Floorzap

The Flooring Customer Landscape

Insights for Retailer Success

Survey Report: October 2025

Table of Contents

Introduction, Key Findings, and Demographics 3

Survey Report Findings 7

Next Year's Floors: 62% Have New Flooring on their To-do Lists 8

Which Kinds of Flooring Project Types are on the Horizon for Customers? 10

Most Popular Flooring Types to Install 11

What Matters Most When Choosing Flooring for a Project? Tip: Lead with Durability, Not Discounts 12

Factors Influencing Higher Spend on Flooring 13

Total Budget for Most Recent Flooring Project Including Materials and Installation . 14

Over Budget? Actual Spending Compared with Original Flooring Project Projections 15

Factors That Would Prompt a 20% or Greater Increase in Flooring Budget 16

Customer'sTypical Approach to Flooring Purchases 17

How Long Do Customers Research Before Making a Purchasing Decision? 18

How Did Customers First Hear About their Chosen Retailer? 19

First Impressions Matter: 29% Buy Flooring at First Sight 20

How Can Retailers Help Customers Get It Right the First Time? 21

Back for Round Two: Would Customers Return to the Same Retailer Again? 22

The Factors that Go into Choosing the Same Retailer Again 23

Customer's Preferred Payment Method for Flooring Purchases 24

For Flooring Purchases, Which Options are Essential? 25

About Floorzap 26

Introduction, Key Findings, and Demographics



Introduction & Methodology

Flooring is part of a larger remodeling sector estimated at USD 2.7 trillion globally, with flooring itself representing a market of over USD 500 billion in 2025.

Flooring retailers know that every customer walking through the door has a unique set of expectations, questions, and priorities. But how well do you really understand what today's homeowners are looking for when planning a flooring project? From the first moment of research to the final payment at checkout, there are critical decision points that shape whether a customer chooses your store — or someone else's. According to Google Research, 81% of shoppers research online before buying and 83% say they use search before visiting a store, which means the digital journey is as important as the in-store experience.

In this report, Floorzap shares new survey findings from homeowners who have recently completed or are planning a flooring project. Their responses reveal what drives flooring decisions, how customers research and shop, and what factors ultimately lead them to purchase or to become a repeat customer. The insights go beyond price, pointing to the moments where retailers can build trust, showcase value, and create loyal, repeat buyers through value-based selling and exceptional customer experiences.

Whether you manage a single store or oversee multiple locations, this report is designed for business owners, operations managers, and store managers who want to stay ahead of customer expectations. Inside, you'll see how today's flooring customers can be guided not only at the point of sale, but through every stage of the journey, before, during, and after the purchase. By focusing on value and service at each touchpoint, retailers can adjust their sales and marketing strategies to capture more immediate sales while also creating loyal customers who return and refer.

Methodology

This report is based on a survey of 1,300 retail flooring customers conducted in the United States during July 2025. All respondents were homeowners living in single-family homes or condominiums, representing a broad cross-section of ages and household income levels. Each respondent had either recently completed a flooring project or was considering one.

The survey was administered online by Global Surveyz Research, an independent research firm. Respondents were recruited through a customer research panel and invited via email to complete the survey. The average completion time was 7 minutes and 3 seconds. To reduce order bias, the majority of non-numerical answer choices were randomized.

Key Findings

01 | The majority of homeowners are actively planning new floor installations

62% of respondents are considering or planning a new flooring installation, and 23% expect to move forward within the next 12 months. There is some correlation with income, as 27% of higher-earning households ($150k+) are planning an installation in the next year compared with 25% of lower-income households.

02 | Durability drives decision making for retail flooring customers

Customers are prioritizing flooring that lasts. Laminate Vinyl Plank (LVP/LVT) leads planned installations at 39%, reflecting its reputation for durability, water resistance, and value. This aligns with what matters most to buyers: 73% say durability is the top factor in their flooring decision, ranking above both style and price. In fact, 43% of respondents say they are more likely to spend more on flooring if they can be assured of higher durability.

03 | Customers will spend more for the right benefits

Nearly a quarter of flooring customers actively seek premium products, and a further 6% say price is not a major consideration at all. 88% are also willing to increase their budget by 20% or more when the right benefits are offered. The leading drivers of this higher spend are professional installation included (25%), significantly better appearance (23%), and easier maintenance (15%).

04 | Your digital presence is shaping your customers' purchasing decisions

93% of flooring customers research independently before stepping into a store, often for weeks or even months. Many arrive ready to buy, with 29% purchasing at the first retailer they visit. Younger customers rely more heavily on digital search and online reviews, making strong SEO, credible reviews, and a seamless digital presence essential to winning business before customers ever walk through the door.

05 | A positive experience today means repeat business tomorrow

Retailers have a strong opportunity to close those customers who buy on their first visit and build lasting loyalty. Some customers would choose higher-priced products in hindsight, and 97% say they would consider returning to the same retailer if the right factors are in place — from positive experiences to clear demonstrations of value. By guiding buyers toward the best choice upfront and delivering a memorable experience, retailers can secure both immediate satisfaction and repeat business.

06 | Payment options can make or break the sale

Customers expect flexible, modern payment options. With 61% paying by card, seamless card processing is essential to stay competitive. Beyond that, customers are looking for ways to manage their spend, with 40% valuing no-interest promotional periods, 34% wanting multiple payment methods, and 25% seeking flexible payment plans. Retailers who provide these options are better positioned to win business and build trust at checkout.

Age, Annual Income, Residence Type, Square Footage, Home's Age and Length of Ownership of Current Home

