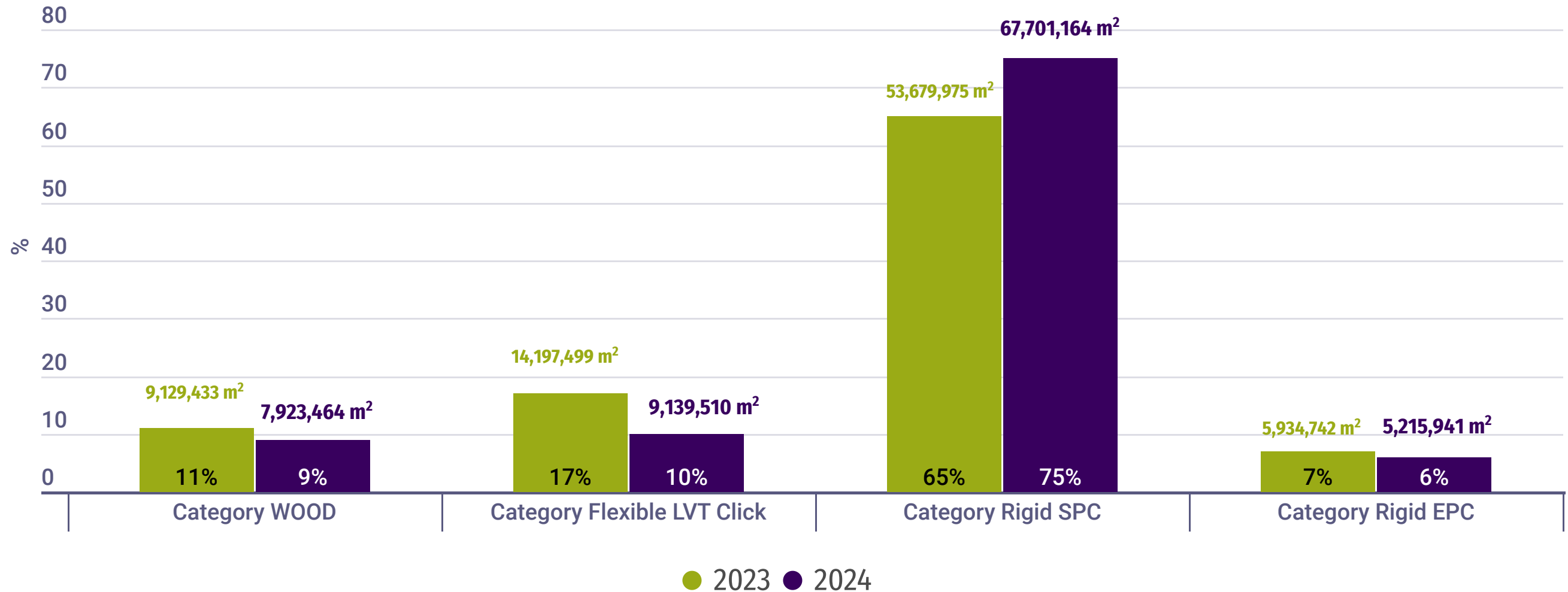


MMFA Sales 2023-2024

Shares of Product Categories in %



The MMFA members are looking at an 8% increase in sales in 2024 compared to 2023, with almost 90 million m² sold in 2024. Last year, the MMF category regained more stability across quarters, with less variation in sales across the year. While this positive trend hints at recovery after a challenging year, it can also be attributed to movements within the MMFA membership. Category **SPC** continues its upward trend with **+26,12%**, while the **Wood** category is still declining with **-13,21%** less sold than in 2023. **EPC** category also dropped **-12,11%**, while **LVT** faced the largest decline with **-35,63%**.

