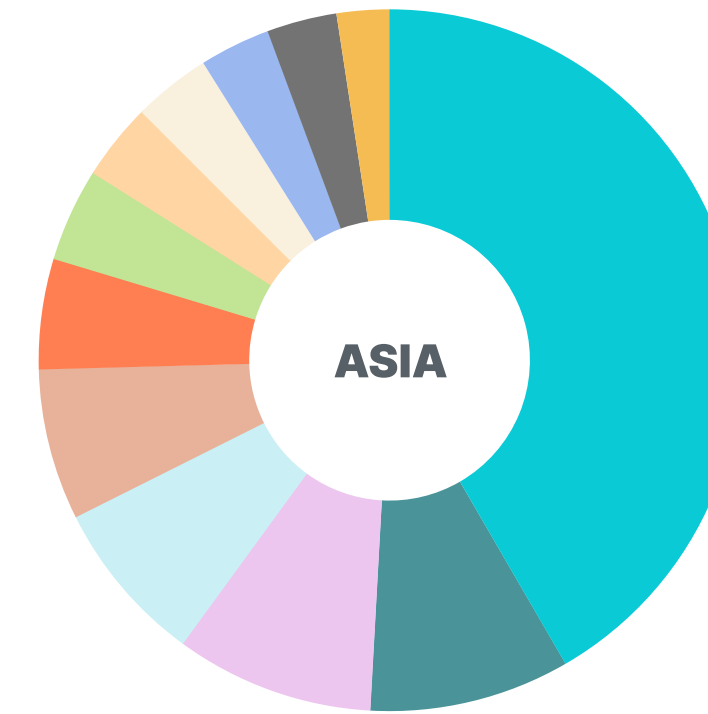
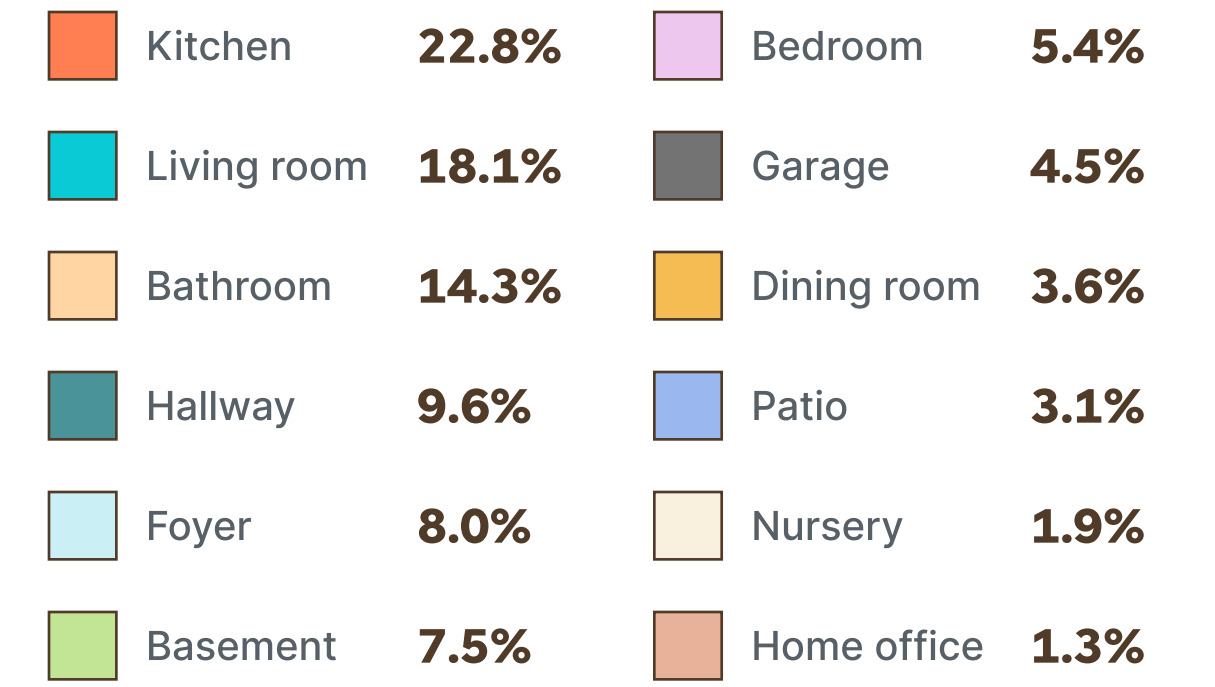
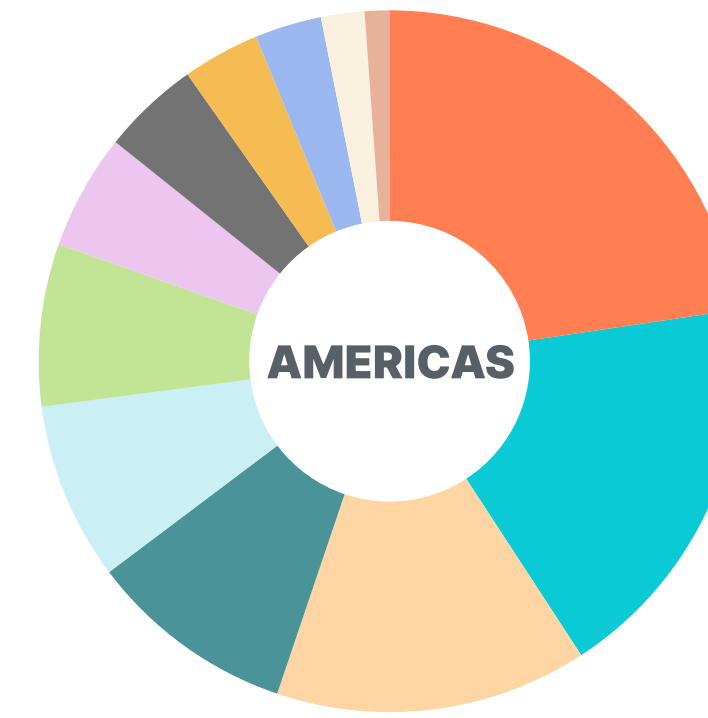
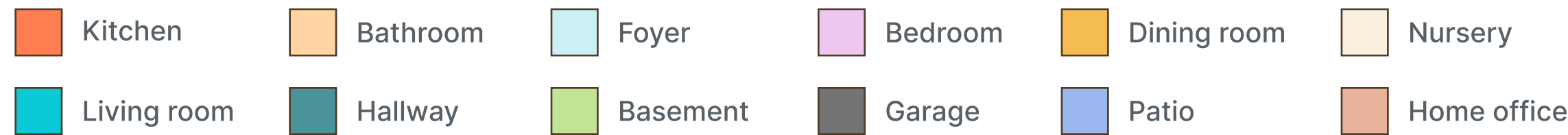
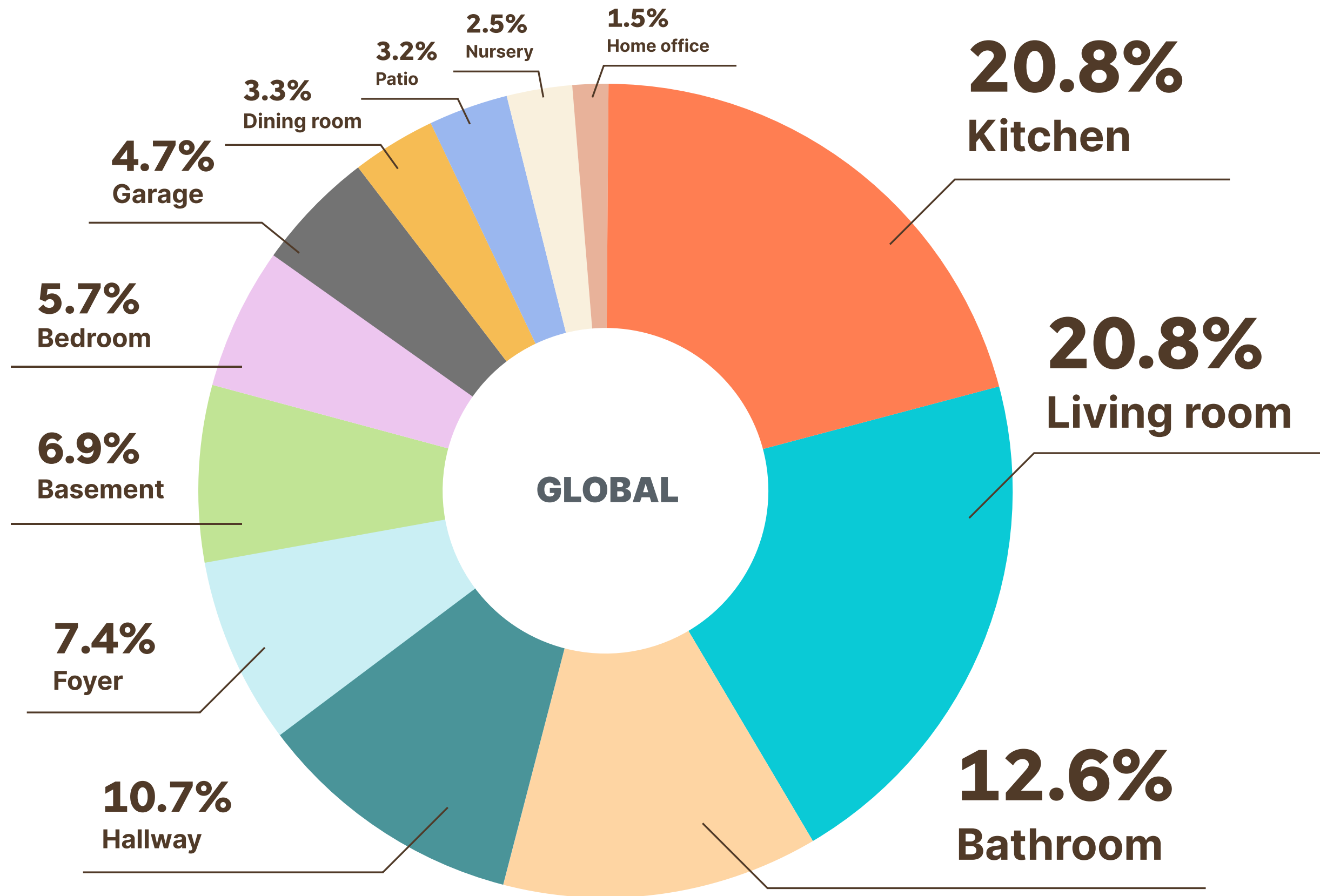
of the time.