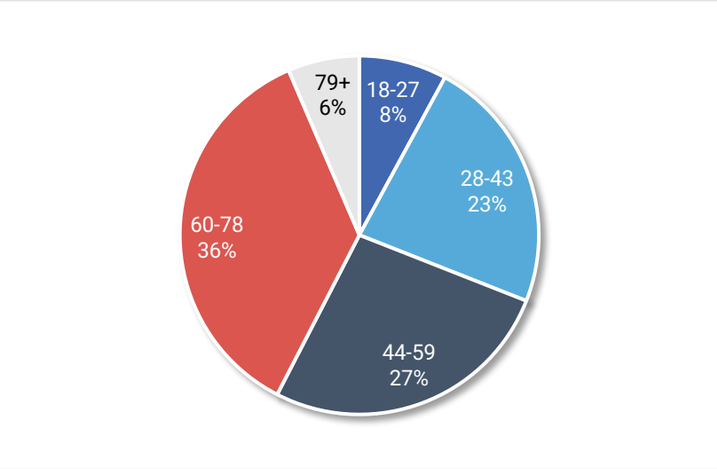

Figure 1: Age

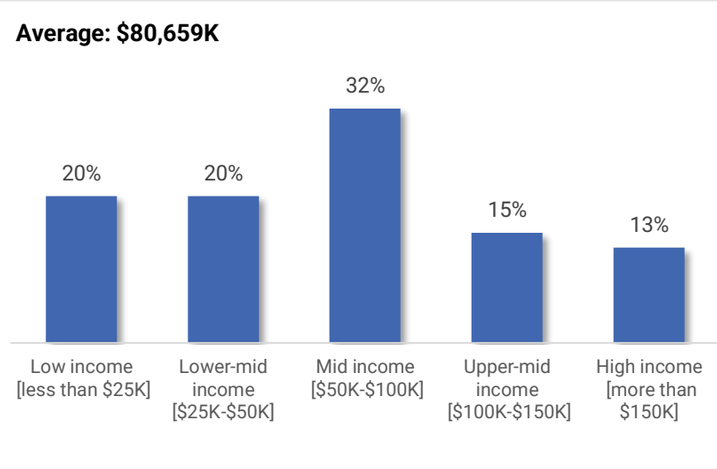

Figure 2: Annual Income

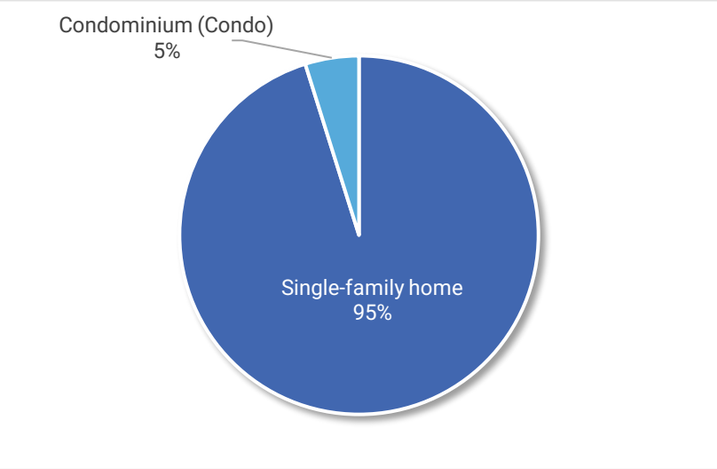

Figure 3: Residence Type

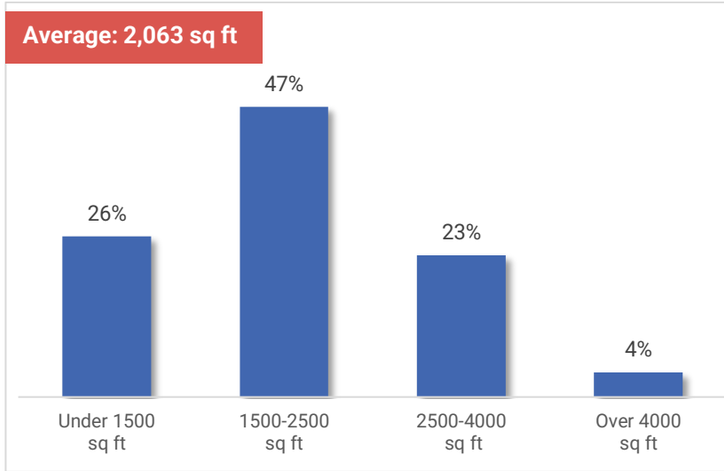

Figure 4: Square Footage

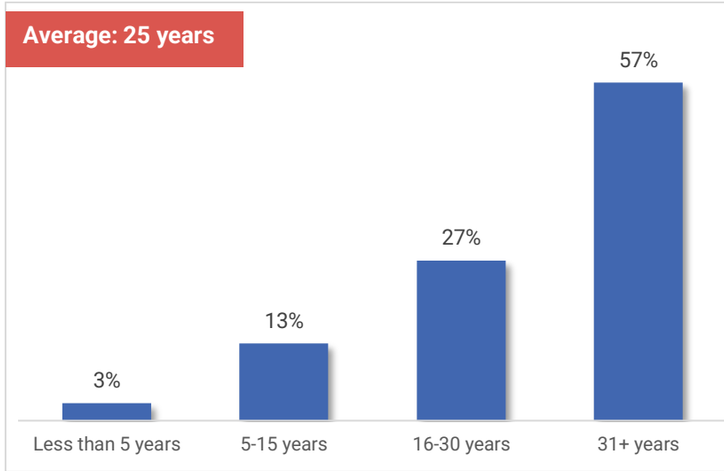

Figure 5: Home's Age

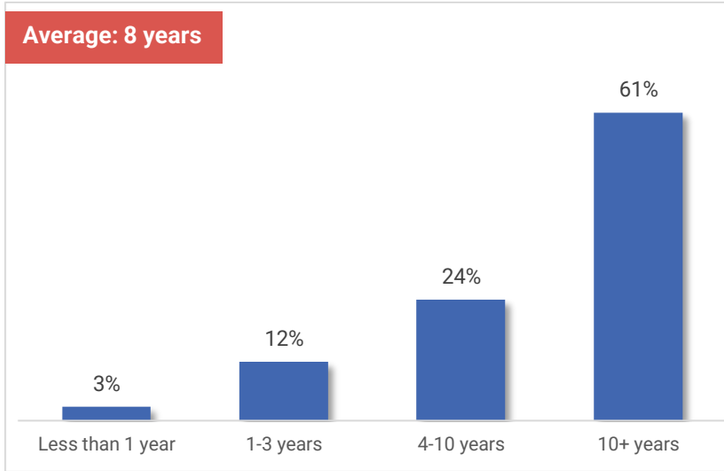

Figure 6: Length of Ownership of Current Home

Survey Report Findings



Next Year's Floors: 62% Have New Flooring on their To-do Lists

We spoke to retail flooring customers about their plans to commence a new flooring project and found that 62% either have plans to install or are considering installing new flooring. About 23% of respondents expect to install new flooring in the next 12 months. This is an immediate opportunity for retailers to target the right segments to increase their own revenue within a quick time frame.

Income shows some relationship with project timelines: 27% of households earning $150k+ plan to install flooring in the next year, compared to 25% of those with lower incomes. With customers who have higher income levels ready to purchase in the next 12 months, retailers can get their products in front of the right demographics by using techniques such as adjusting the targeting of paid advertising in social and search.

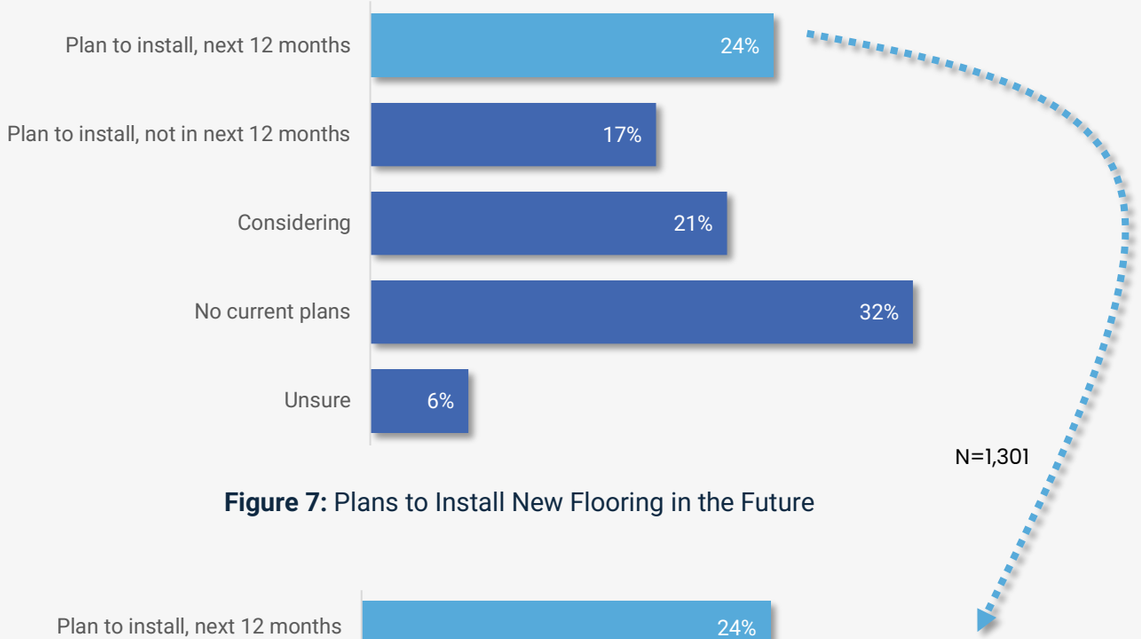

Figure 7: Plans to Install New Flooring in the Future

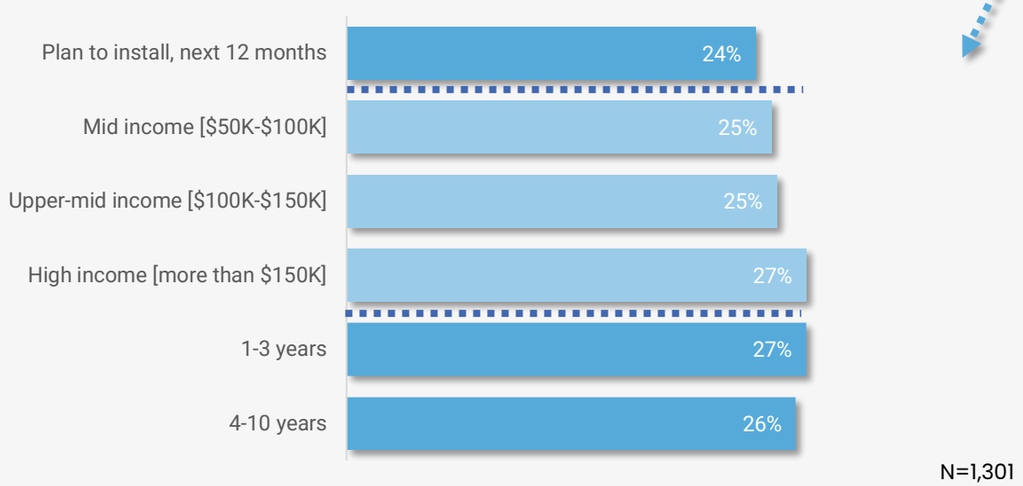

Figure 8: Plans to Install New Flooring in the Future by Income & Length of Ownership of Current Home

Recent Flooring Project Completions Highlight a New Homeowner Opportunity

We asked retail flooring customers when they last completed a flooring project. The responses show a wide spread: 28% say their most recent project is still in progress, while the largest share (39%) completed their last flooring project more than three years ago. At the other end of the spectrum, 7% of respondents reported finishing a project within the past six months, highlighting a relatively small but active group of recent buyers.

When we look more closely at those recent projects, an important demographic stands out. 19% of respondents who most recently completed a flooring project have owned their home for less than one year.

Why should retailers care? This data suggests that new homeowners and new-build properties represent a key opportunity segment for flooring retailers seeking to connect with customers at the moment they are most likely to invest in flooring.

Flooring retailers can get creative by partnering with realtors or builders who have closed on new homes in the past 12 months, to help start building lists for intelligent outreach. As this cohort has a higher likelihood of completing a flooring project, this could be a powerful opportunity.

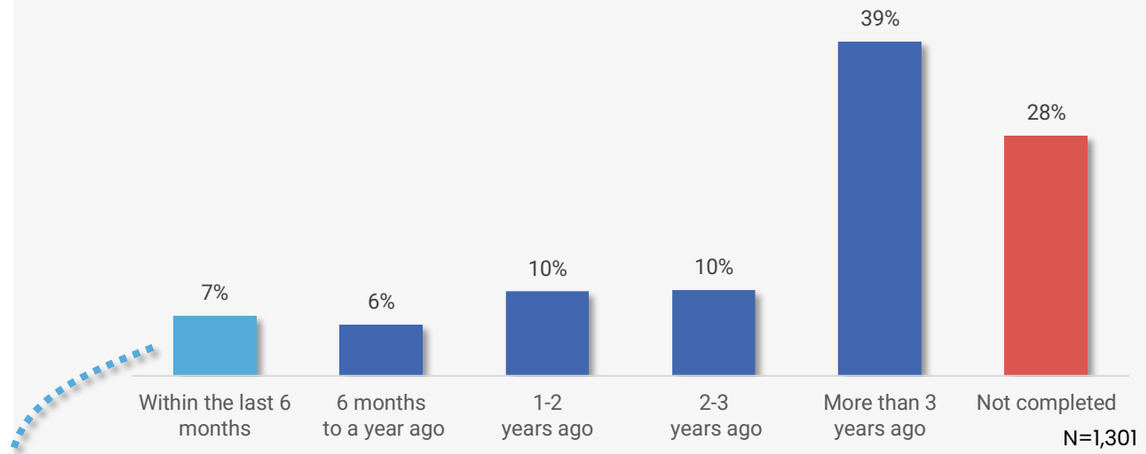

Figure 9: Timing of Most Recent Flooring Project Completion

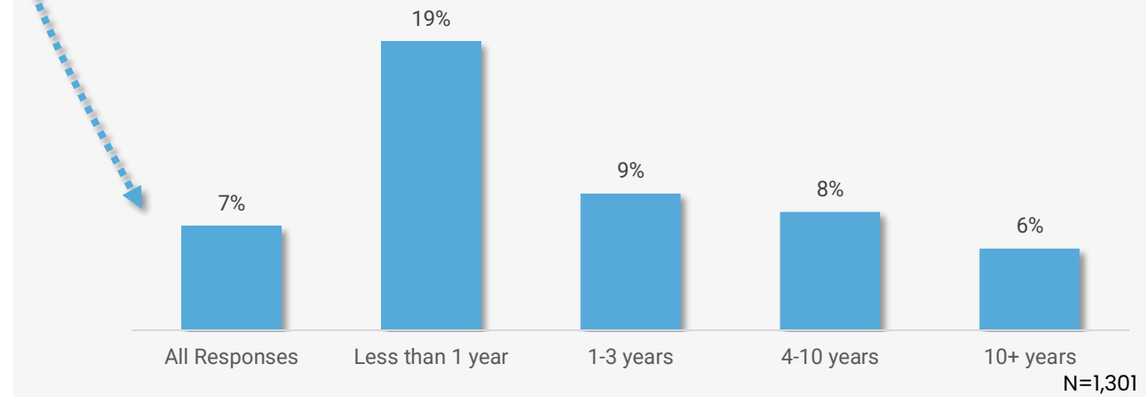

Figure 10: Within the Last 6 Months by Length of Ownership of Current Home

Which Kinds of Flooring Project Types are on the Horizon for Customers?