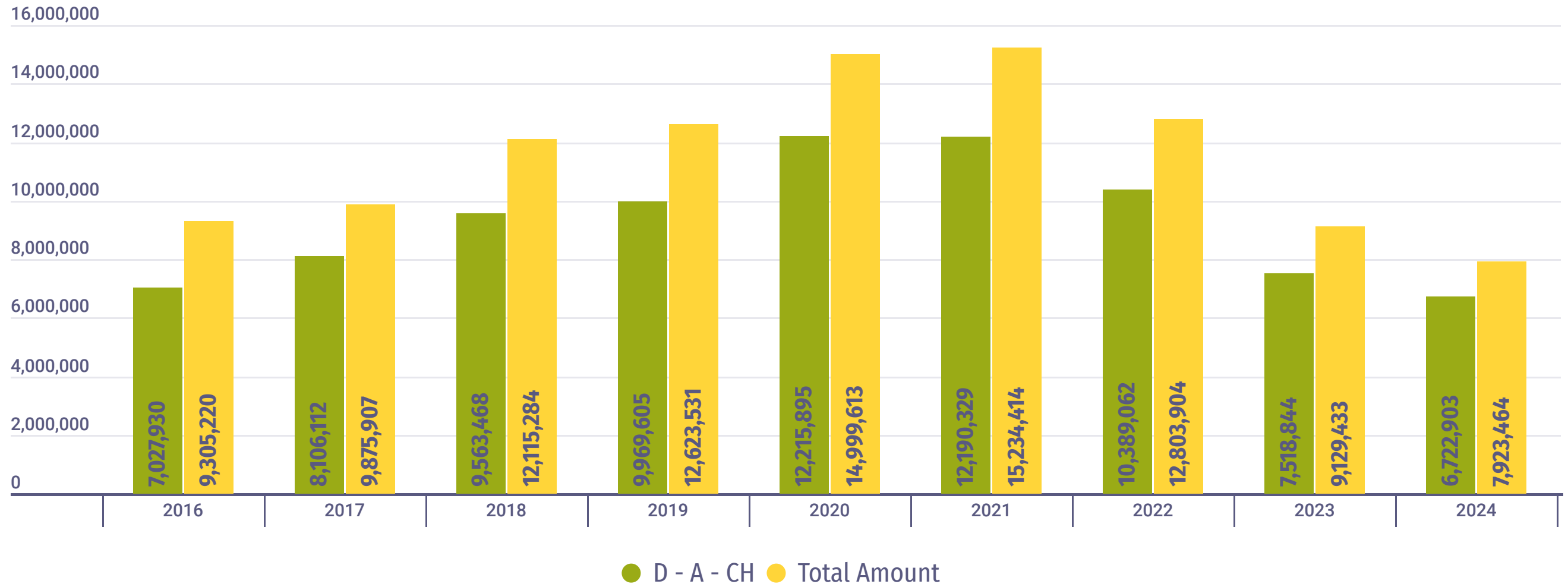


MMFA Category WOOD

Total sales 2016-2024 in m²

m
m
f
a

- The total sales of Wood products reached 7.9 million m² in 2024, decreasing by -13,21 % compared to 2023.
- With 7.3 million m² sold, Western Europe saw a decrease of -13,49% in sales compared to last year.
- Sales slightly decreased in Eastern Europe by -2,67% vs 2023, with 0.5 million m² sold.



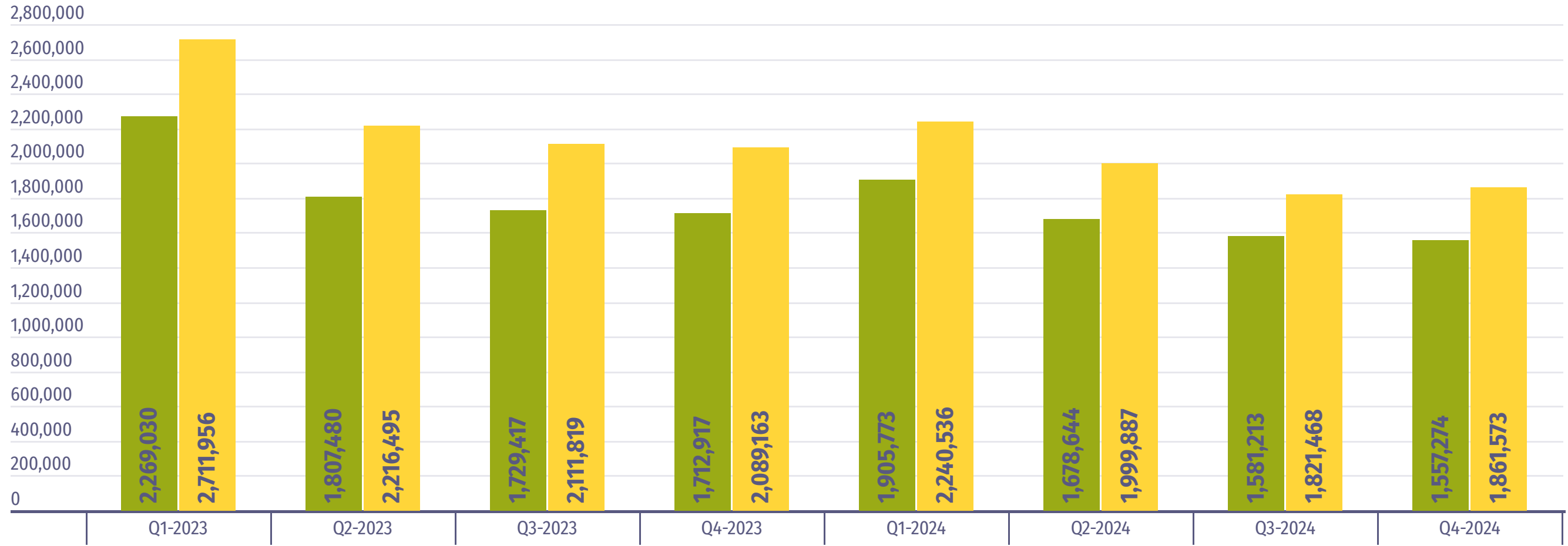
D - A - CH: Germany, Austria, Switzerland

