

Press release

January 2020



MMFA: Market Research in France, Germany and Poland

Hannover, 11 January 2020 - The manufacturers of MMF-floor coverings and laminates could win a wealth of interesting first-hand information from a mutual market research project, which was carried out last autumn in France, Germany and Poland.

Already in 2005 and 2011 the EPLF European Producers of Laminate Flooring Association (Brussels) realized similar research with consumers as well as with architects working in the project business.

The recent survey became a mutual activity together with the MMFA Multilayer Modular Flooring Association (also based in Brussels). In each of the three countries 100 consumers, who bought a new flooring just recently or were close to a purchasing decision, and 20 architects or specifiers were in-depth interviewed regarding their motives, judgements and decision-making processes. Repeating earlier research following a similar concept was offering interesting perspectives about long-term developments.

Of course, the targets were x-rayed not only about their opinion regarding LVT/MMF-floorings and laminates, but also about other relevant flooring categories like stone, ceramic, parquet, carpets and resilient floorings. The single chapters of the survey are dealing with triggers for buying new flooring, information gathering and decision-making processes within the households, the different functional rooms with different demands, image categories, and so on. Compared to earlier research online information gathering and online retail are receiving a higher attention.

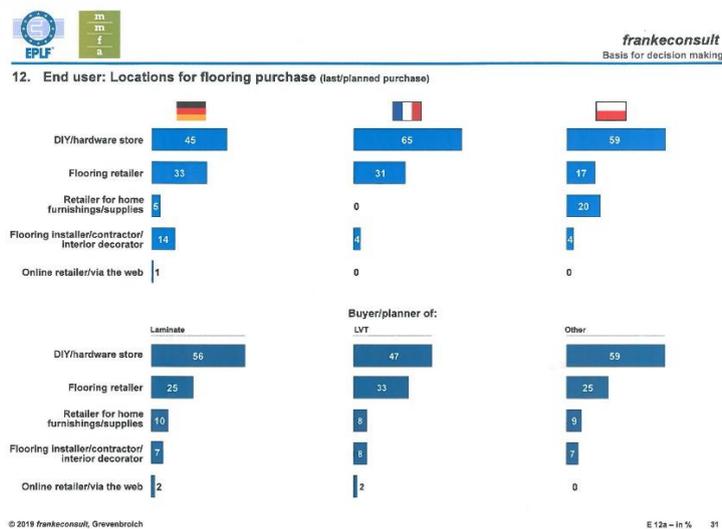
It's a matter of fact that this research produced perspectives for the broader market environment too. For example, the consumers were asked about their selection of shopping locations and the motives for this. Especially the cross-wise differentiation into the three countries on the one side and the preferences for different kinds of floorings is quite fruitful. DIY markets and hardware stores achieve the first place in France with 65% (2011 64%), 59% in Poland (2011 53%) and 45% in Germany (2011 47%). Comparing buyers of LVT and laminates it is noticeable that for laminates DIY is dominating with 56% (2011 77% - no special research for LVT in 2011) versus 47% with LVT. With LVT the specialized retail is significantly stronger with 33% compared with laminate 25%.

Also, the decisive factors regarding the selection of distribution channels were investigated. In Poland a good selection of products and broad offerings are running first strongly with 71%, in France inexpensiveness and a good price-performance ratio are influencing the customer behavior with 51%, while in Germany price with 47% and competent advice with 45% are racing neck to neck. Besides the category mentioned before especially for buyers in France the vicinity of the selected shopping location is important.

This survey results for the members of both associations into a 270 pages strong data-pool, which will surely influence marketing strategies and product concepts as the earlier researches did.

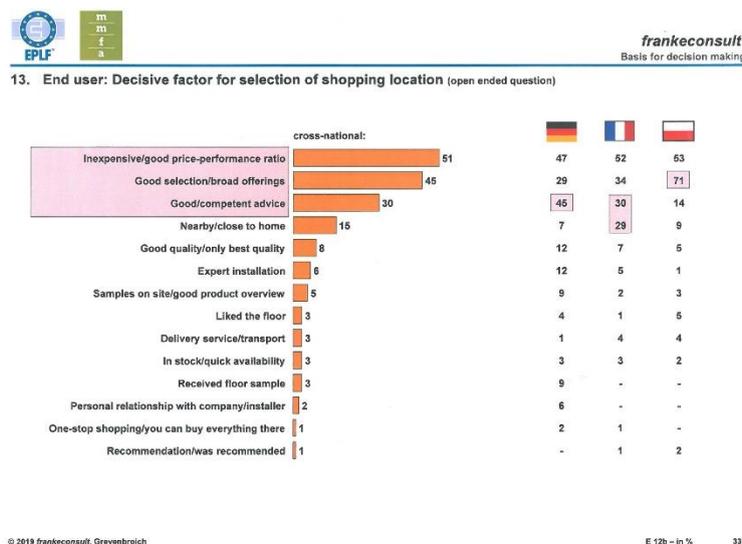
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Caption Chart 1 (report page 31)



The MMFA together with the EPLF interviewed consumers in France, Germany and Poland, who just bought a new flooring or were close to doing it, which kind of shopping locations they preferred and about the motives of their selection.

Caption Chart 2 (report page 33)



Distribution preferences: a good selection and broad offerings are decisive with 71% in Poland, being inexpensive and offering a good price-performance ratio are most important in France with 51%, in Germany price with 47% and competent advice with 45% are racing neck to neck.