In 72% of cases, homeowners planning a flooring project are looking to replace their existing flooring. For retailers, this is a reminder that most projects begin with a practical need, whether that's worn flooring, outdated styles, or functional upgrades, which means the sales conversation should start with value-based selling.

Customers want to feel confident that their investment will deliver durability, style, and long-term satisfaction, not just a low price point.

31% are looking to upgrade to higher-end materials, which may include those who have recently purchased a home who would like to improve the flooring that came with the purchase, and create a more personalized, premium look in their homes.

For retailers, this segment is especially important: when customers opt for higher-end products, it not only raises average deal size but also creates room for higher margins and stronger profitability.

This data shows the dual role of value-based selling. For the majority who are replacing existing floors, it means demonstrating the practical benefits of durability and style. For those pursuing upgrades, it means helping customers understand why higher-end products are worth the additional investment. Retailers who guide customers toward the right choice the first time by focusing on quality, longevity, and lifestyle fit rather than simply price are more likely to close sales at a higher price point and build lasting loyalty.

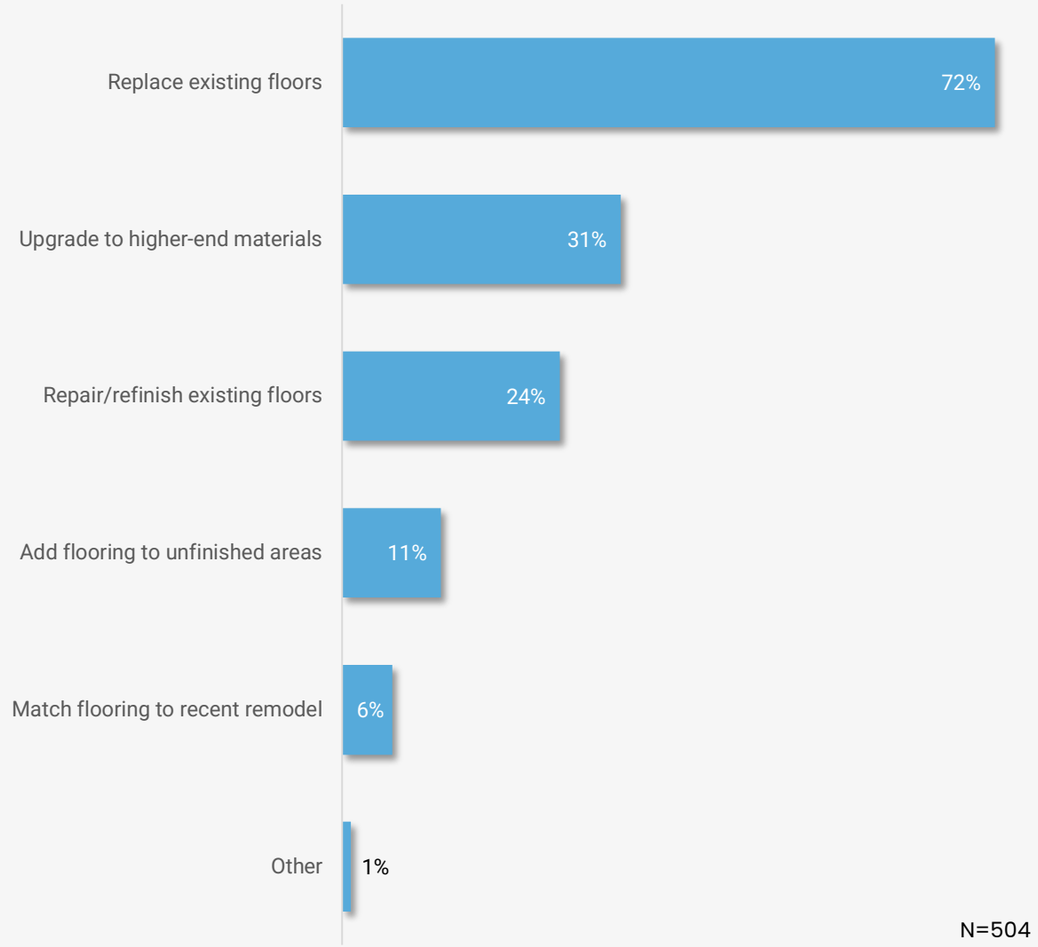

Figure 11: Planned Flooring Project Types

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Most Popular Flooring Types to Install

We asked respondents which types of flooring they are most likely to install in their next project. The clear leader was laminate vinyl plank/tile (LVP/LVT), chosen by 39% of respondents. This was followed by hardwood (19%) and carpet (15%), with smaller segments selecting tile, engineered hardwood, or other options.

LVP/LVTs dominance reflects how much customers prioritize durability, water resistance, and long-term value. For busy households and high-traffic spaces, LVP/LVT offers a practical solution that balances style with everyday performance, which are qualities that are top of mind for flooring buyers. Hardwood however, remains an aspirational choice for nearly one in five customers, valued for its premium look and timeless appeal, but when weighed against the durability of LVP/LVT, it is not chosen as often.

For flooring retailers, this insight is critical in shaping the order of the sales conversation, as well as the in-store layout , and what inventory to keep in stock behind the scenes. Starting the conversation with LVP/LVT highlights the qualities that most customers already value, while pairing it with hardwood as a premium alternative allows for an effective value-based selling approach. This not only addresses the majority's preference but also opens the door for upselling when customers are ready to explore higher-end options.

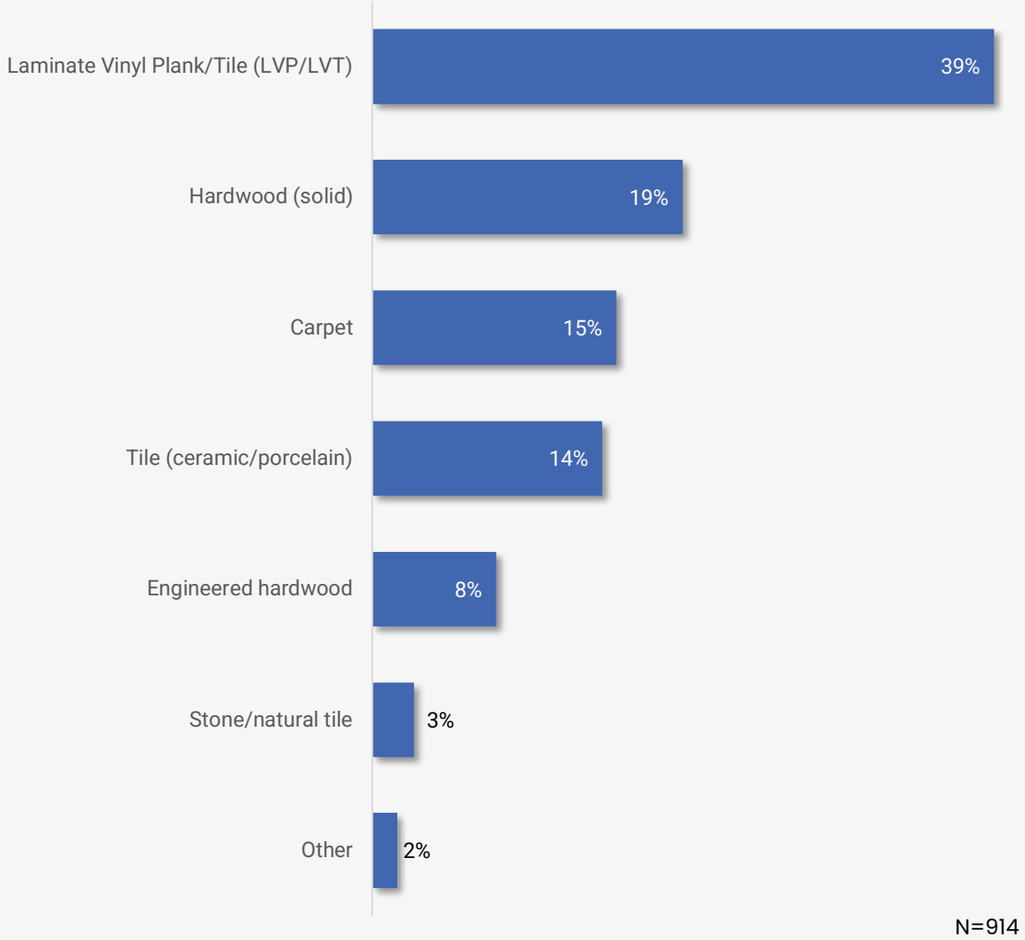

Figure 12: Flooring Type Installed or Intended to Install

What Matters Most When Choosing Flooring for a Project? Tip: Lead with Durability, Not Discounts

Durability stands out as the most important factor in flooring decisions. 73% of retail flooring customers say it plays a key role in why they choose a particular type, compared with 66% who focus on appearance and style, and 65% who consider price. These three factors dominate the decision-making process for customers, with elements such as comfort and installation time falling behind in the list of priorities.

For retailers, this insight calls for a shift in sales strategy. Too often, sales conversations begin with the lowest-priced options under the assumption that customers are primarily price-sensitive. In reality, homeowners are making long-term investments and want flooring that will last, look good, and deliver value over time.

If you're a flooring retailer, this means coaching your team to lead with durability and appearance, instead of price. Showcase a variety of options across price points but frame them through the lens of lasting performance and style.

This value-based approach aligns more closely with what customers actually care about, and it positions your team to capture more sales without defaulting to discount-driven assumptions.