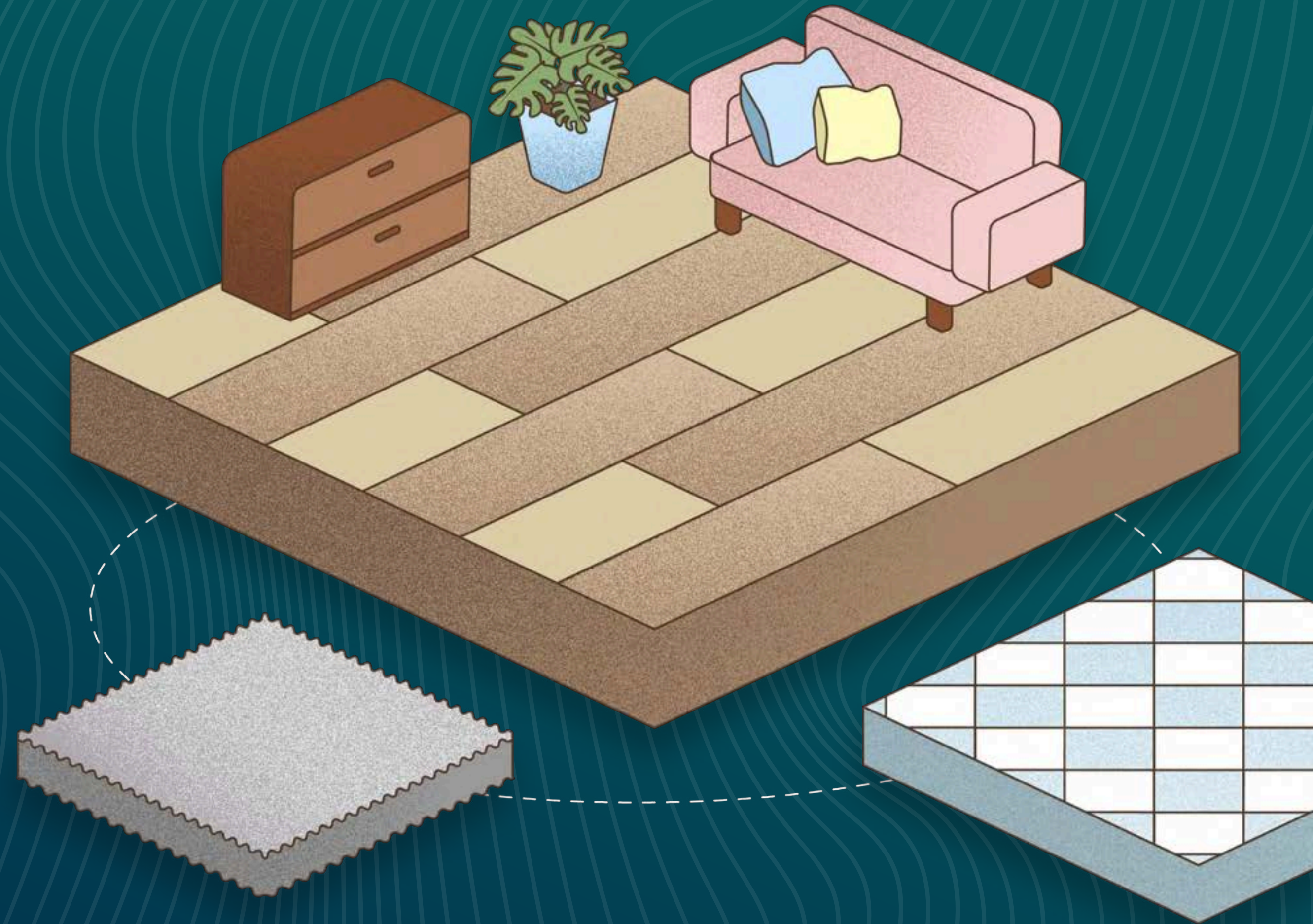
SHOPPING HABITS

Most popular rooms for flooring shopping

Shoppers are most likely to upload pictures of their kitchens or living rooms to Roomvo.



Materials



MATERIALS

Luxury vinyl leads globally

Luxury vinyl strengthens its hold on the global flooring market

In 2024, 30% of global flooring visualizations were luxury vinyl, marking a 2-point increase from 2023.

Luxury vinyl saw the biggest rise in Asia, now accounting for 54% of visualizations — up 13 points from 2023. In the Americas, it remains dominant at 34%, while in Europe it moved up from fifth to fourth in the rankings.

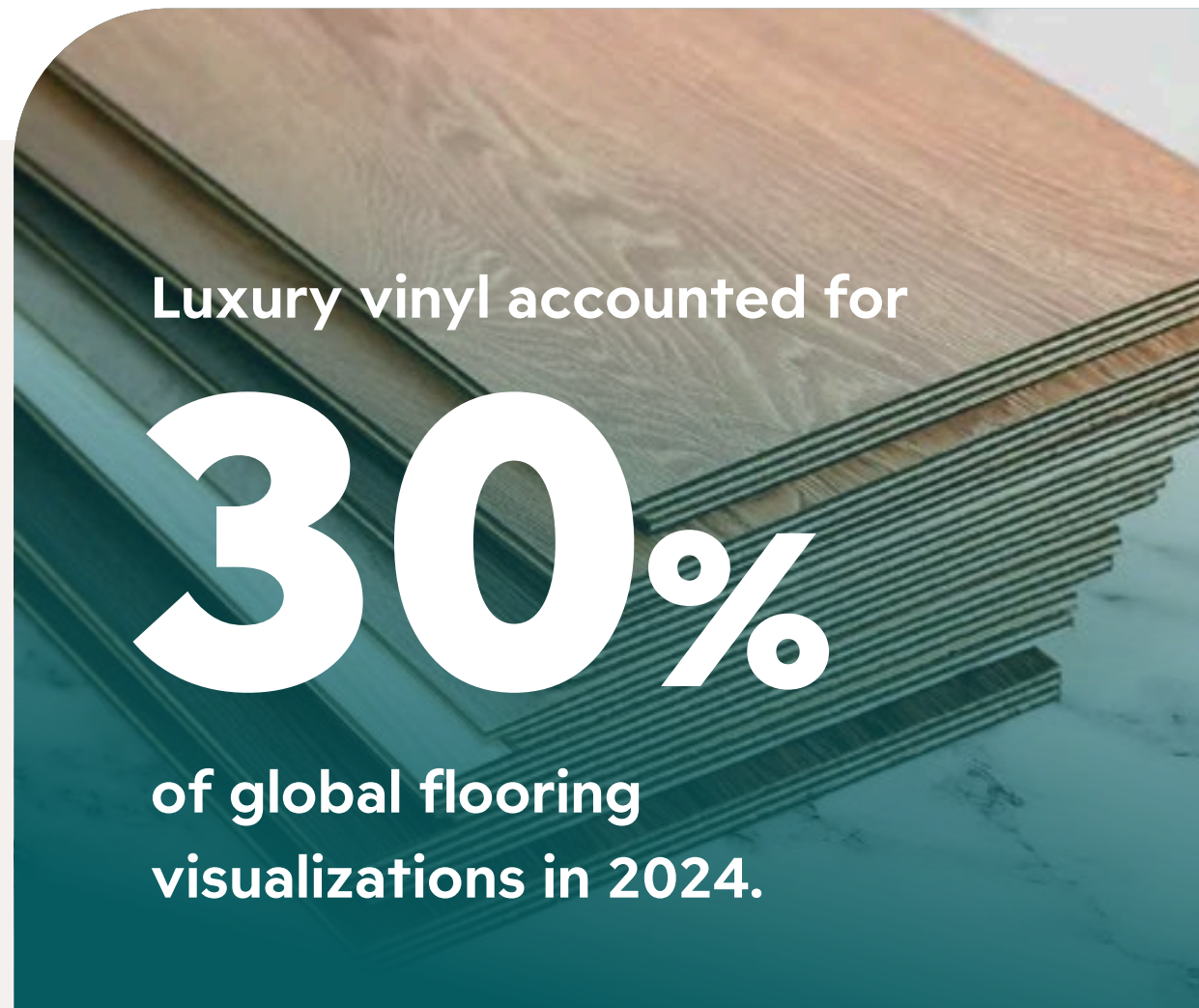
Tile retains top spot in Europe

Tile remains the leading flooring choice in Europe, making up 27% of visualizations, followed by laminate (20%) and hardwood (16%).

