



## 2024 sales figures: Steady growth for MMFA members as SPC continues its upward trajectory

Brussels, 19 March 2025 – The MMFA members are looking at an 8% increase in sales in 2024 compared to 2023. Last year, the MMF category regained more stability across quarters, with less variation in sales across the year. Category SPC continues its upward trend (+26,1%) and dominates by securing 75% MMF market share, while the wood category is still declining with 13,2% less sold than in 2023. The polymer category narrowly compensated for this with an 11,2% increase compared to the year prior. While those are positive trends hinting at recovery after a challenging year, they can also be attributed to movements within the MMFA membership.

### Gradual improvements across categories

The **polymer products** could celebrate a +11.2% improvement in 2024. Though the overall sales have been stabilising in 2024 compared to 2023, the **wood category** still experienced a decline of -13.2%, translating to 7.9 million m<sup>2</sup> in sales.

Zooming in, the SPC category increased yet again in 2024, taking the market share primarily from LVT, but also EPC and wood products. This translated into SPCs scoring a substantial +26.1% increase in 2024, or 67.7 million m<sup>2</sup> in sales. For EPC, the category dropped by -12,1% compared to the year before, selling 5.2 million m<sup>2</sup>. LVT click faced the largest decline of -35,6% (9.1 million m<sup>2</sup> sold).

### Regional changes: Europe back on top

In 2024, the biggest markets remain the same compared to 2023. Already dominating Western Europe saw an additional increase of 15,6%, which resulted in 50.3 million m<sup>2</sup> sales volume. The SPC category remains the most successful in Western Europe for the fifth year in the row, representing 38.4 million m<sup>2</sup> products sold, followed by LVT click (7.6 million m<sup>2</sup>), and EPC (4.2 million m<sup>2</sup>).

France (13.9 million m<sup>2</sup>) beat Germany (12.6 million m<sup>2</sup>) for the second consecutive year, retaining its top spot in both in terms of volume of sales and growth. Despite that, DACH region remains the most successful sales-wise with both Austria (+23,1%) and Switzerland (12,2%) increasing last year's figures.

Eastern Europe is seeing steady increases year on year – sales rose by 28,5% in 2024. Poland leads with +38.1% growth (3.4 million m<sup>2</sup>) followed by the Czech Republic, where MMF product sales have been increasing for the last two years, culminating in 1.8 million m<sup>2</sup> in 2024.

The only regional losses in 2024 were registered in North America (17.4 million m<sup>2</sup>; -7.6%) and Africa (-36,6%). In North America, the US maintains its high volume with 17.7 million m<sup>2</sup> sold, despite a -7,6% decline compared to 2023 figures. Asia (+27,8%; 2.9 million m<sup>2</sup>) and Australia/Oceania (+56.2%; 1.2

million m<sup>2</sup>) lead in terms of growth. Latin America is also experiencing a healthy increase of +15,9% (772,454 m<sup>2</sup>).

### **SPC retains market dominance**

For all polymer products, sales of MMFA experienced recovery in both Germany in France in 2024. This amounted to +10,4% (12.6 million m<sup>2</sup>) and +11,5% (13.9 million m<sup>2</sup>) respectively. However, the single largest market, the USA, continues to decline (-7,65%; 17.3 million m<sup>2</sup>). Other European countries also show a solid growth: Italy (+33,5%; 4.2 million m<sup>2</sup>), Great Britain (+15,6%; 3.9 million m<sup>2</sup>), Poland (+38,1%; 3.4 million m<sup>2</sup>) and Spain (+32,3%; 2.5 million m<sup>2</sup>). Denmark (+81,1%) and Norway (44.3%) had some of the highest increases in Europe, with both crossing the 1 million m<sup>2</sup> mark this year.

### **LVT click market declines in the US**

France remains MMFA members' largest market for LVT click products in Western Europe despite a 21,9% drop (3.5 million m<sup>2</sup>). Germany follows with 1.7 million m<sup>2</sup>, also in decline by -23,5%. The Netherlands dethroned Great Britain (-85%) as third biggest LVT market with 606,288 m<sup>2</sup> (-13,5%). The decrease continued in North America and its biggest market, the USA (-96,4%; 55,408). The decline in market share in favour of SPC products coupled with the decrease in sales growth caused this category to suffer most in 2024.

### **DACH still a stronghold for wood products**

In terms of wood products, Germany and Austria further secured their positions as biggest markets by reaching 80% of total sales (2 percentage points higher than the year before). However, sales there still declined, dropping by -11,8% in Germany (5.4 million m<sup>2</sup>) and -6.3% in Austria (978,641 m<sup>2</sup>). Switzerland remained the third biggest market (349,907 m<sup>2</sup>; -2.58%). In Eastern Europe, the Czech Republic maintained its stronghold with an increase of 7.5% (290,294 m<sup>2</sup>).

### **What is on the horizon**

Recovery for some of the MMF product groups has been faster than others, but the sector still has reasons to look back at 2024 with a more hopeful outlook thanks to the 8% overall increase in sales. Despite a tumultuous period for the construction sector in the past few years, balanced numbers across quarters indicate last year was a period of relative stability. Still, many ongoing and upcoming challenges might affect the sales in the next year, from the conflicts in Ukraine and the Middle East, down to trade supply disruptions to new tariff threats that are bound to increase costs of operations and raw materials. There are reasons to stay optimistic about gradual recovery as MMFA members continue innovating and elevating the MMF solutions, meeting the continuously evolving customer preferences and expectations.

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**About MMFA:** The Multilayer Modular Flooring Association is an organisation representing the leading producers of flooring in Europe and their suppliers. Its purpose is to “keep flooring in the loop” by facilitating its journey towards a more sustainable, circular and innovative future. The MMFA was established in October 2012 in Munich, Germany, by seven European flooring producers. It is now managed out of Brussels, Belgium.