MMFA Category WOOD

2023-2024 quarterly sales in m²

m
m
f
a

- **The Wood category seems to be plateauing at 1.8 million m²/quarter.**
- Germany and Austria, which account for 80% of the total sales, saw a decrease in sales compared to last year: -11,79 % vs 2023 with 5.4 million m² sold, and -6,28% vs 2023 with 0.9 million m² sold respectively.
- In Eastern Europe, the Czech Republic maintained its stronghold with an increase of +7,5% (0.3 million m² sold).



● D - A - CH ● Total Amount

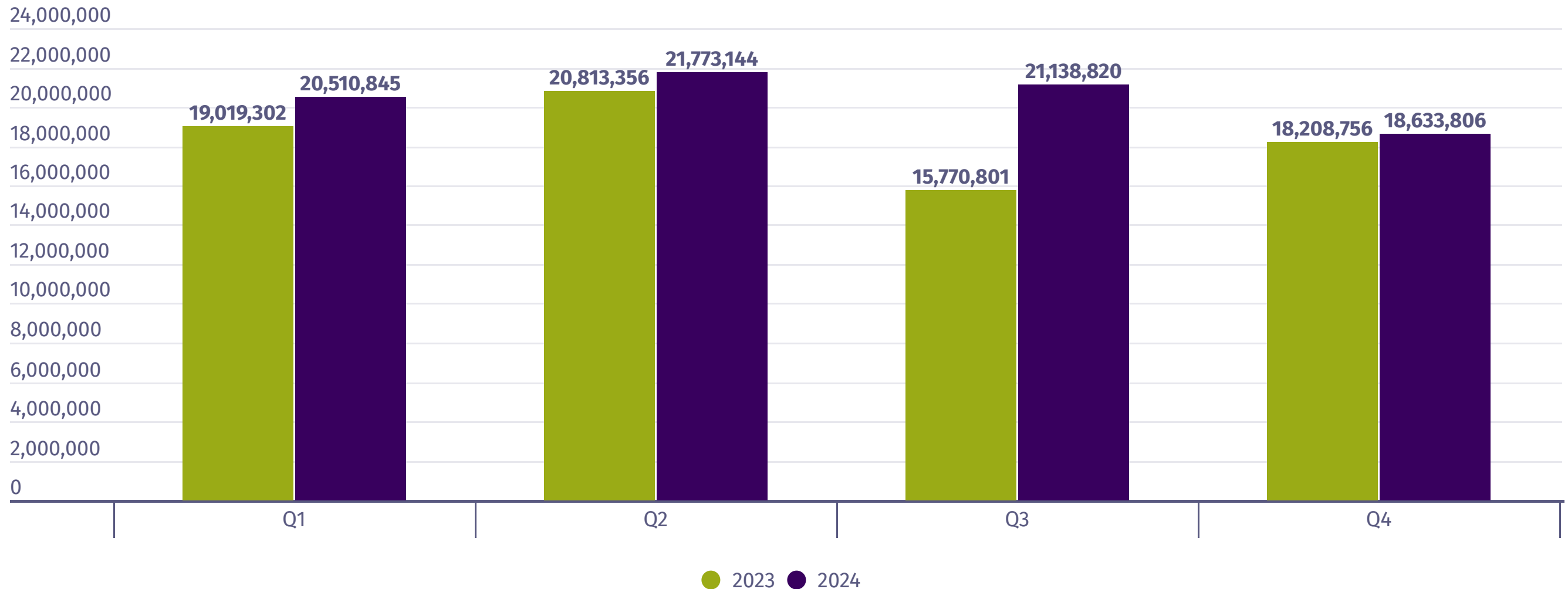
D - A - CH: Germany, Austria, Switzerland