EXPERT TIP 

Reimagine whole rooms with Roomvo Inspire

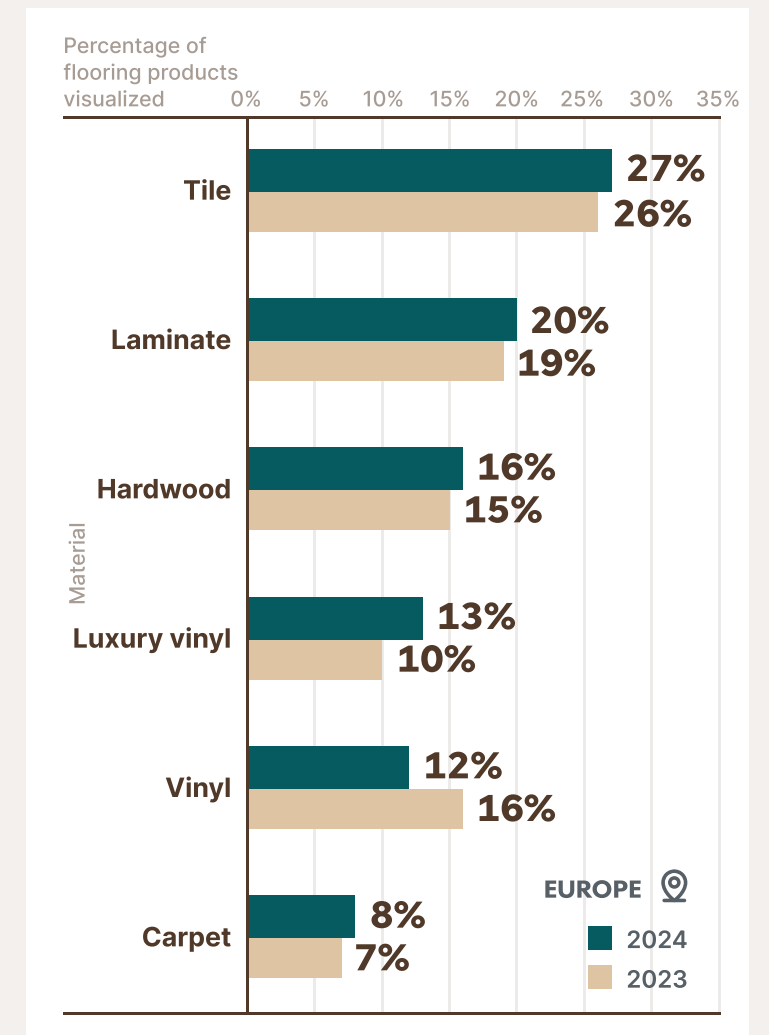
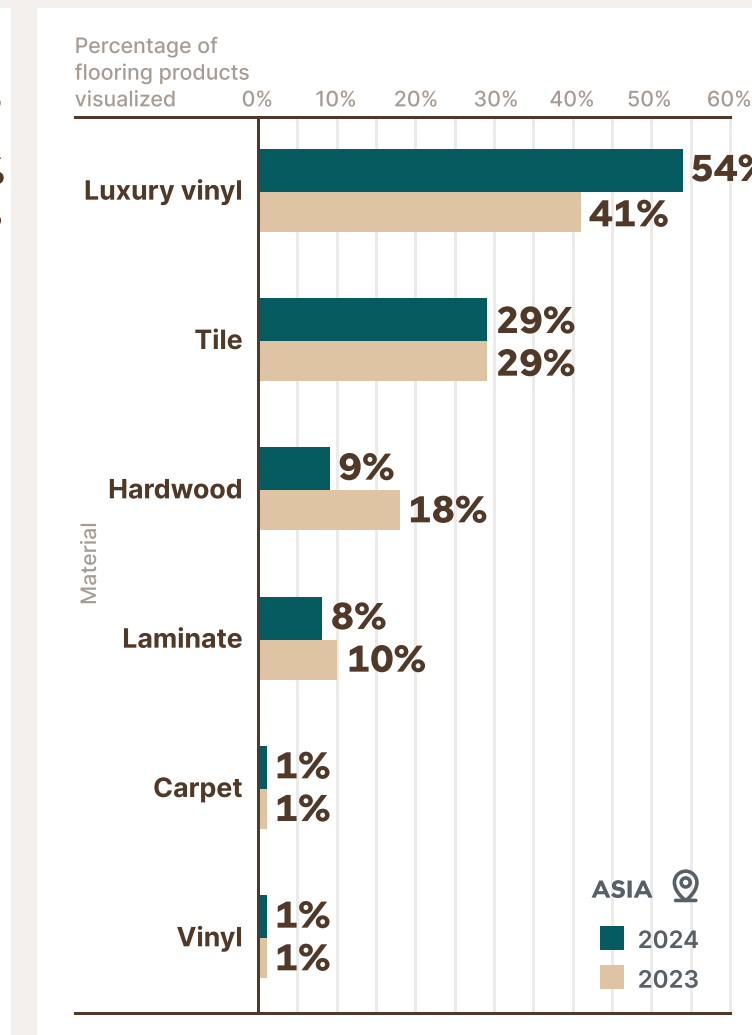
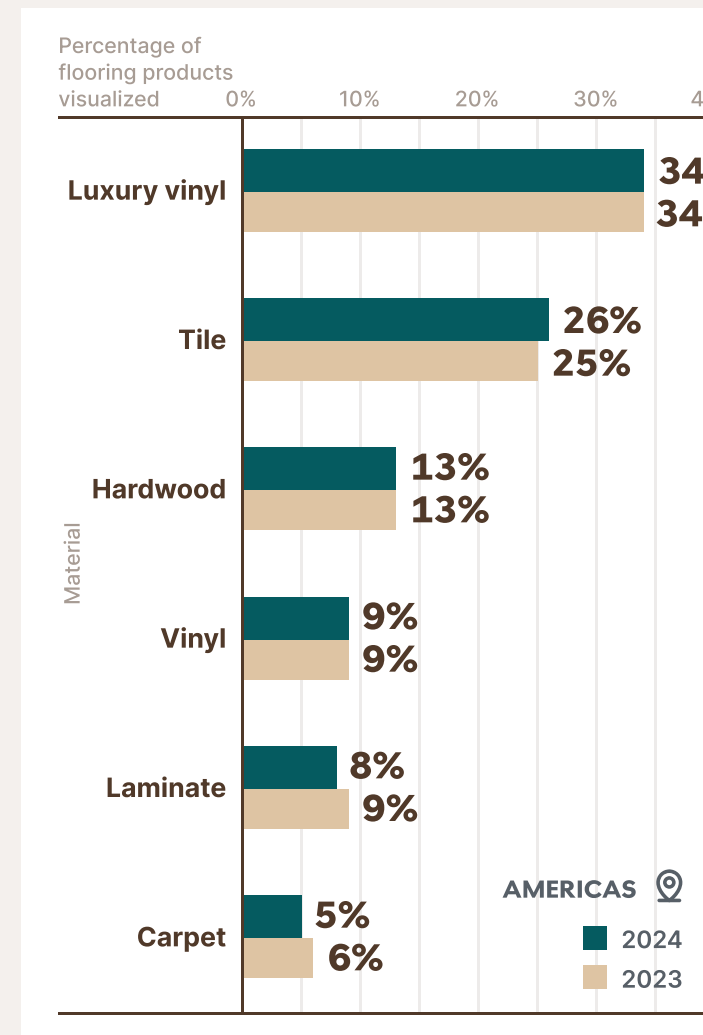
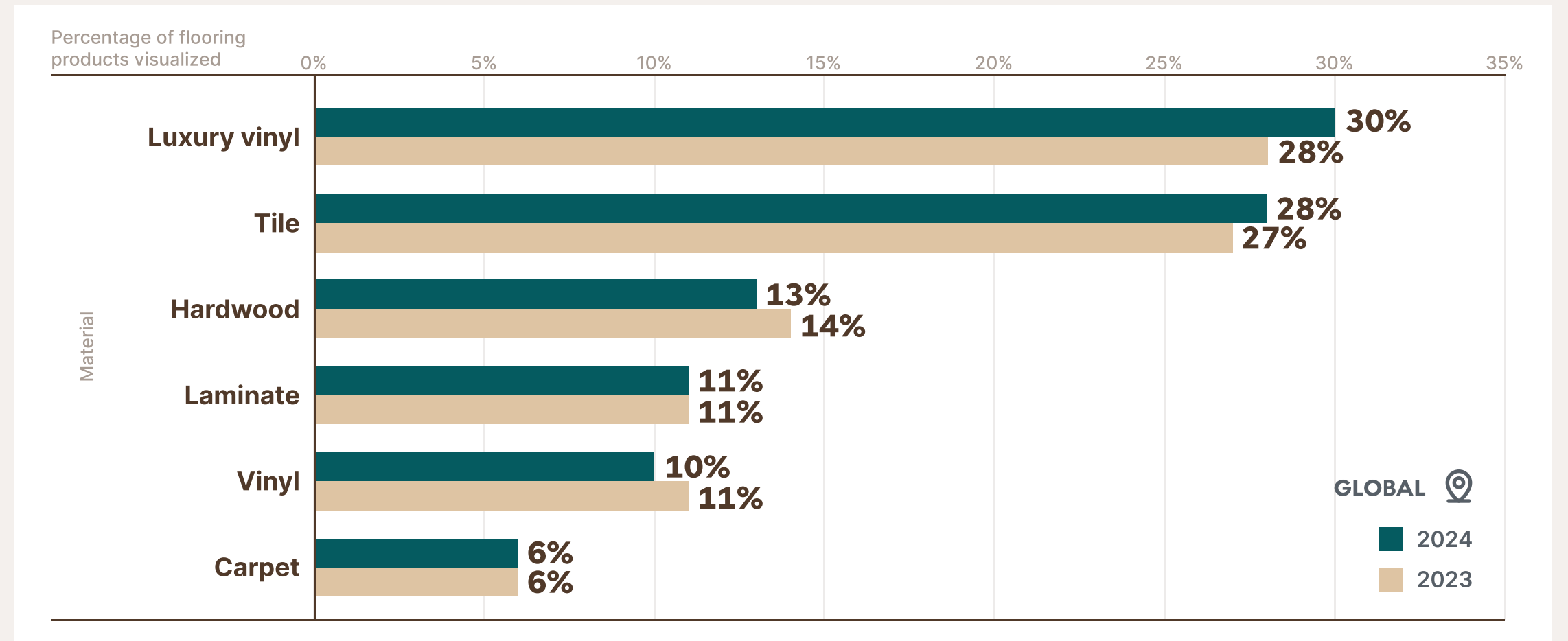
Optimize product showcasing with Roomvo Inspire. Powered by Roomvo's proprietary AI-designer, **Roomvo Inspire** reimagines rooms in a variety of styles, helping shoppers explore new looks and find their perfect match among your flooring, rug, carpet, and home decor products.



Luxury vinyl accounted for **30%** of global flooring visualizations in 2024.

Most popular flooring materials

Roomvo's visualization data confirms luxury vinyl as the global leader in flooring materials.