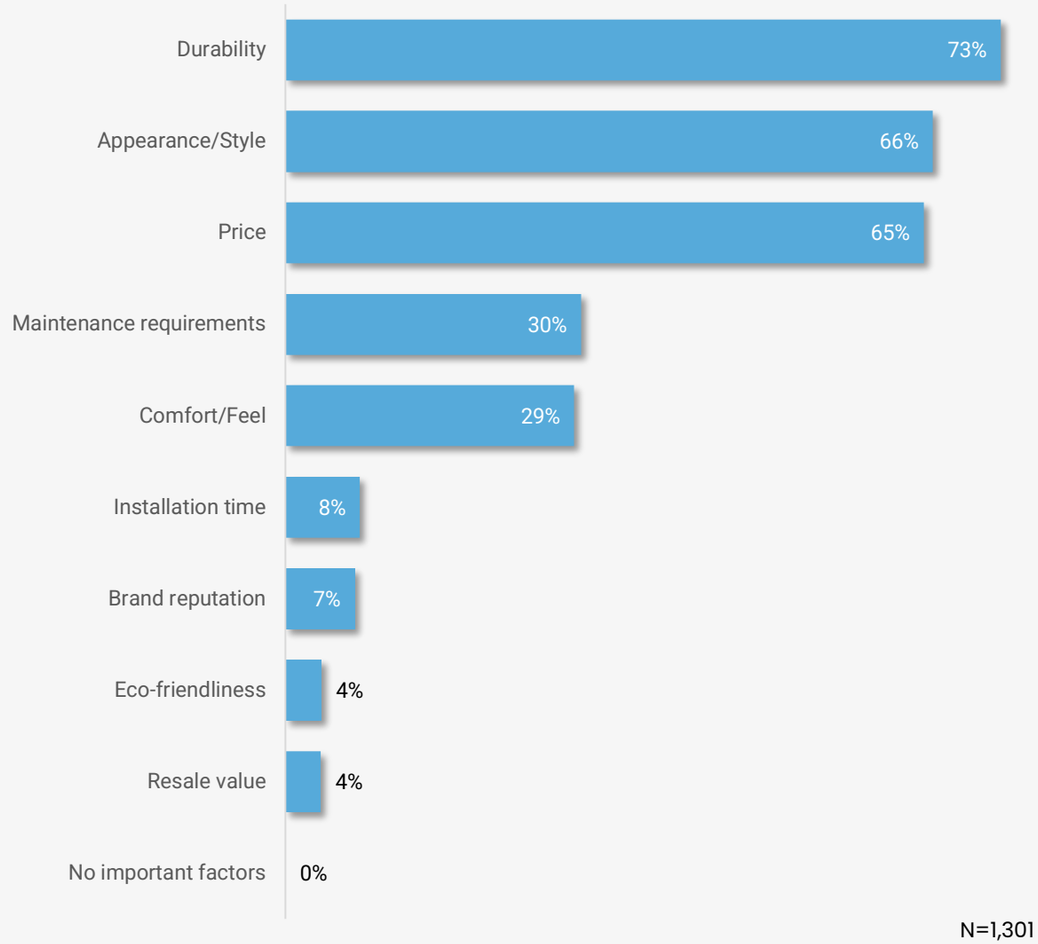

Figure 13: Most Important Factors When Selecting Flooring

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Factors Influencing Higher Spend on Flooring

When it comes to paying more for flooring, durability is the clear deciding factor. Nearly half of retail flooring customers (47%) say they would choose a more expensive option if it offered superior durability. Appearance ranks second at 23%, followed by low maintenance at 15%, but both still highlight how customers are willing to pay more when they see lasting value and visual impact.

For retailers, this insight is critical to upselling. Customers are telling us in no uncertain terms that they'll spend more if they believe the product will last longer and look better. Leading with durability and style in sales conversations not only aligns with what matters most to buyers but also provides a natural way to guide them toward higher-quality, higher-margin products.

Data in the Spotlight: It's interesting to see that a significantly longer warranty would encourage 6% of customers to spend more on their flooring materials. Offering warranty extensions or spotlighting existing guarantees could be another way for retailers to reinforce durability and capture incremental revenue.

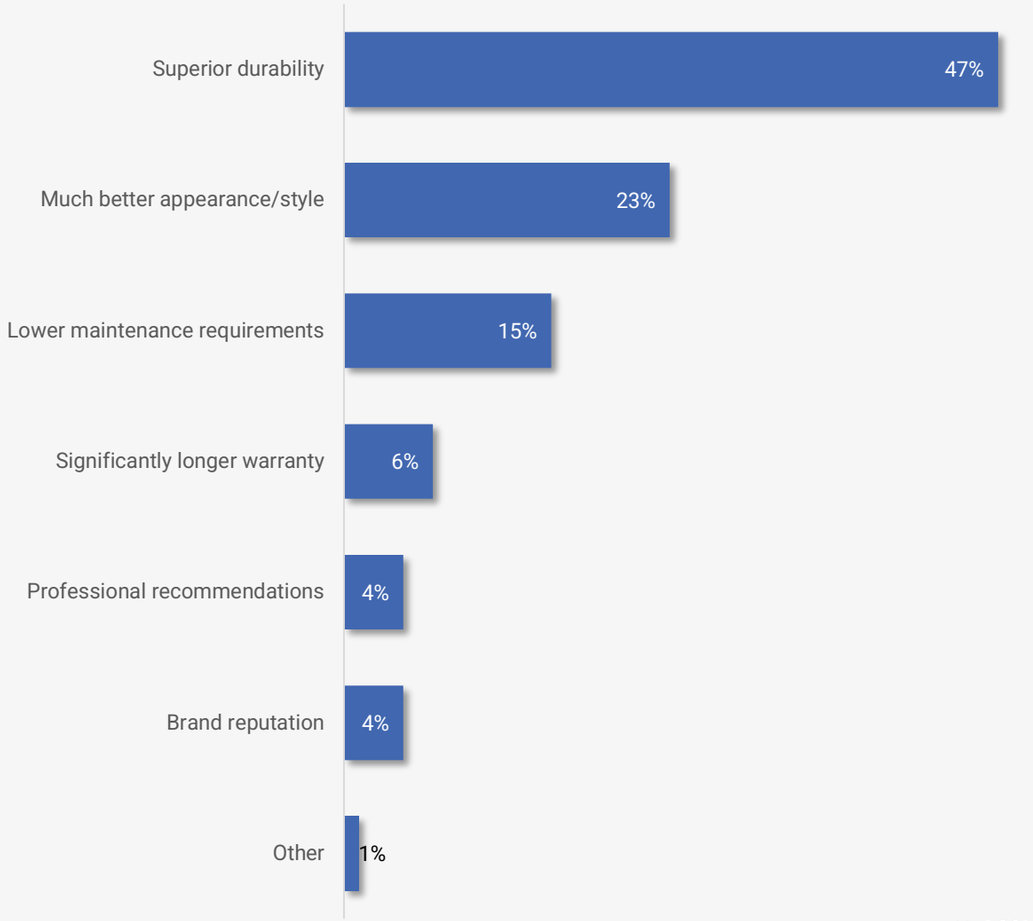

Figure 14: Factors Most Likely to Influence Choosing a More Expensive Flooring Option

Total Budget for Most Recent Flooring Project Including Materials and Installation

Respondents who recently completed a flooring project reported an average budget of $4,275 for materials and installation. Budgets varied widely: 22% spent under $1,000, 26% spent $1,000–$2,500, 27% spent between $2,500 and $5,000, and 25% reported spending more than $5,000.

For retailers, this benchmark matters. Understanding what customers are prepared to invest helps forecast potential revenue and highlights how much business is on the table each year.

By comparison, Floorzap's internal customer data shows an average deal size between $4,000 and $6,000. This gap illustrates how survey responses and real transaction data can differ. One tool that can help retailers close this gap is Floorzap's integration with FCB2B, which ensures retailers always have the most up-to-date manufacturer pricing. As prices are updated, retailers can dynamically reflect those changes, giving them better visibility into accurate data and real-time margins to plan growth.

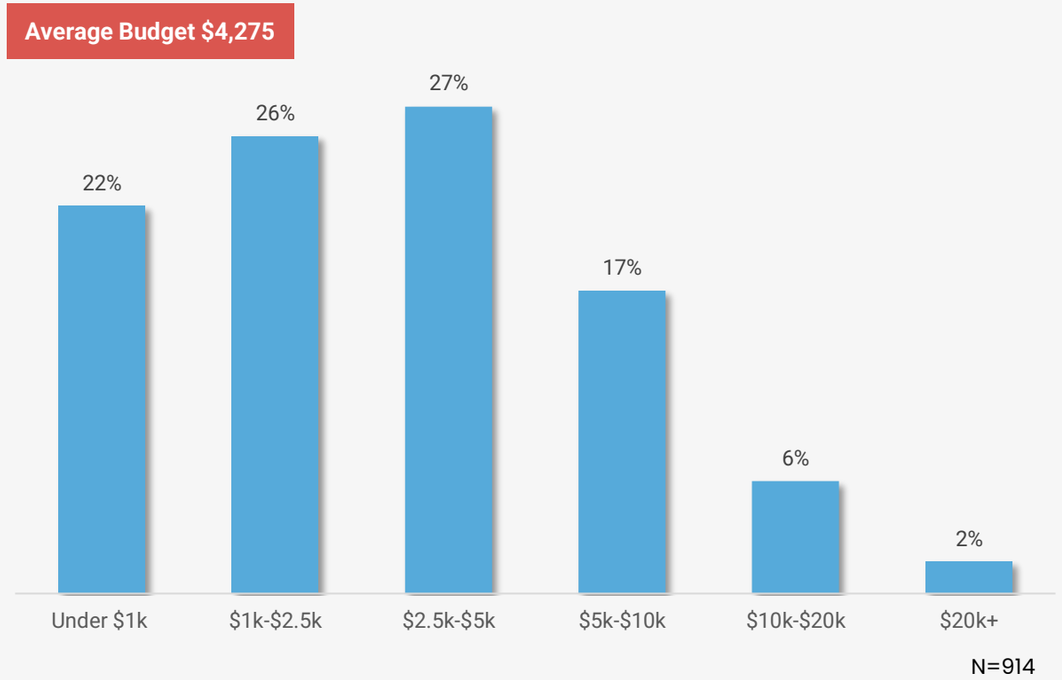

Figure 15: Total Budget for Most Recent Flooring Project Including Materials and Installation

Over Budget? Actual Spending Compared with Original Flooring Project Projections

Two-thirds of respondents said they were able to stay within their original budget when completing their flooring project, and 9% even reported spending less than planned.