MMFA Category POLYMERS (accrued)

Total sales 2023-2024 in m²



- In 2024, global sales of polymer products increased by +11,17% (82 million m² compared to 2023). SPC continues to dominate the market with a 75% market share (+10% vs 2023), while the share of LVT drops to 10% (-7% vs 2023).
- Although sales of MMFA members continue to decline in the largest single market USA (-7,65% with 17.3 million m²), sales increased in the German and French markets by +10,39% (12.6 million m²) and +11,52% (13.9 million m²) respectively. Other European countries also show a solid growth: Italy (+33,51% with 4.2 million m²), Great Britain (+15,56% with 3.9 million m²), Poland (+38,14% with 3.4 million m²) and Spain (+32,28% with 2.5 million m²).

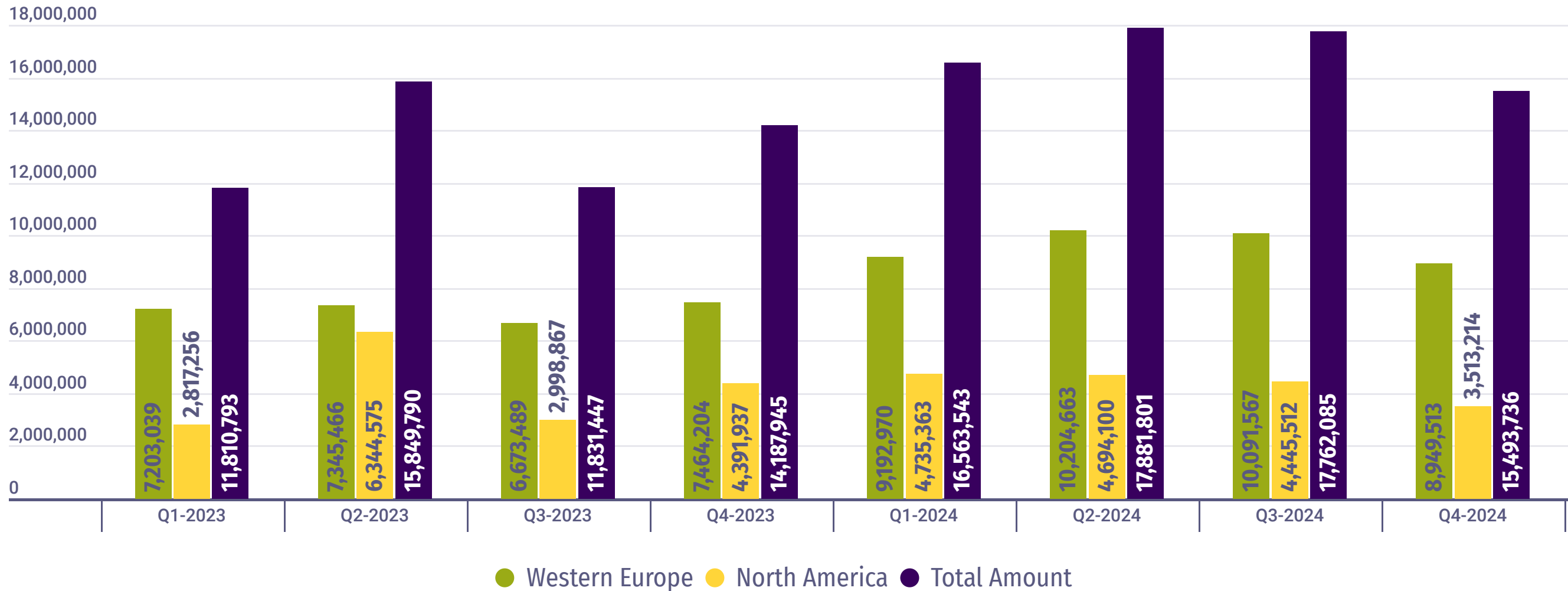


MMFA Category Rigid SPC

2023-2024 quarterly sales in m²

m
m
f
a

- Rigid SPC was the only polymers category with a positive result in 2024: 67.7 million m² sold (+26,12% vs 2023).
- In Western Europe, sales of SPC products grew by +34% vs 2023 (38.4 million m² sold).
- Eastern Europe also saw an increase of +44,69% in sales vs 2023 (7.8 million m² sold).
- Sales of SPC slightly increased in North America with 17.4 million m² sold (+5,05% vs 2023).

