



## **MMFA members record growth of +32% across all polymer categories in 2021**

*Brussels, 9 March 2022* – The global sales figures of MMFA members show a total growth of +27% across all categories in 2021 compared to 2020. Contrary to previous years, our members' sales of wood products flattened (+1,6%), while members' sales figures for all polymer products recorded a total growth of +32%, with Rigid EPC and SPC products showing an impressive increase of +79% and +30% respectively compared to 2020. This significant growth follows from Rigid EPC and SPC's sustained performance, anchoring them as strong contenders on the market. Amongst our MMFA members, Western Europe and North America consistently rank as leading markets in terms of volume of sales, while Africa, Latin America, Asia and Australia and Oceania are the most dynamic markets, with sales growth having doubled and even tripled since 2020. Finally, despite the current situation, our Eastern Europe members' market share of 6% for SPC products shows significant market growth potential in the region.

### **Volume per category**

Overall, in 2021 sales of wood flattened for MMFA members compared to last year, with a total of 15 million m<sup>2</sup> sold worldwide (+1,6%). Meanwhile, members' sales of polymer products have continued to grow across all regions and reached 105 million m<sup>2</sup> total sales. LVT sales particularly increased this year (+27%), while SPC sales recorded +30%. Both categories respectively sold 46+ million and 49 million m<sup>2</sup> throughout 2021. Finally, EPC sales also recorded a significant increase amongst our members, with +80% and 9.3 million m<sup>2</sup> sold this year.

### **Total volume per areas**

Members in Western Europe and North America account for 90% of sales for all categories of polymer products, except for wood, with the USA, Germany and France ranking as the top three markets. France is nevertheless significantly bigger than Germany when it comes to LVT clic sales.

Looking at MMFA sales of all polymer accrued products per total volume of sales per region, Western Europe ranks first with 54 million m<sup>2</sup> sold, followed by North America (41 million m<sup>2</sup>), Eastern Europe (6.1 million m<sup>2</sup>), Asia (2 million m<sup>2</sup>), Australia/Oceania (811.617 m<sup>2</sup>), Africa (654.124 m<sup>2</sup>) and Latin America (634.731 m<sup>2</sup>).

In 2021, wood sales were the highest with our Western Europe members in terms of volume (14 million m<sup>2</sup>), and in Eastern Europe (891.482 m<sup>2</sup>). This year, North America recorded 151.163 m<sup>2</sup> of wood sales, while Asia and Latin America sold 47.674 m<sup>2</sup> and 44.523 m<sup>2</sup> respectively. In Africa, 1.741 m<sup>2</sup> of wood products were sold in 2021, while Australia and Oceania sold 1.479 m<sup>2</sup>.

### **MMFA's largest single markets**

**MMFA - Multilayer Modular Flooring Association e.V.**  
Brussels office | Rue Defacqz 52 | 1050 Brussels | Belgium  
Tel: +32 (0)2 788 3169 | Fax: +32 (0)2 645 79 99 | [info@mmfa.eu](mailto:info@mmfa.eu) | [www.mmfa.eu](http://www.mmfa.eu)  
Media: [press@mmfa.eu](mailto:press@mmfa.eu)  
An association managed by SEC Newgate EU

The USA is our biggest market in North America this year for all polymer accrued products by far, selling 39 million m<sup>2</sup>. In Western Europe, our biggest markets for all polymer accrued products in 2021 were Germany (17 million m<sup>2</sup>), France (14 million m<sup>2</sup>), Great Britain (5 million m<sup>2</sup>) and the Netherlands (4.5 million m<sup>2</sup>).

Germany was also the biggest market for rigid accrued polymer this year, with 10 million m<sup>2</sup> sold in total, followed by France (6 million m<sup>2</sup>) and the Netherlands (2.6 million m<sup>2</sup>). The USA remains our biggest market for rigid accrued sales in North America as well, with 21.5 million m<sup>2</sup> sold in 2021. Looking at our Eastern Europe market, Poland ranks first (1.4 million m<sup>2</sup>), followed by the Russian Federation (369.667 m<sup>2</sup>). Meanwhile, Australia recorded 655.413 m<sup>2</sup> of accrued polymer products sold, after the country became a rigid market due to historically bad experience caused by extreme exposure to sunlight.

When it comes to sales of LVT clic, France positions itself as our biggest market in Western Europe, with 8.2 million m<sup>2</sup> sold. It is followed by Germany with 6.9 million m<sup>2</sup>, Great Britain (3.3 million m<sup>2</sup>), the Netherlands (1.9 million m<sup>2</sup>) and Switzerland, with 295.083 m<sup>2</sup> sold in 2021. In Eastern Europe, the Russian Federation was the biggest market for LVT clic this year (912.887 m<sup>2</sup>). In North America, the USA still stands as the biggest market, having sold 17.4 million m<sup>2</sup> of LVT clic products in 2021.

For wood products, MMFA's biggest markets in 2021 were Germany (10.1 million m<sup>2</sup>), Austria (1.5 million m<sup>2</sup>) and Switzerland (493.693 m<sup>2</sup>). In Eastern Europe, the Czech Republic was the biggest market, with 432.194 m<sup>2</sup> sold. Finally, in North America, Canada was the most significant market for wood products, with 82.084 m<sup>2</sup> sold this year.

### **MMFA's dynamic markets & growth potential**

Overall, while we see that Western Europe (+43,7%) and North America (+16%) members are leaders when it comes to the total volume of sales of all accrued polymer products, MMFA's African market, although starting with lower bases, is growing at triple rates with an increase of +247% in sales of EPC products (77.931 m<sup>2</sup>) in 2021 compared to 2010. Our Asian market also show a nice and even spread across a number of countries for all polymer products, with sales of SPC products being the most significant this year, with a +188% increase compared to 2010 (649.806 m<sup>2</sup> sold). Latin America and Australia and Oceania members have also doubled their volumes of sales compared to 2020, both recording an increase of +88% and +102% respectively across all polymer accrued products. Finally, despite the current situation, our Eastern Europe members represent a significant market size, already accounting for 6% of MMFA's market shares for all polymer accrued products.

Meanwhile, MMFA members in Western Europe accounts for most market share of wood products sales, with 92%.

-/-

**About MMFA:** The Multilayer Modular Flooring Association is an organisation representing the leading producers of flooring in Europe and their suppliers. The association was established in October 2012 in Munich, Germany, by seven European flooring producers. The management of MMFA has moved to Brussels since November 2019.