That said, one in four customers (25%) ended up going over budget. In many of these cases, the willingness to spend more may have been driven by upsell opportunities, for example, choosing options with enhanced durability, a factor we saw earlier (Figure 8) as one of the strongest motivators for upgrading to more expensive flooring.

Data Takeaway: Customers aren't completely tied to price. A significant share is willing to stretch their budgets for products that deliver greater value. Retailers shouldn't be afraid to lead with higher-priced options, framing them around durability and long-term performance, rather than assuming customers only want the lowest price.

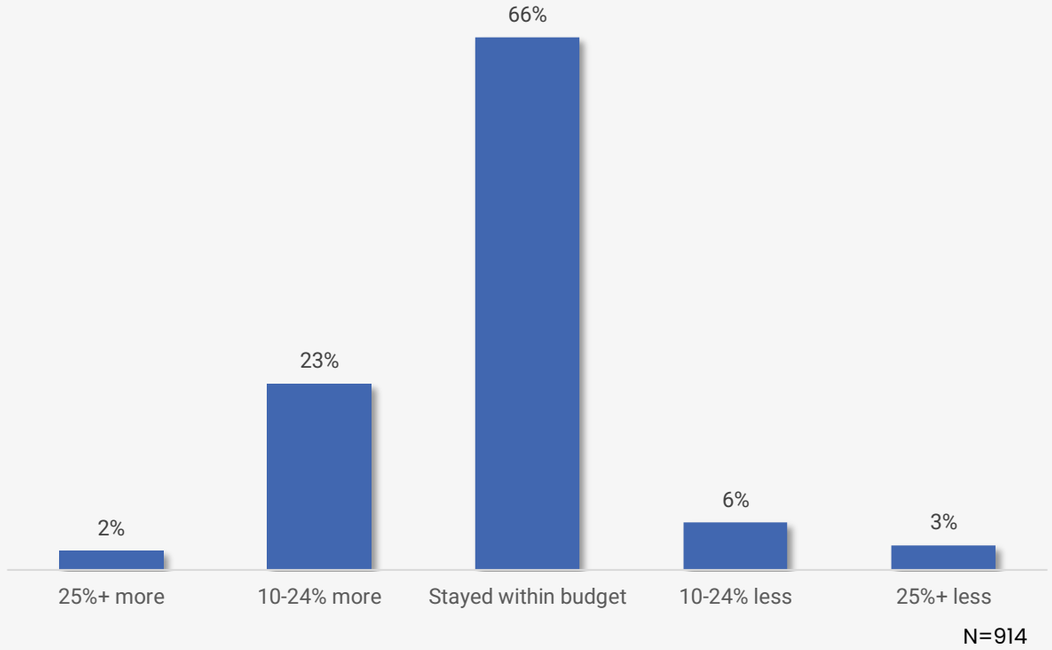

Figure 16: Actual Spending Compared to Original Flooring Project Budget

Factors That Would Prompt a 20% or Greater Increase in Flooring Budget

A large majority (88%) of retail flooring customers say they would increase their budget if the right benefits were offered, which is a clear sign that value-based selling is more effective than leading with the lowest price. The top motivators include professional installation (28%), significantly better appearance (24%), easier maintenance (16%), and a longer warranty (13%).

For retailers, this is a powerful opportunity. Rather than assuming customers are price-sensitive, sales teams can use a simple checklist approach in every conversation: walk through the advantages of professional installation, highlight options with superior durability and appearance, and explain which products are easier to clean and maintain. This method not only builds trust but also creates a structured way to guide customers toward higher-value choices.

By thinking about pricing and packaging strategically, retailers can frame upgrades around benefits that matter most to customers . Done consistently, this approach has the potential to drive as much as a **20% increase in spend per project**, while ensuring customers feel confident that they're making the best long-term investment.

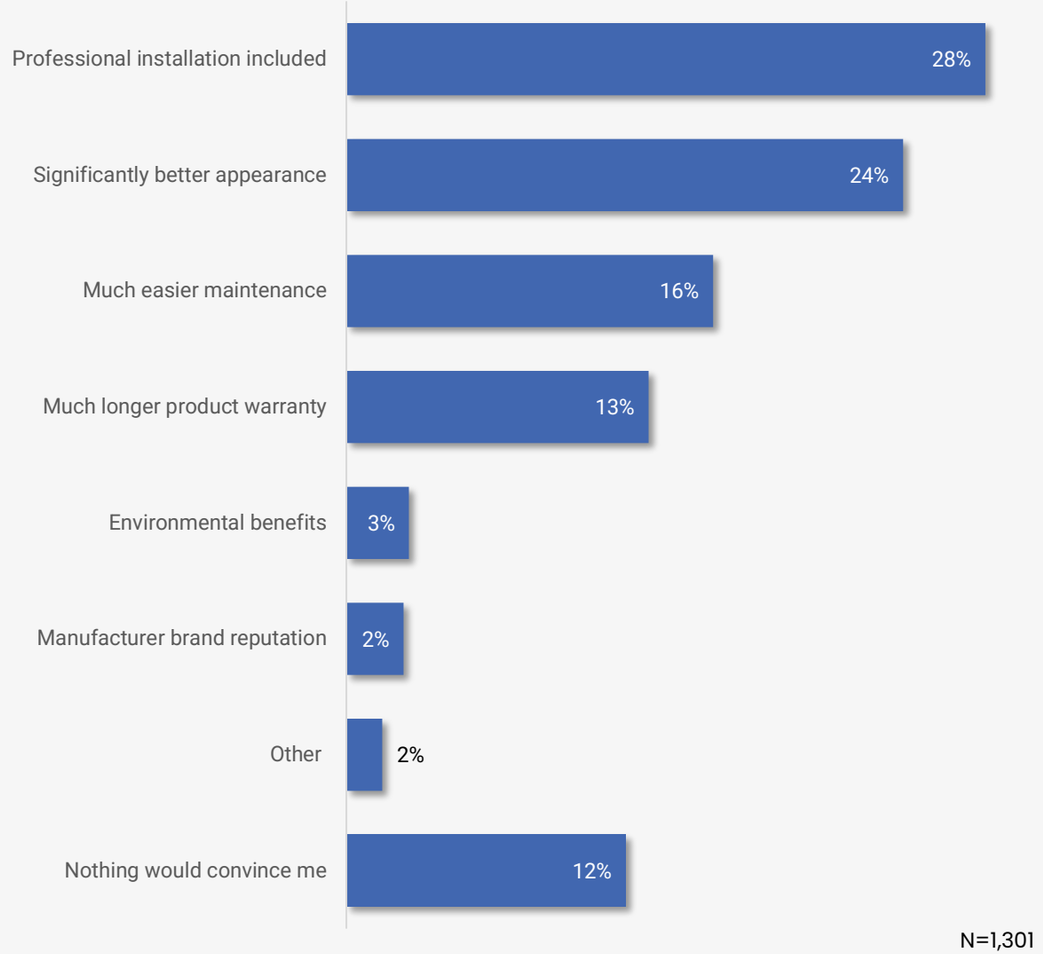

Figure 17: Factors That Would Prompt a 20% or Greater Increase in Flooring Budget

Customer'sTypical Approach to Flooring Purchases

We asked respondents to describe their typical approach when buying flooring, choosing between pre-defined options. 62% affirm that they buy mid-range products for good value, but a further 24% invest in premium products for long-term value. Just 8% are looking to buy the cheapest option to meet their basic needs.

This means that close to a third of customers are already open to premium choices, and as we've already seen, many more can be persuaded when the benefits of durability, superior appearance, and easier maintenance are clearly demonstrated. Customers may enter the store thinking they are shopping for value, but the right conversation can reframe what value really means.

Retailers who assume shoppers only want the lowest-priced products risk leaving money on the table. A better approach both for conversations with customers and when considering store layout, is to start with premium offerings, showing how they deliver greater long-term satisfaction, and then step down to mid-range if needed. This positions premium as the standard, reframes durability and quality as worth the investment, and ultimately drives higher-margin sales.

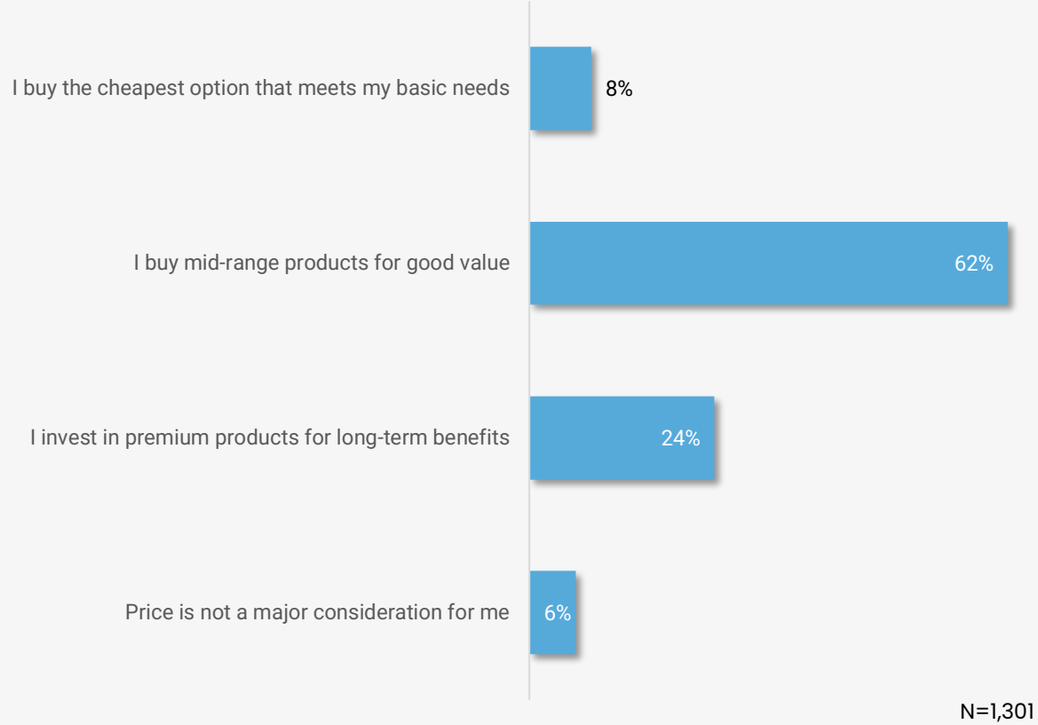

Figure 18: Typical Approach to Flooring Purchases

How Long Do Customers Research Before Making a Purchasing Decision?

