
Trends for 2024

Sustainability and environmental performance are at the forefront, with consumers seeking eco-conscious materials and products that combine durability with ecological responsibility.


Design-wise, there is growing demand for functional, stylish and versatile products with a natural and warm look.

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Natural elegance

Natural oak designs remain a top choice for their elegance and timeless charm, but elm and chestnut are gaining popularity.

© MeisterWerke



Versatile technology

Matte finishes and digital printing technologies like Embossed in Register (EIR), offer consumers a versatile range of realistic-looking textures and patterns.

© Hamberger Flooring



Prevalence of large formats

Large planks and tiles provide a spacious feel and reduce visual interruptions. Their natural look adapts to various design styles, making them a long-lasting choice for consumers.

© Novalis



Soft hues

Classic oak tones with golden or honeyed undertones are highly sought after, as soft, warm and natural colour palettes offer a calm and comforting feeling. Greige colours are also gaining popularity.

© Classen



Environmental performance

There is a growing demand for environmentally conscious materials, and floorings that blend sustainability with durability.

© Li&Co



Waterproof

The increased offering of waterproof products and water-resistant surfaces underscores the industry's commitment to functionality, without compromising on style and durability.

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