Luxury vinyl dominant in rainiest US states

Water-resistant flooring preferred by rainier regions

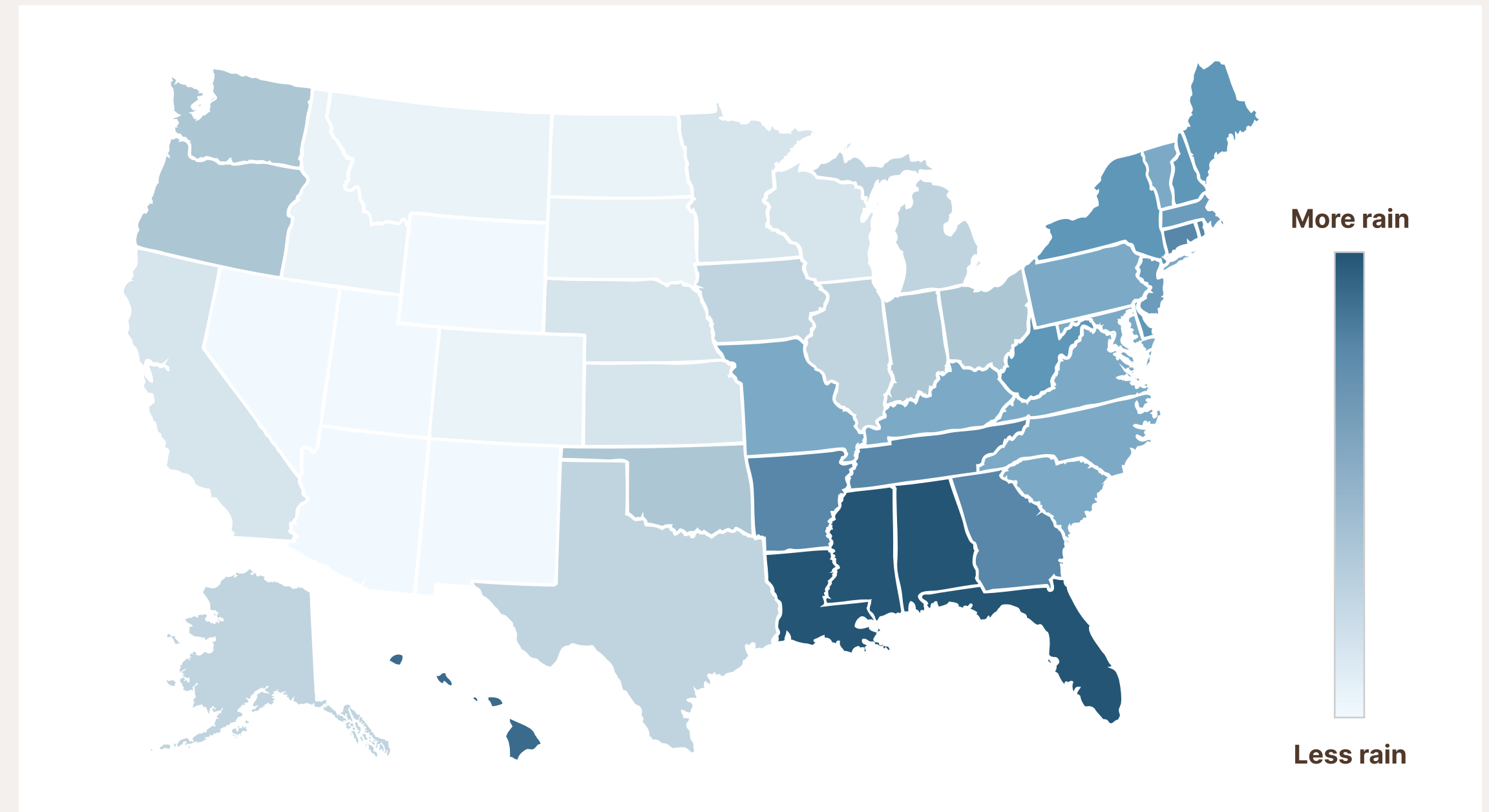
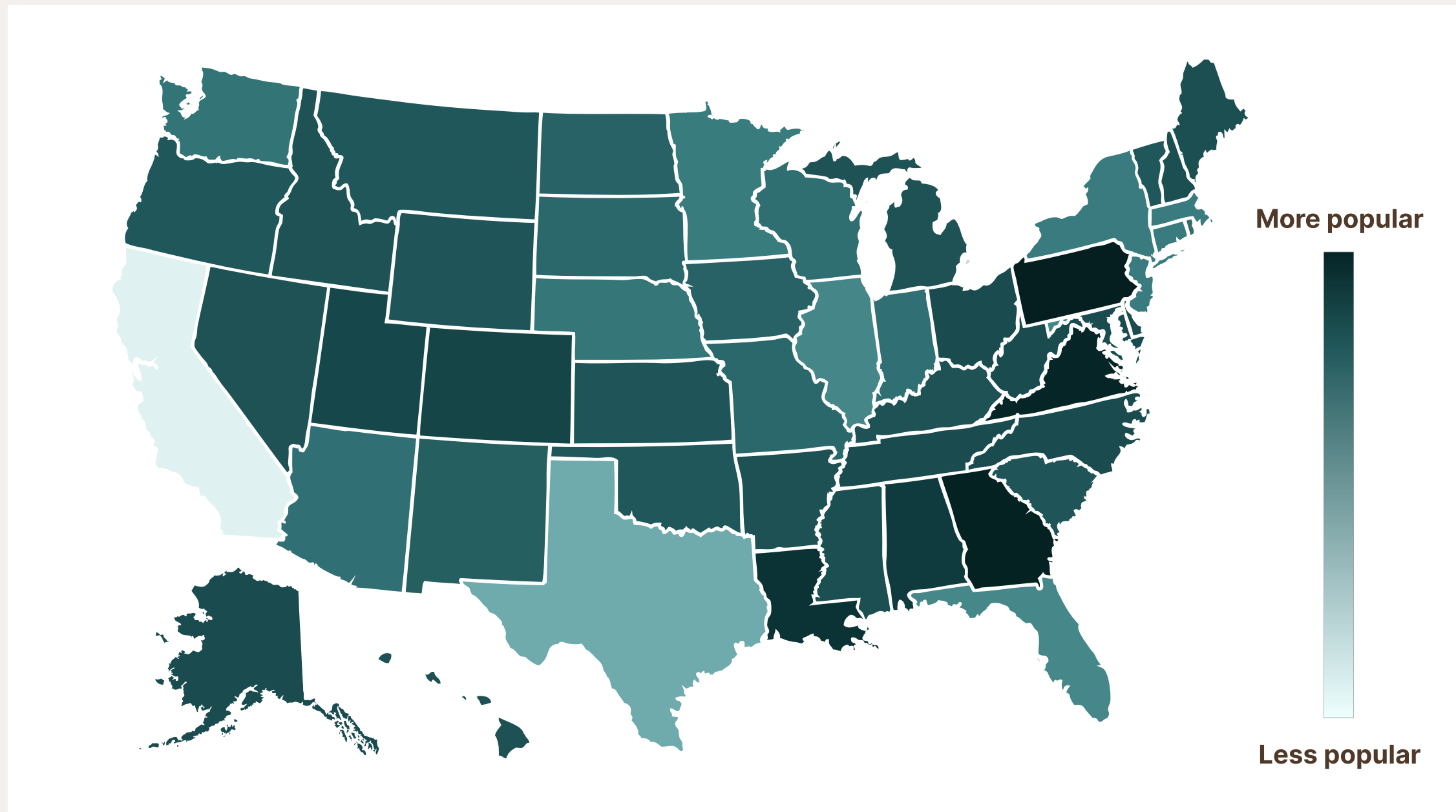
It's no surprise that weather-resistant flooring is most popular in the rainiest US regions. Shoppers in the wettest US states, particularly the East and Gulf Coasts, show a clear preference for luxury vinyl. Conversely, drier states like California and Texas see fewer shoppers visualizing this material.

Luxury vinyl popularity by US state in 2024

Luxury vinyl is most popular on the US East Coast and Gulf Coast.

Wettest US states

Average annual rain by state in inches in 2023, according to NOAA data.