Almost all flooring customers (93%) conduct research before making a purchasing decision, spending an average of five weeks gathering information. In nearly a quarter of cases (23%), the research phase extends one to three months.

With such a high proportion of customers actively researching for such a long time, it's essential for retailers to get as much information about themselves online in front of potential customers, and provide clear, accessible ways for shoppers to explore products and learn about their brand.

One way to increase the number of reviews attained is to ask customers for a review up front, or offer incentives in return for reviews to encourage customers to provide that feedback. Building out an SEO strategy is also crucial, to ensure retailers remain top of the search results during the critical early research stages of the buying journey.

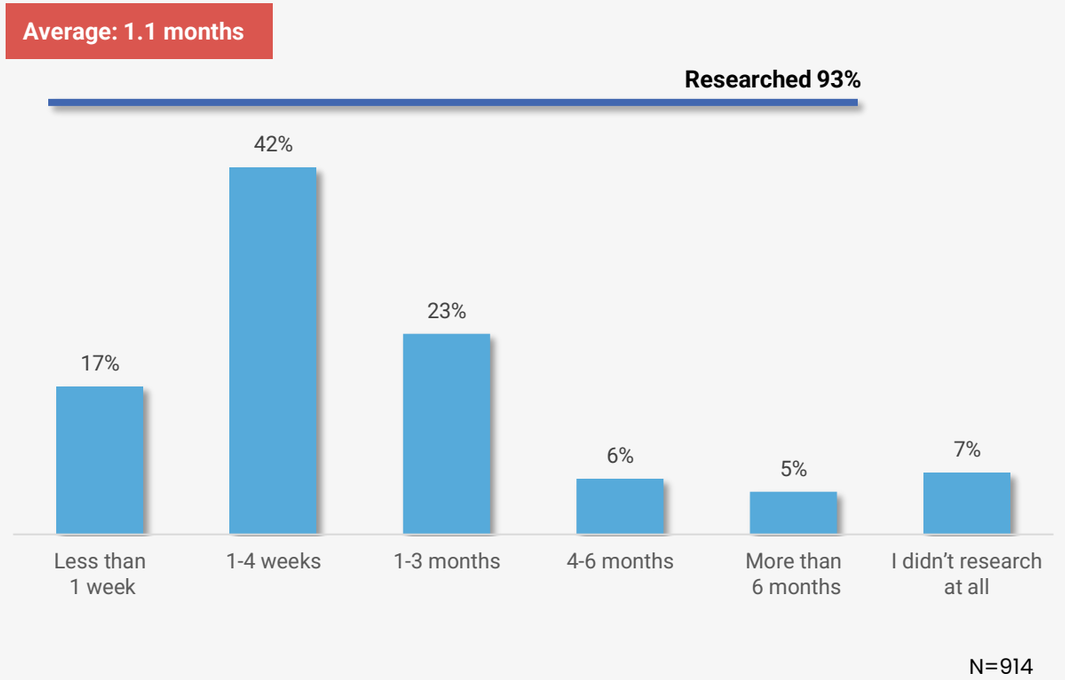

Figure 19: Length of Research Before Making Flooring Purchase

How Did Customers First Hear About their Chosen Retailer?

When asked about their first source of awareness with a chosen retailer, 34% of respondents said they visited a store in person. Among younger customers (ages 28–43), however, this drops to 27%, while digital channels grow in importance.

For this group, online search rises from 15% overall to 22%, and online reviews increase from 4% to 8%.

That means **for younger buyers, online search is 1.5x more important and online reviews are 2x more important** compared with the general customer base. This data demonstrates to retailers where to invest their budget to attract this age group, and how to implement the right tactics to ensure they are front and center online when it comes to search. As this generation takes on more flooring projects, the ability to be found and trusted online becomes critical. Retailers need SEO-optimized websites, visible and credible online reviews, and digital advertising strategies to capture this audience.

This is exactly where Floorzap's Growth product delivers value, providing flooring retailers with powerful SEO websites and digital advertising tools to drive traffic online and convert it into in-store visits.

It's also important to remember that recommendations from family and friends are the first point of reference for one in four customers when choosing a flooring retailer. This makes it critical for retailers to leave every customer with a positive impression. Satisfied buyers don't just return; they also become advocates who influence the next wave of shoppers.

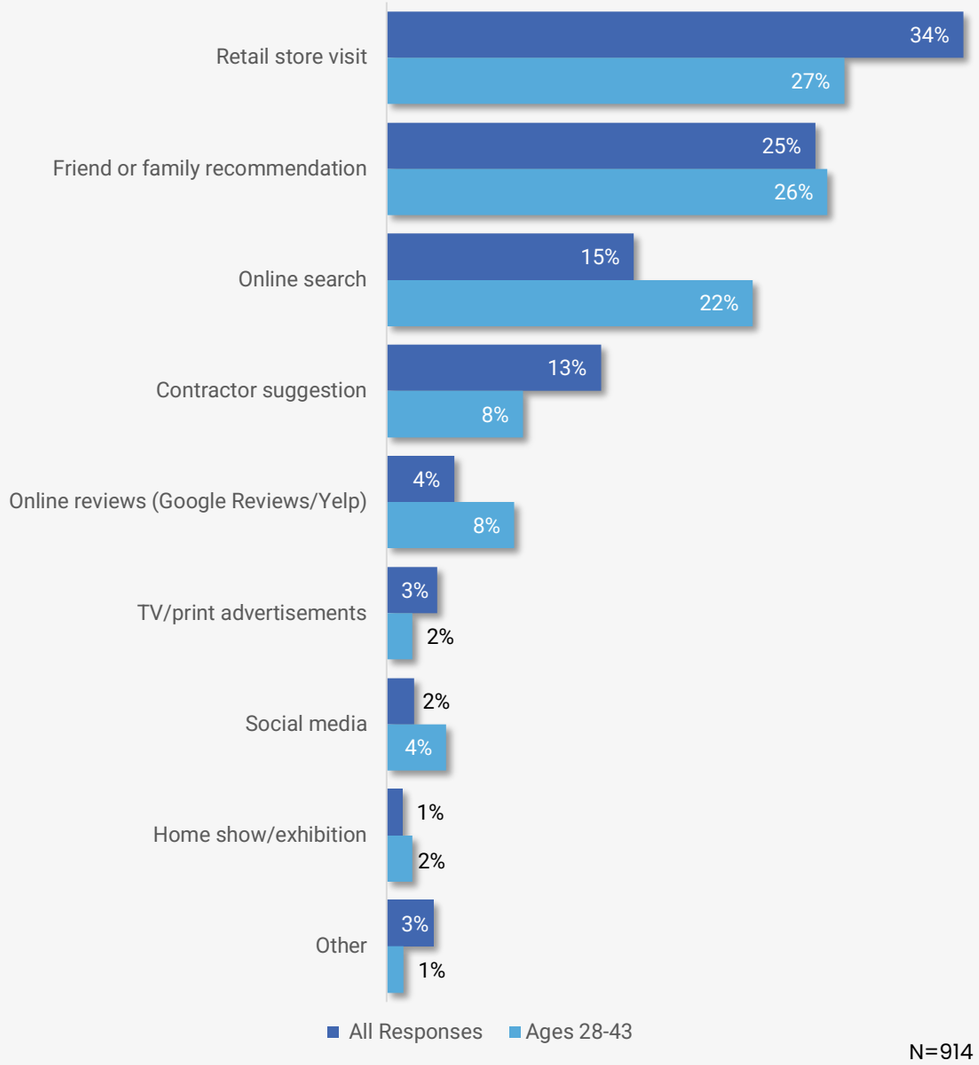

Figure 20: First Source of Awareness for Purchased Flooring Retailer

First Impressions Matter: 29% Buy Flooring at First Sight

On average, respondents who completed a flooring project reported visiting or contacting two different retailers before making a purchase. However, nearly a third (29%) made their purchase at the first store they visited.

This highlights just how important customer experience is, not only before the sale through research and marketing, but also during and after the sale in relation to post-sale follow up communications. . A seamless, supportive experience can make the difference between winning the business immediately or losing it to a competitor.

For retailers, this creates a major opportunity: with nearly a third of customers walking in ready to buy, it is essential to have highly trained sales staff who can engage confidently, deliver value-based conversations, and close on the spot.

Tip for sales teams: Ask your customers, “is this your first visit?” and “Have you been anywhere else?” If this is the second store customers have visited, or even the third, you know you have the opportunity to capture the next cohort and close the sale.

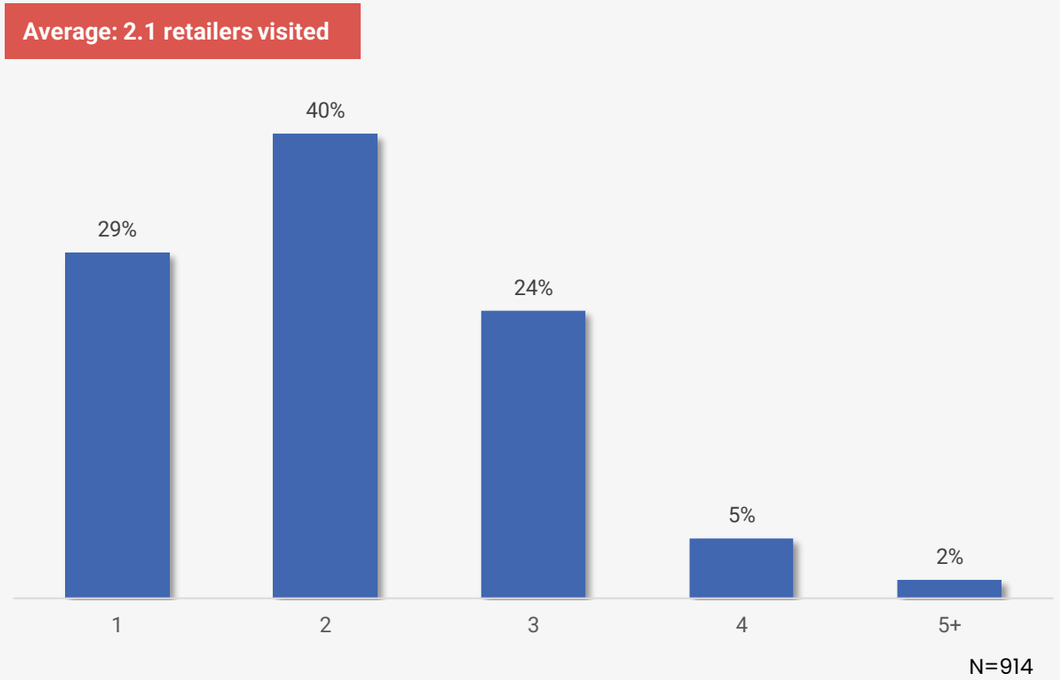

Figure 21: Number of Retailers Visited or Contacted Before Purchase

How Can Retailers Help Customers Get It Right the First Time?