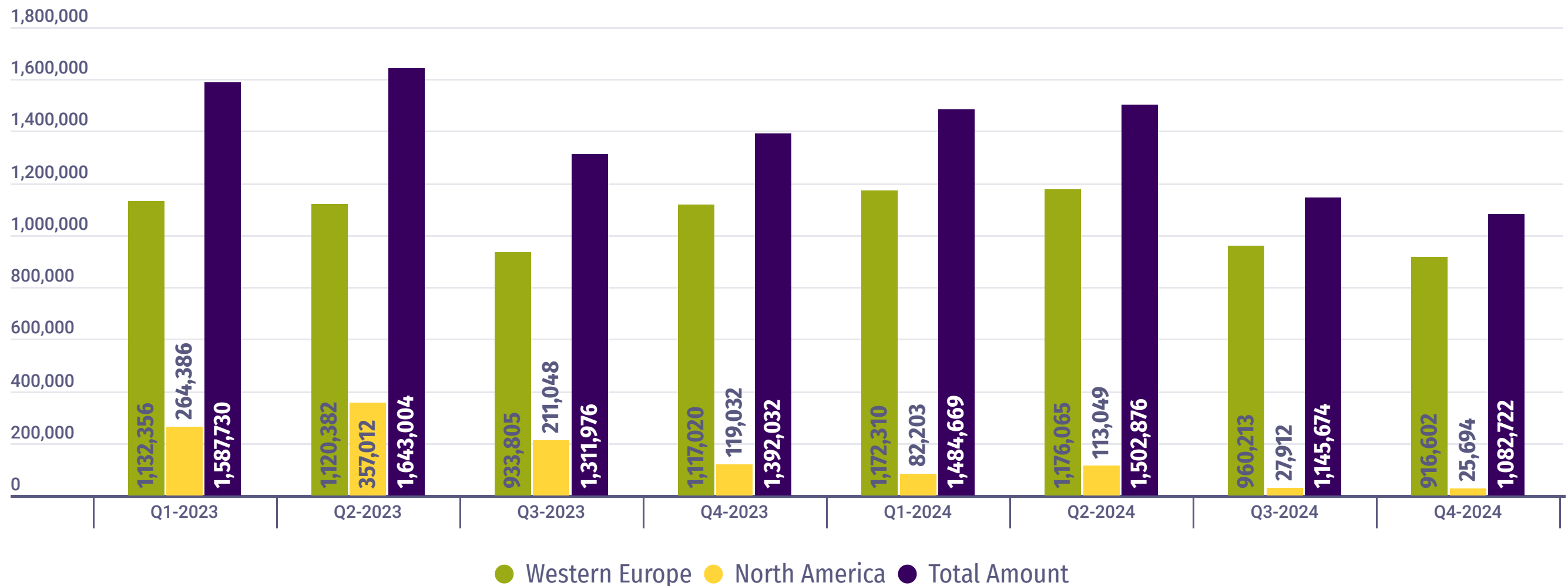


MMFA Category Rigid EPC

2023-2024 quarterly sales in m²

m
m
f
a

- The Rigid EPC category saw a decrease in sales of -12,11% vs 2023, with 5.2 million m² sold.
- Western Europe: EPC product sales of 4.2 million m² (-1,82% vs 2023).
- Sales of EPC also decreased in Eastern Europe: 0.3 million m² sold (-12,75% vs 2023).
- North America: negative results with 0.2 million m² sold (-73,85% vs 2023).



MMFA Category Flexible LVT Click

2023-2024 quarterly sales in m²

m
m
f
a

- **Negative end-of-year for the category with 9.1 million m² sold (-35,63% vs 2023).**
- Western Europe: LVT flooring product sales decreased by -28,42% vs 2023 (7.6 million m² sold).
- Sales of LVT also decreased in Eastern Europe: 0.8 million m² (-33,77% vs 2023).
- North America: 55,408 m² products sold, which represents an decrease of -96,43% vs 2023.