Tile popular in hotter US states

Florida and Texas lead in tile popularity

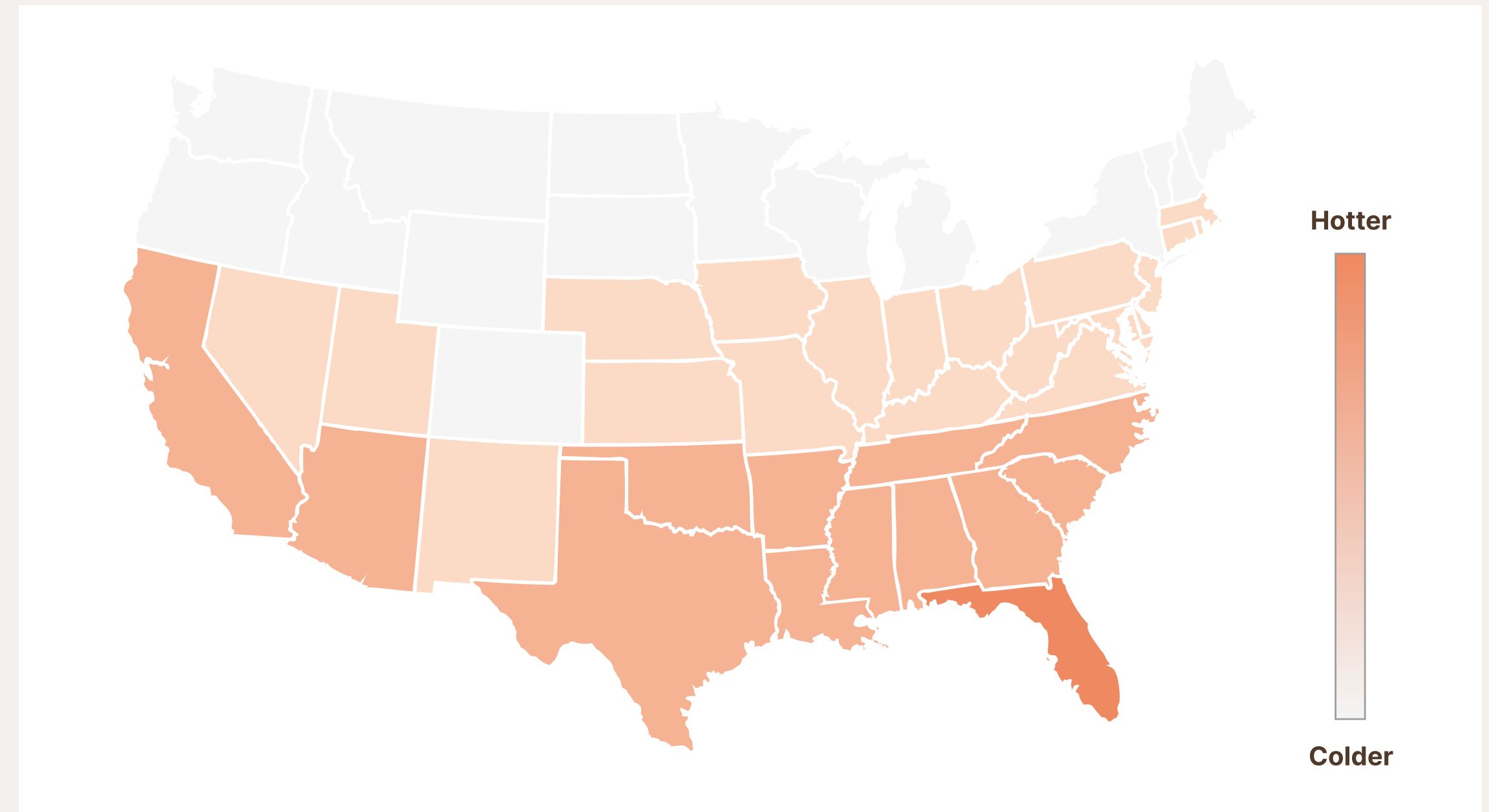
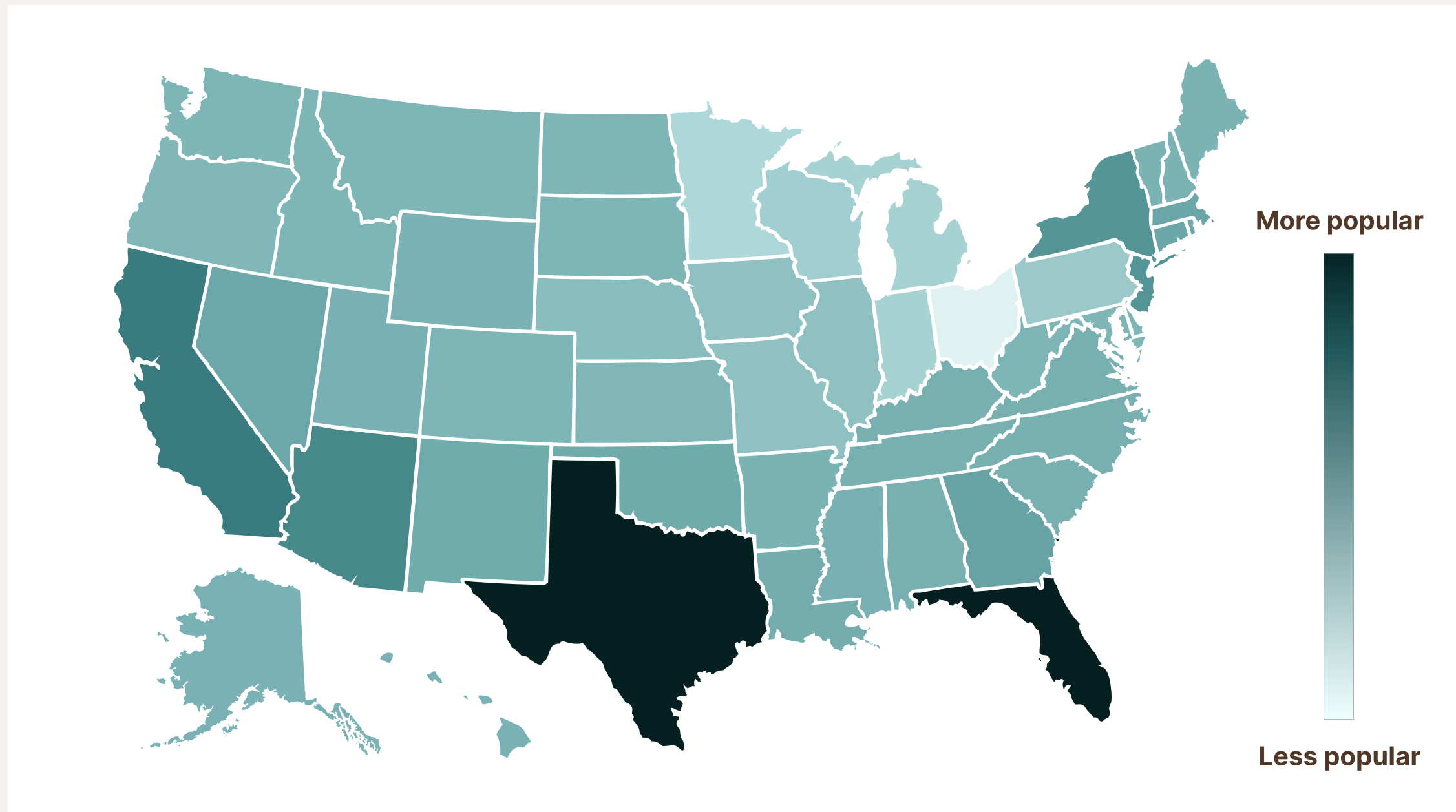
Tile, especially ceramic and porcelain, is resistant to heat, making it the perfect flooring choice for hotter states like Florida, Texas, California, and Arizona.

Tile popularity by US state in 2024

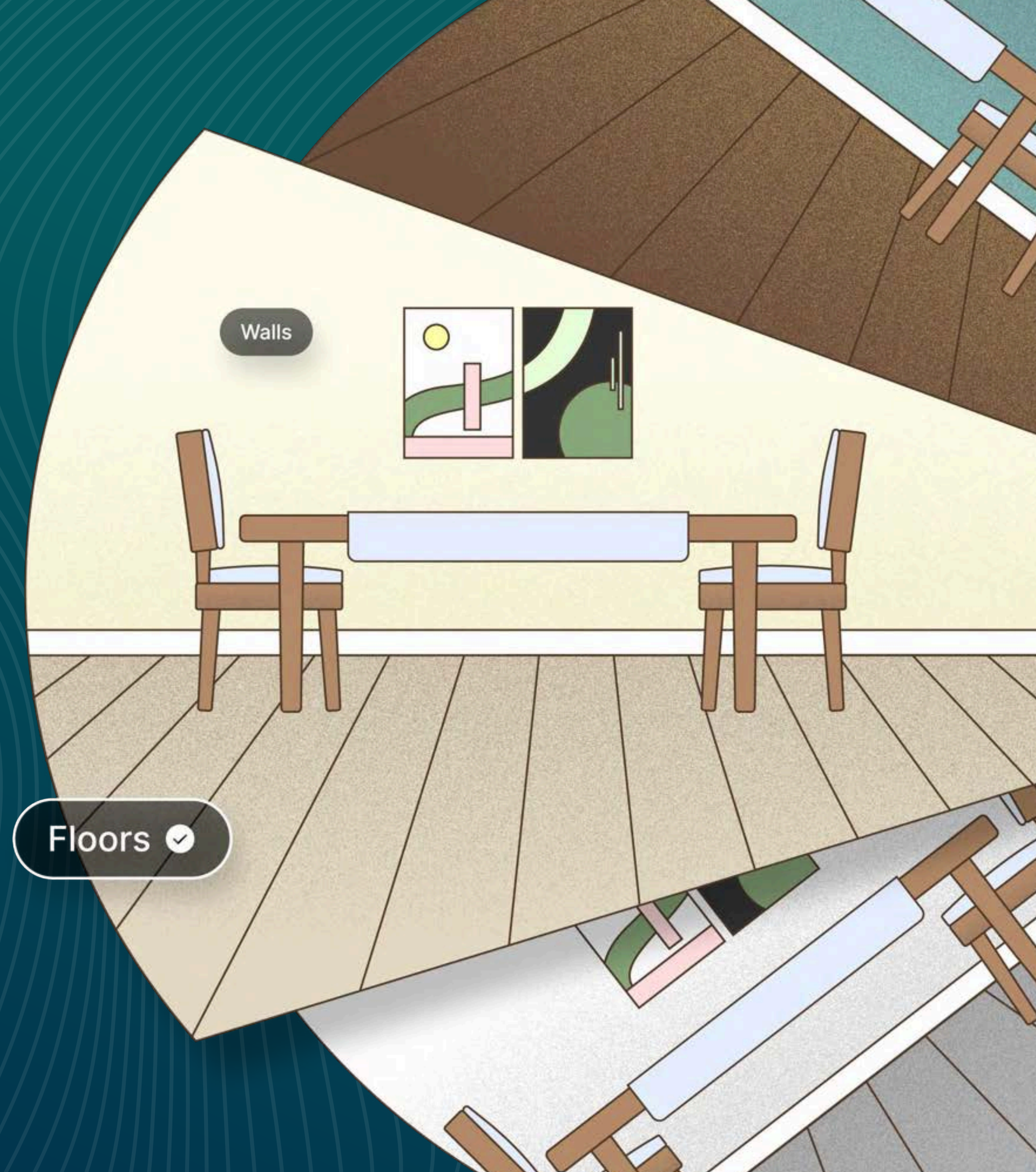
Tile is most popular in hotter states like Florida, Texas, California, and Arizona.

Hottest US states

Average statewide temperature in the contiguous US, according to 2024 NOAA data.



Colors



COLORS

Earthy tones form the foundation of flooring trends

Beige, brown, gray, and white continue to lead the way

In 2024, 92% of flooring products visualized globally were in earthy tones: beige, brown, gray, or white. Rooted in nature's elements — soil, sand, stone, and clay — these neutrals offer a sense of timeless harmony and tranquility.

Beige leads the trend, making up 49% of flooring visualizations globally. It's the top choice across all regions, with Europe (56%), Asia (53%) and the Americas (46%) showing strong preference.

Brown takes second place

Brown holds second place globally with 28% of visualizations. It's most popular in the Americas (31%), followed by Europe (23%) and Asia (20%).

Gray and white vie for third

Gray is favored over white globally (8%) and in Europe (10%), while white takes the lead in Asia (9%). In the Americas, gray and white are tied for third at 7%.

EXPERT TIP

Let shoppers build their dream color scheme with Roomvo

[Discover Roomvo's multi-product visualizer](#), where shoppers can visualize a combination of flooring, paint, rugs, and more in a single seamless experience on your website.