When asked what they would change if they repeated their flooring purchase, 60% of customers said they were satisfied with the decisions they made. However, there are clear opportunities for improvement: 11% would choose a different type of flooring, 9% would spend more for a higher-quality product, and 8% wished they had done more research. If retailers can help more customers to get it right the first time by offering more information, a higher quality product, or the right flooring type for their needs, this 60% can grow to an even greater majority that are truly satisfied with their buying journey and would recommend you to a friend or family member, or come back for a future project.

These insights underline the importance of helping customers fully understand the long-term value of superior durability and of creating upsell opportunities that guide them toward higher-quality options the first time around.

.

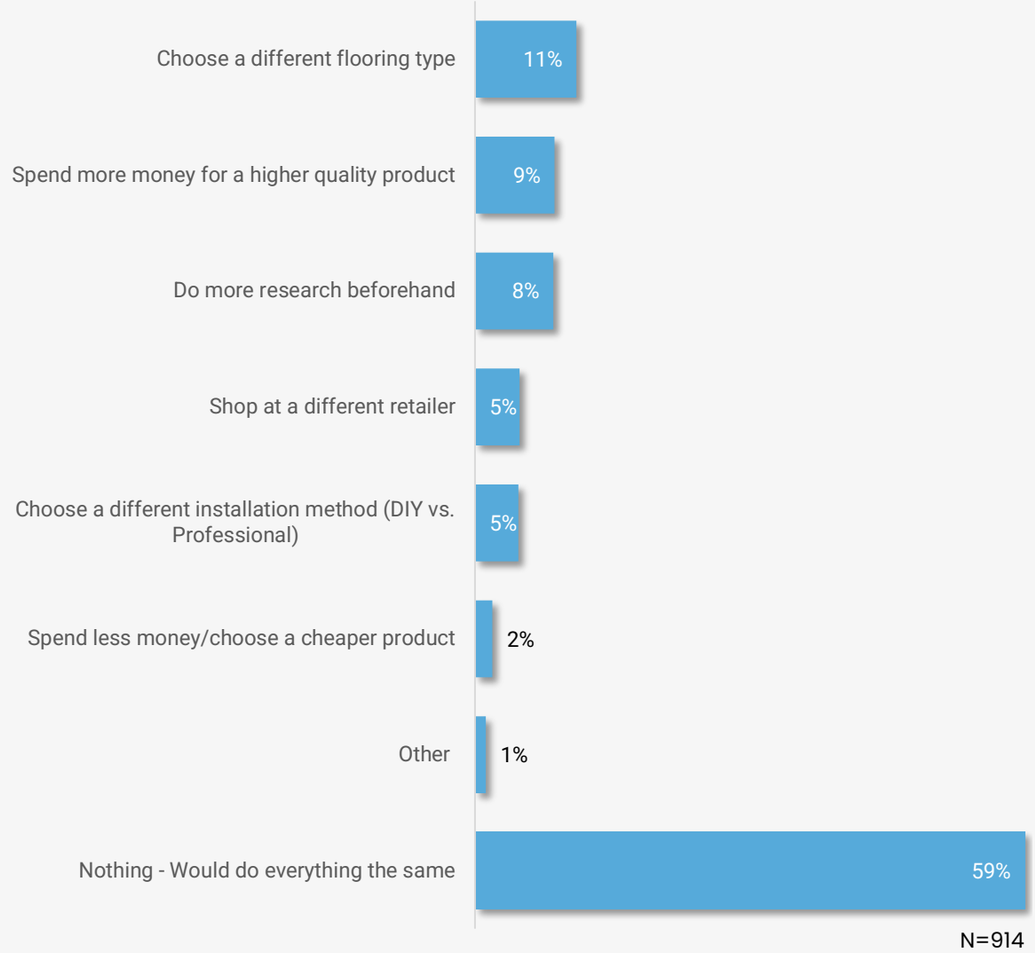

Figure 22: Changes You Would Make if Repeating the Same Flooring Purchase

Back for Round Two: Would Customers Return to the Same Retailer Again?

Two-thirds (66%) of retail flooring customers say they are likely to return to the same retailer for their next flooring project. This loyalty is built not on price alone, but on the value of the products and the experience provided before, during, and after the sale. Retailers who help customers make the right choice the first time create lasting trust which pays off in repeat business and referrals.

With this in mind, it's important to remember that nearly a third of customers (29%) purchase at the first retailer they visit. This makes exceptional customer experience even more critical: trained sales teams, value-based conversations, and seamless service can secure the relationship immediately. By focusing on customer experience as a strategy, retailers can not only win same-day sales but also build a future pipeline of loyal and referring customers.

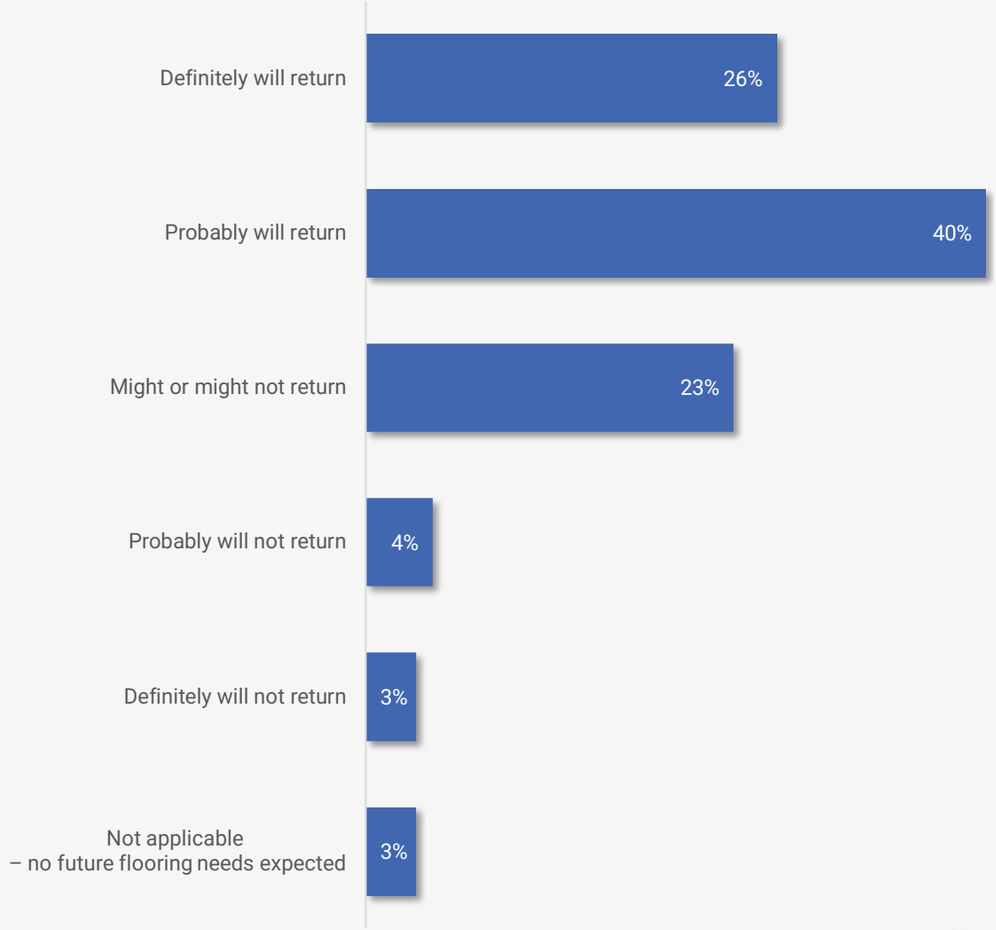

Figure 23: Likelihood of Returning to the Same Retailer for Future Flooring Needs

The Factors that Go into Choosing the Same Retailer Again

When asked what would influence them to return to the same retailer, respondents highlighted a mix of factors. Competitive pricing (23%), positive experiences (21%), and quality products (18%) ranked highest, followed by other considerations including wide product selection, installation services, knowledgeable staff, and strong warranties.

The data shows the importance of delivering a positive in-store experience, especially since nearly a third of customers buy from the first retailer they visit. Demonstrating value-based selling — emphasizing durability, service, and trust — not only captures first-time buyers but also builds loyalty.

Interestingly, only 3% of respondents said that nothing would make them return to the same retailer to complete a future flooring project. Compared with the 66% who said they would return in figure 17, this actually suggests that 97% of customers are open to returning if the right factors align.

For retailers, this means there is significant opportunity to generate repeat business across product verticals and strengthen loyalty by focusing on pricing, experience, and service.

