



# EUROPEAN CARPET MARKET

## CARPET DEMAND BY SECTOR

RESIDENTIAL BUILDINGS

**55%**



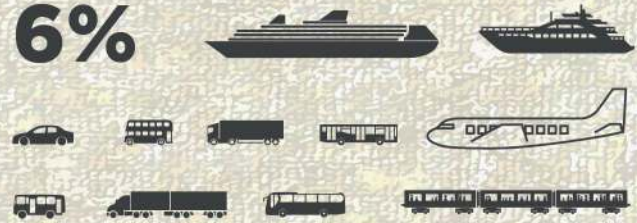
NON-RESIDENTIAL BUILDINGS

**39%**



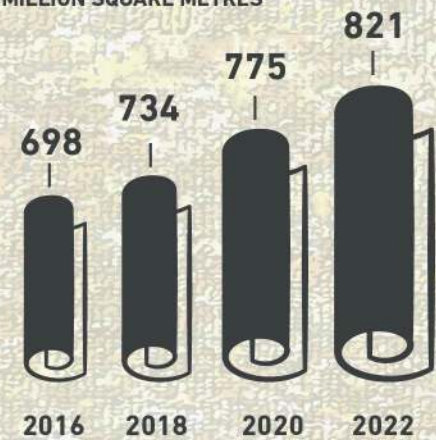
OTHERS

**6%**



## PROJECTED GROWTH OF THE EU CARPET MARKET\*

MILLION SQUARE METRES



ANNUALLY  
**2.7%**

VALUED AT  
**€56**  
BILLION

\*Source, Grand View Data, 2016



DEMAND

**698**

MILLION METRES<sup>2</sup>



NET REVENUE

**€47**

BILLION\*

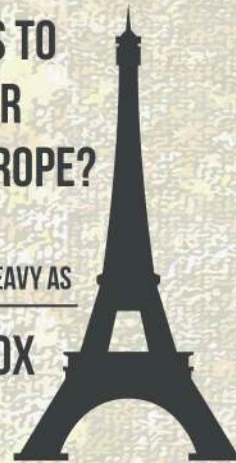
## WHAT HAPPENS TO POST CONSUMER CARPETS IN EUROPE?

YEARLY

**1.6** = 160X

MILLION TONNES

AS HEAVY AS



LANDFILL

**60%**



INCINERATION

**37-39%**



ESTIMATED RECYCLED

**3%**