Beige dominated in 2024,
accounting for

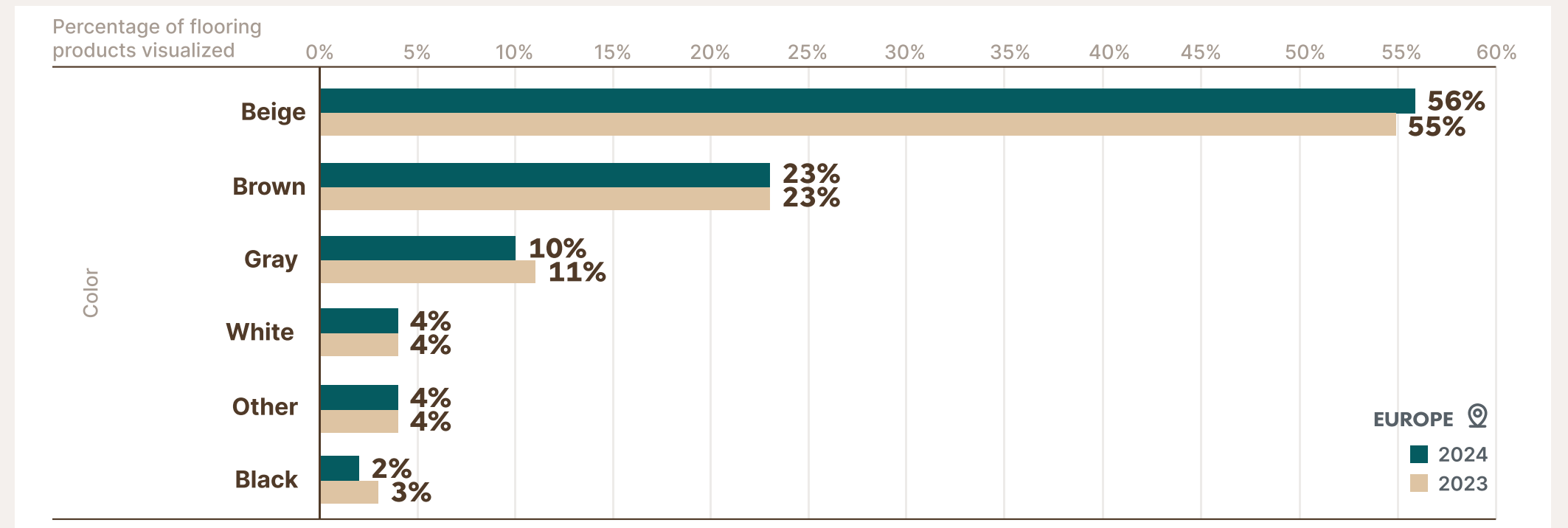
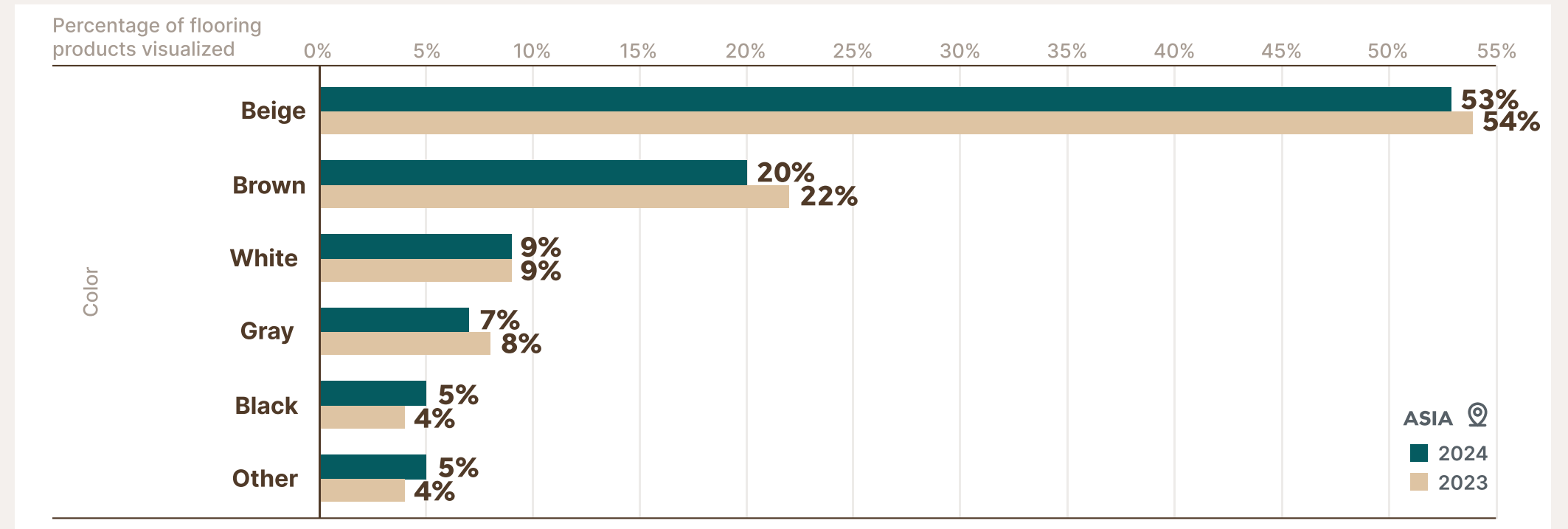
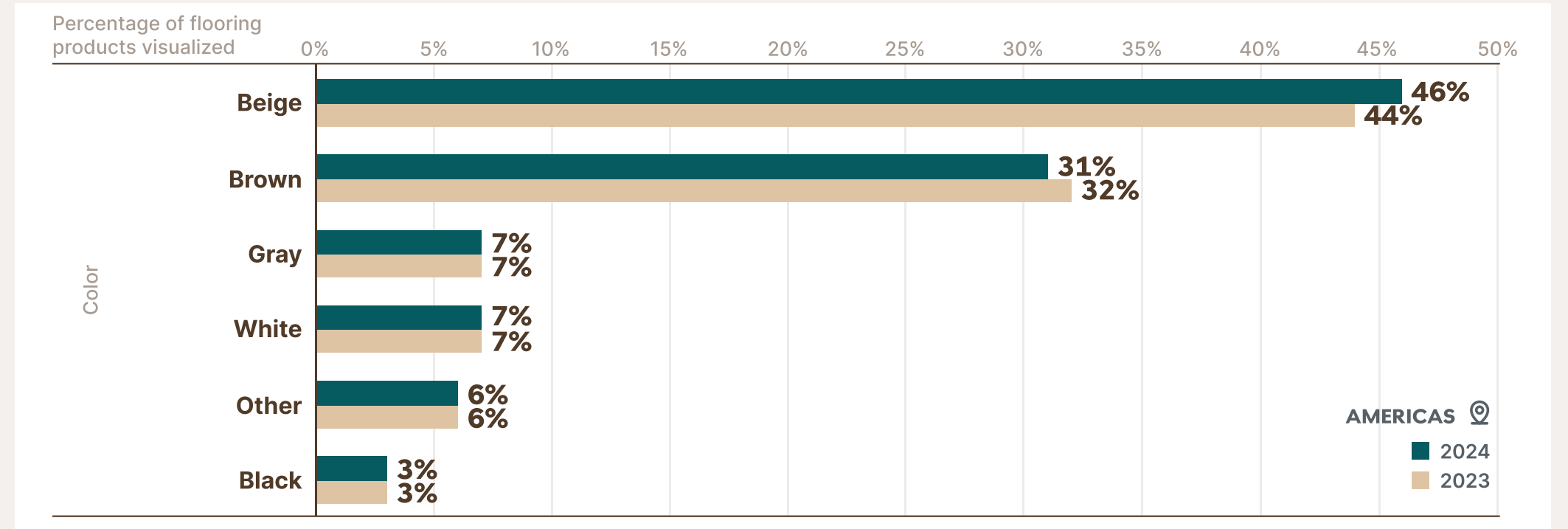
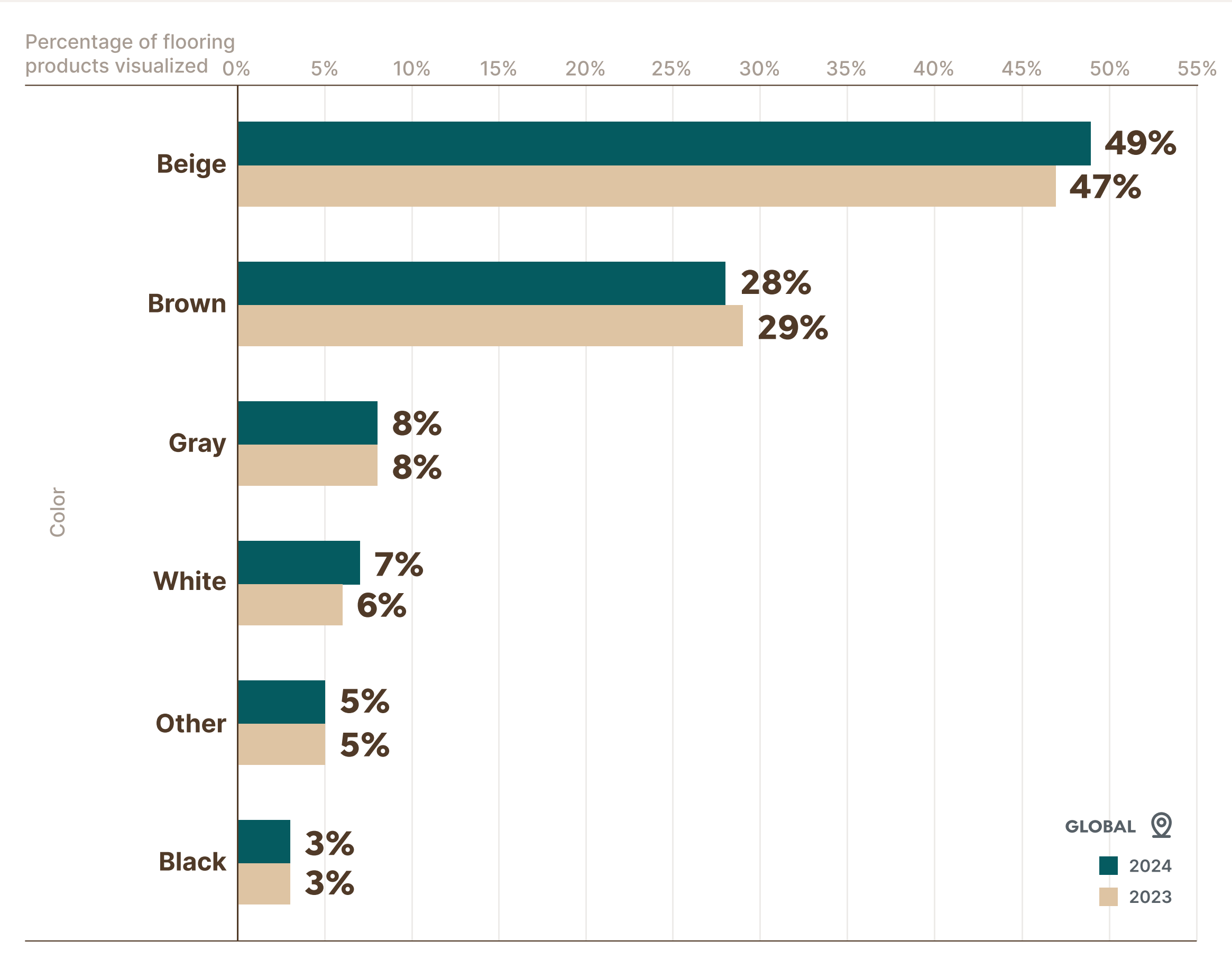
49%

of flooring visualizations.