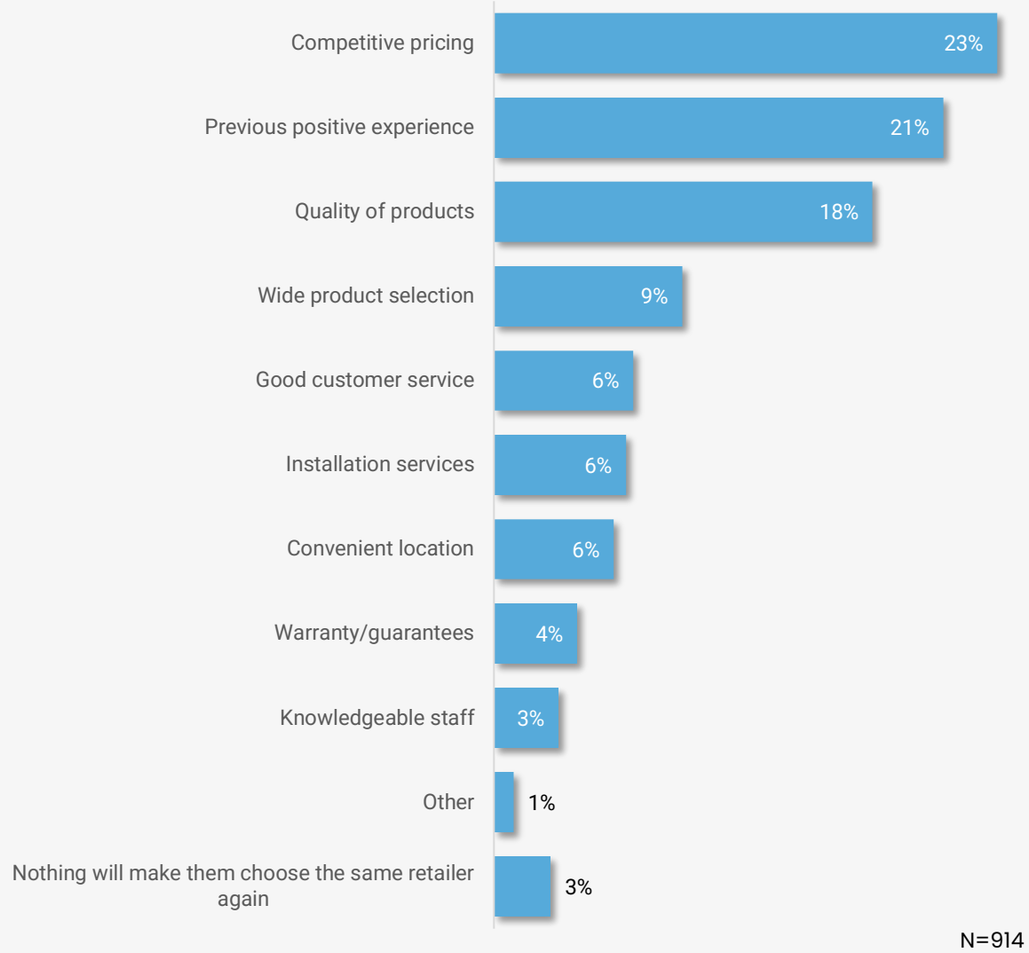

Figure 24: Factors That Would Encourage Choosing the Same Retailer Again for Next Flooring Project

Customer's Preferred Payment Method for Flooring Purchases

The vast majority of retail flooring customers pay by credit or debit card (61%). For retailers, the ability to process these payments isn't just a convenience, it's a baseline expectation. No matter how much a customer values your service or loves the durability of your products, if they can't pay smoothly and securely, the sale falls apart.

This makes seamless, reliable payment processing essential to staying competitive. Retailers who don't have the right systems in place risk frustrating customers at the most critical stage of the journey — checkout — and losing business they've already won.

It's also worth noting that while only a small percentage of customers prefer financing options, those sales represent additional revenue that shouldn't be left on the table. Offering flexible payment plans, alongside fast and secure card processing, ensures retailers capture every type of buyer and maximize their opportunity with each customer.

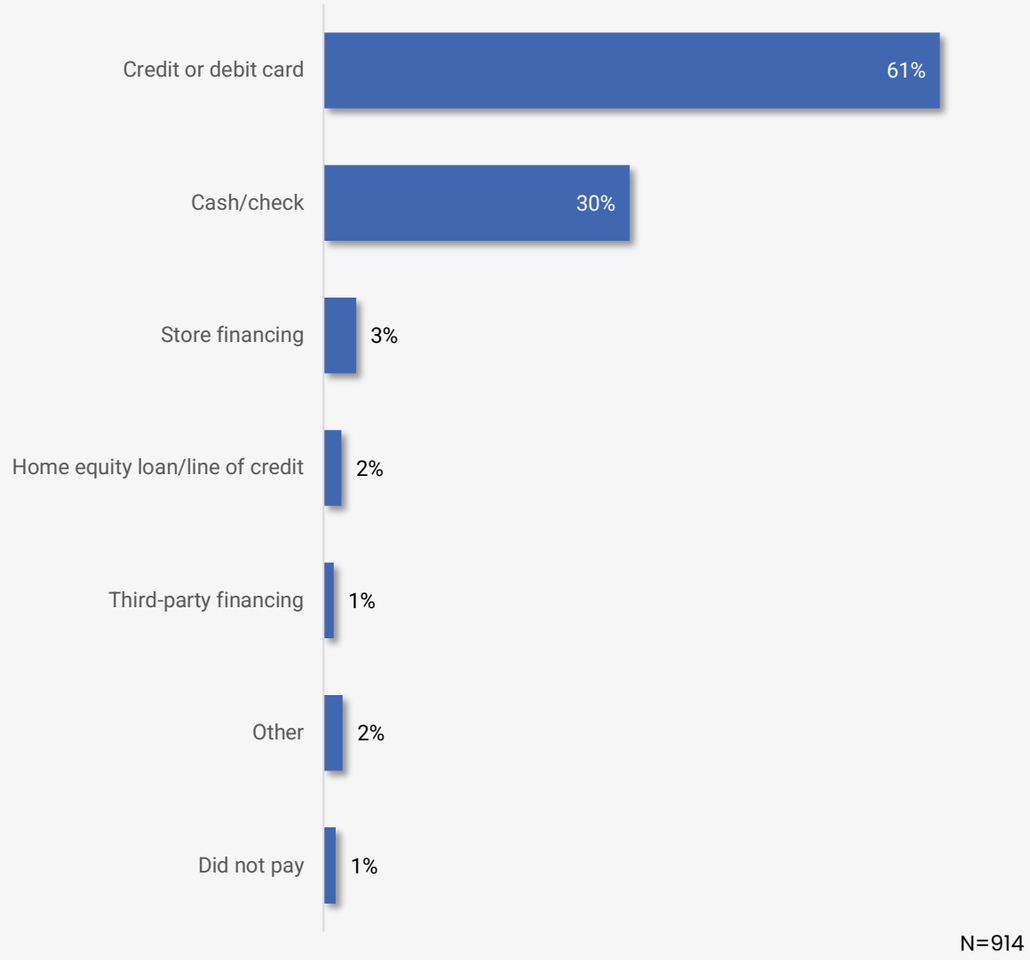

Figure 25: Payment Method Used for Flooring Purchase

For Flooring Purchases, Which Options are Essential?

When it comes to payment preferences, customers prioritize flexibility. The most important options are no-interest promotional periods (40%), multiple payment methods accepted (34%), and flexible payment plans (25%).

Interestingly, while only 3% cited store financing in a previous question (Figure 19), here nearly a quarter (28%) say flexible payment plans are important. This highlights an opportunity for retailers to meet demand by offering more adaptable payment solutions that align with customer expectations.

For retailers, the message is clear: customers expect options. By offering promotions, accepting a wide range of payment methods, and providing flexible plans, retailers can reduce friction at checkout and increase conversion. These features don't just close the sale, they also build trust and loyalty, ensuring the customer feels supported both financially and experientially.

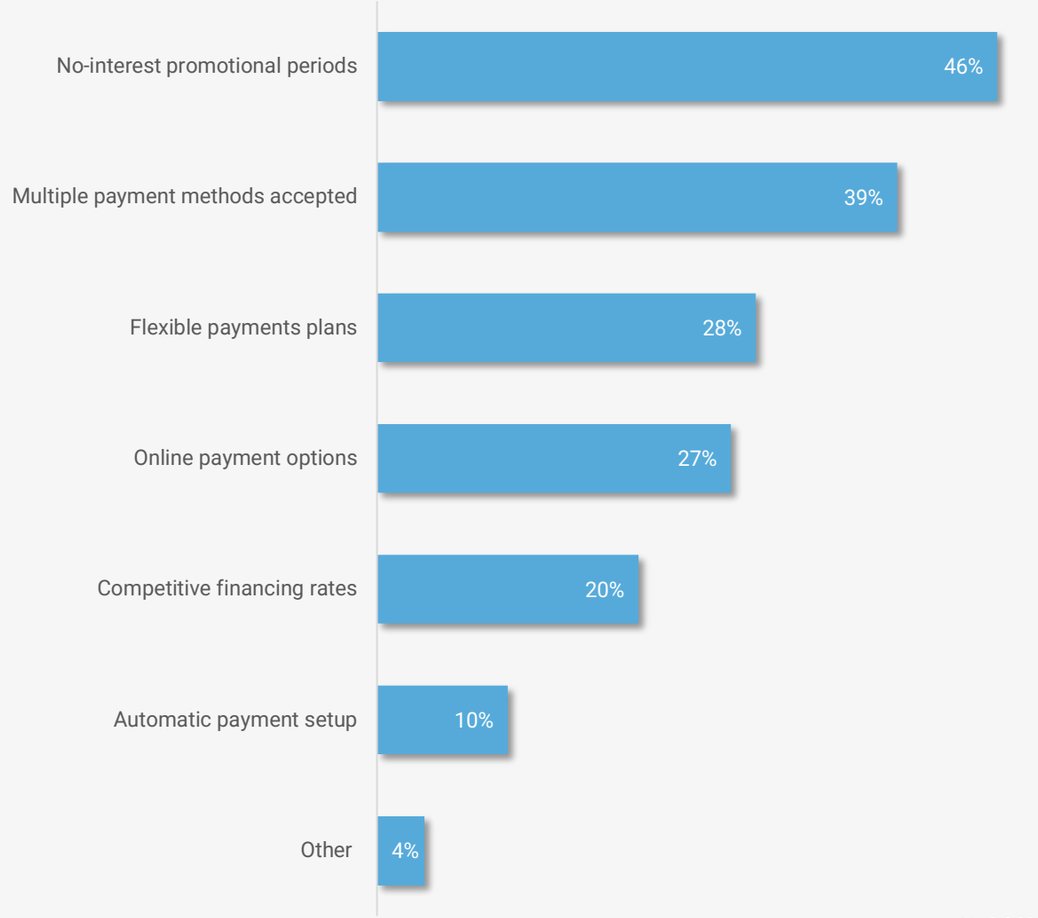

Figure 26: Most Important Payment Options for Flooring Purchases

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

About Floorzap

Floorzap is a leading provider of flooring business management software designed to streamline operations and drive growth for flooring companies. With a comprehensive suite of features, Floorzap helps businesses manage inventory, track sales, manage projects, and improve customer relationships, ultimately increasing efficiency and profitability.

Schedule a Demo

Visit us at:

www.floorzap.com

Phone: +1 (855) 556-5678 | Email: info@floorzap.com