COLORS

Hottest flooring colors

Beige and brown dominated flooring visualizations in 2024.



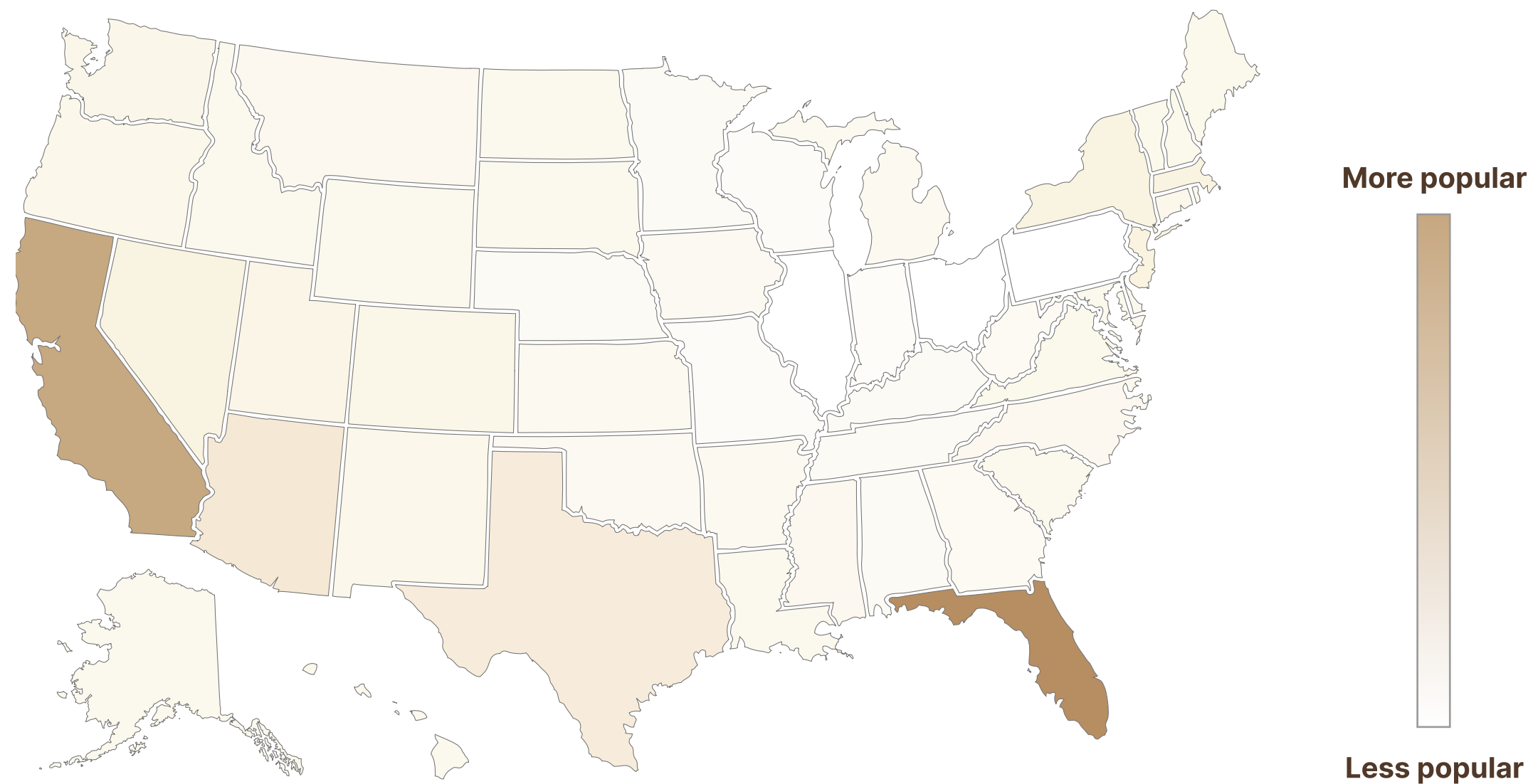
COLORS

Beige particularly popular in warmer US states

In 2024, shoppers in warmer states like Florida, California, Texas, and Arizona were more likely to visualize beige flooring. While beige visualizations were evenly distributed across the rest of the US, the Great Lakes region showed a slightly lower preference for this neutral hue.

Beige flooring popularity by US state in 2024

Beige is most popular in Florida, California, Texas, and Arizona.

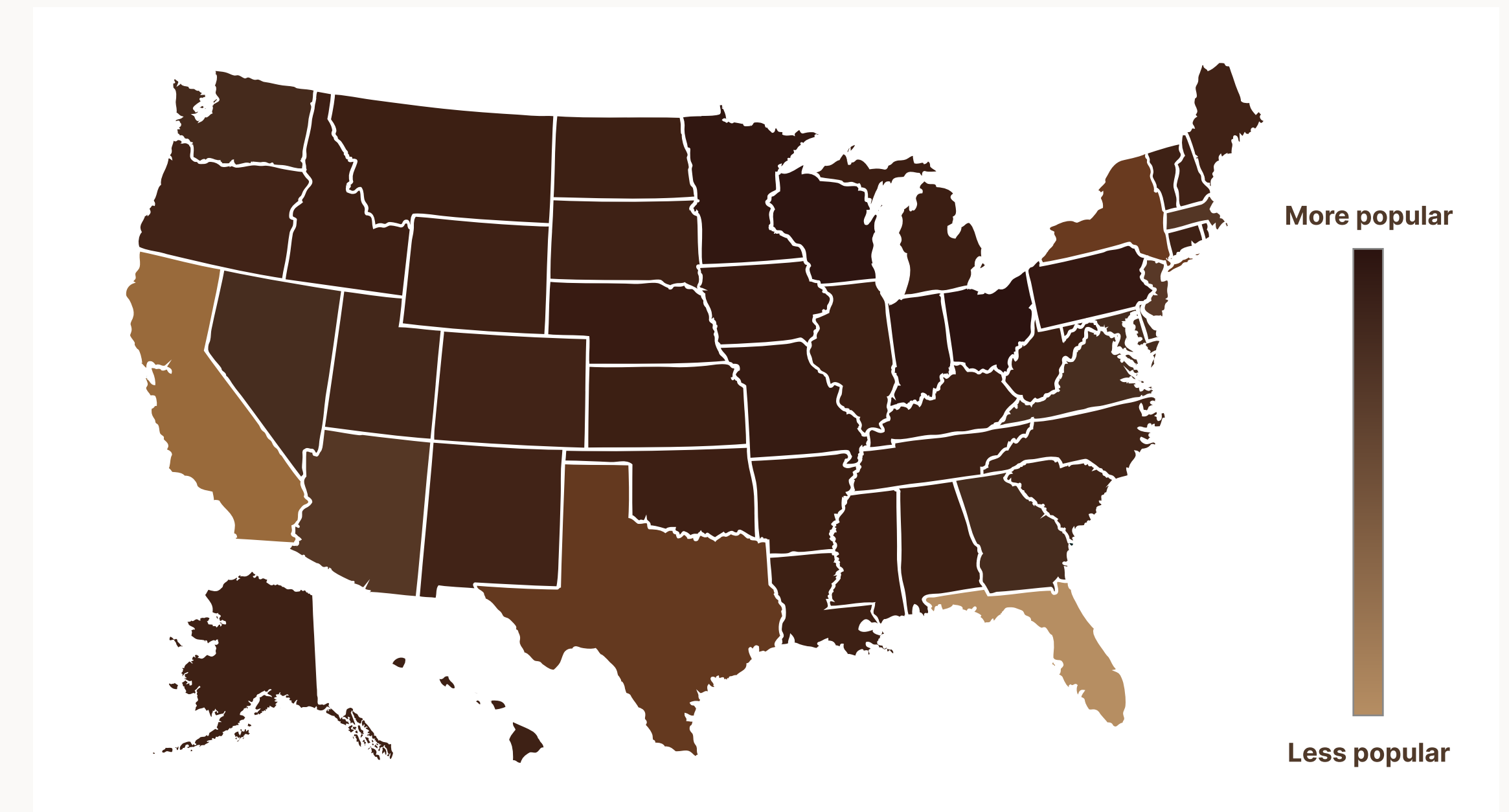


Brown less popular in Florida and California

Shoppers in Florida, California, and Texas are less likely to visualize brown flooring than other states, according to our visualization data.

Brown flooring popularity by US state in 2024

Brown is less popular in Florida, California, and Texas, according to our visualization data.



Closing

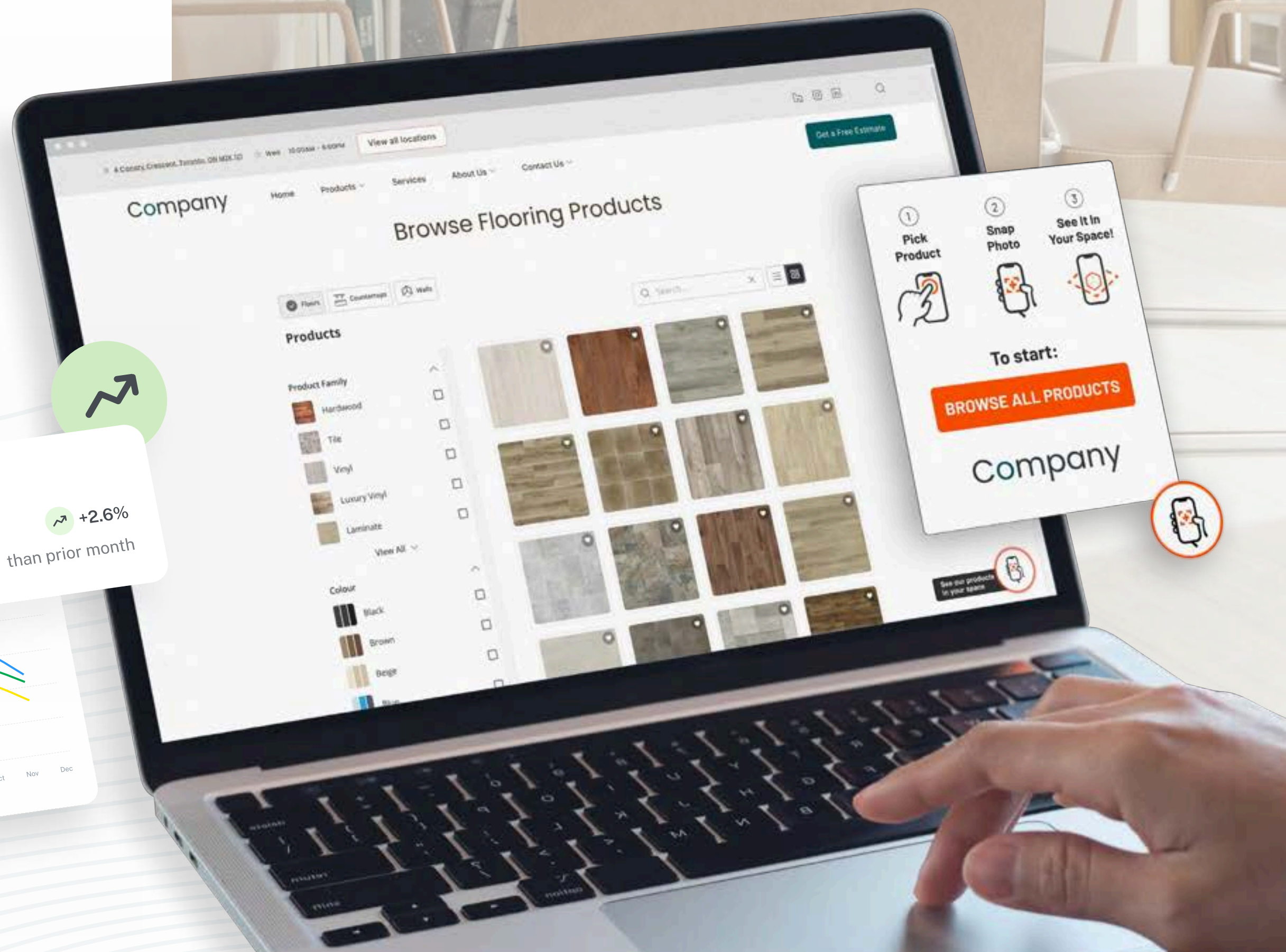
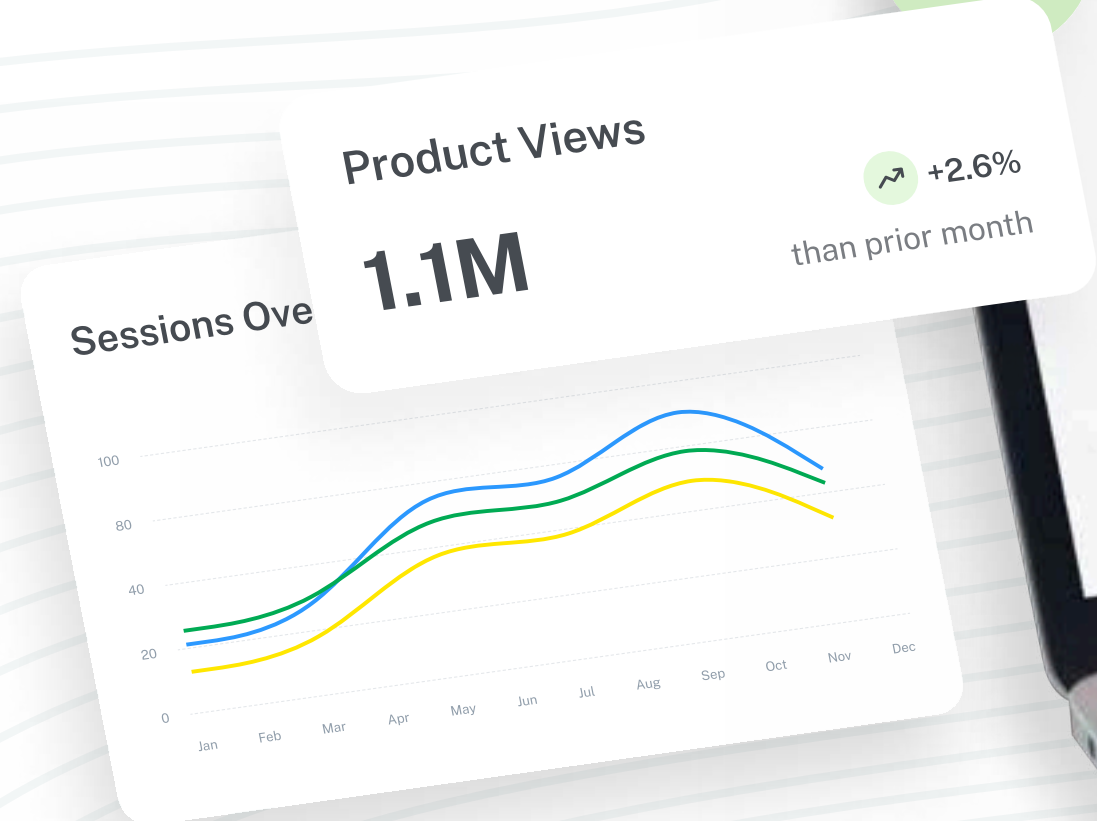
Stay ahead of emerging flooring trends

Be the first to spot emerging trends and outpace your competition. With Roomvo's real-time insights, flooring businesses can stay ahead by identifying shifting consumer preferences and adjusting strategies to meet changing demands.

Roomvo provides access to key insights, including demand seasonality, types of rooms uploaded, and the most popular materials, colors, styles, and more. Businesses can also track Roomvo's impact on engagement and conversions.

See how Roomvo can transform your shopping experience and unlock powerful consumer insights — book a free consultation today.

[Book a free consultation](#)



CLOSING

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Get expert tips delivered straight to your inbox.



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Follow Roomvo on LinkedIn for the latest innovations.



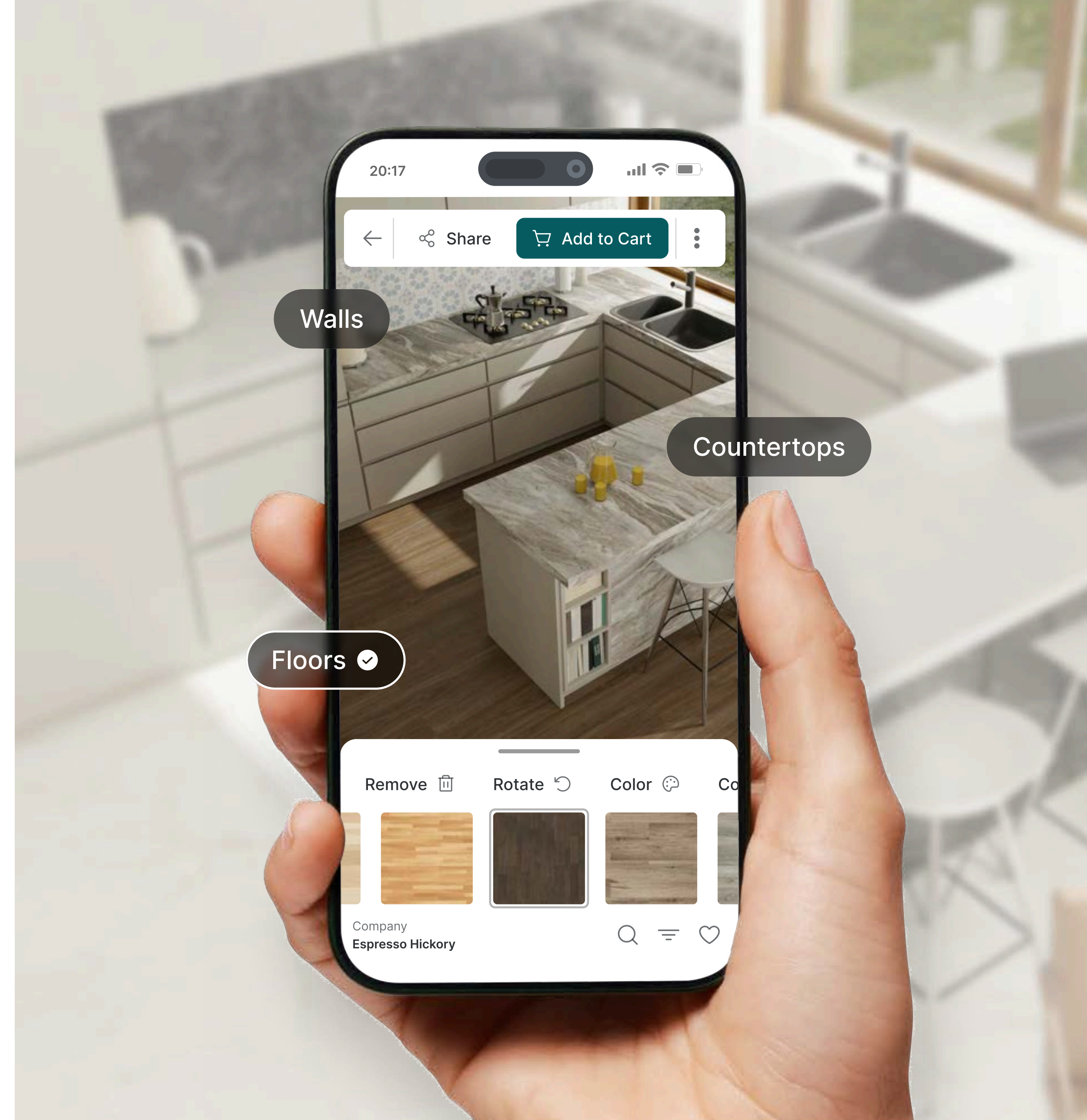
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Supercharge business growth with fresh industry insights.



YouTube

Subscribe to our YouTube for expert educational content, including Roomvo University.



Methodology

Methodology

Roomvo has brought over a billion products to life for consumers, working with nearly 10,000 retailers, distributors, and manufacturers across more than 150 countries worldwide.

This report is based on two years of room visualization data from 547 valued partners in flooring, tile, and carpet, spanning nearly 200 million consumer interactions across 49 countries. For the majority of insights in this report, we compared flooring visualization data from January to December 2023 to data from January to December 2024, using the same subset of businesses from year to year. Note that visualization data may not always correlate with the products ultimately purchased.

Countries represented

Africa: Egypt, South Africa

Americas: Brazil, Canada, Chile, Colombia, Guatemala, Mexico, Panama, Peru, Trinidad and Tobago, and United States

Asia: China, India, Indonesia, Japan, Malaysia, Saudi Arabia, Singapore, Taiwan, Turkey, and United Arab Emirates

Europe: Albania, Austria, Belgium, Croatia, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Lithuania, Netherlands, Poland, Portugal, Romania, Russian Federation, Slovakia, Slovenia, Spain, Switzerland, and United Kingdom

Oceania: Australia

