

## **Residential Flooring Materials Market in Japan: Key Research Findings 2012**

### **◆ Research Outline**

**Yano Research Institute has conducted a study on residential flooring materials market with the following conditions:**

1. Research period: From June to October, 2012
2. Research targets: 100 houses and condominiums sold (partly scheduled to be sold) within May to July 2012
3. Target areas: the Tokyo metropolitan area, and Kansai area
4. Research methodologies: Analysis by the expert researchers based on materials of the houses and condos regarding types of flooring materials used and detailed room layouts

#### **About Classification of Residential Flooring Materials**

Residential flooring materials in this research are classified into the following six types: Wooden flooring, Tatami-mats, Synthetic-resin (Vinyl) based flooring materials, Carpets, Floor tiles, and Unit (unit bath, etc). Stone materials and other materials for closets including “Oshi-ire” type closets shown in room layouts are categorized as “Others”.

### **◆ Key Findings**

#### **■ Wooden Flooring Materials Occupied 70% of Entire Flooring Materials**

YRI researched square measures of flooring materials used in 100 houses and condominiums sold (partly scheduled to be sold) within the period of May to July 2012 in the Tokyo metropolitan and Kansai areas. It turned out that wooden flooring materials covered 70.7% of the floor areas of 34 detached houses, and 71.0% of 66 condominiums.

#### **■ More than 90% of Flooring Materials for Toilets in Condos are Synthetic-Resin Based, and Both Wooden Type and Synthetic-Resin Based Materials Occupied 50% Each in Detached Houses**

Among the 100 houses and condominiums sold (partly scheduled to be sold) within the period of May to July 2012 in the Tokyo metropolitan and Kansai areas, synthetic-resin based flooring materials occupied 98.7% of the toilet areas of condominiums. As for toilet areas for detached houses, wooden flooring occupied the largest to account for 51.6%, and synthetic-resin based flooring materials for 48.4%.

#### **■ Wooden Flooring Materials are Chosen Due to Extensive Products**

Wooden flooring materials have extensive products that can be used in various types of rooms except for Japanese rooms (Tatami-mats cannot be altered by any other materials for ‘Washitsu’ Japanese rooms). It seems that, because of its variety and flexibility that can be used in various types of rooms, the wooden flooring materials are used both in detached houses and in condominiums regardless of the room types.

◆ **Report format:**

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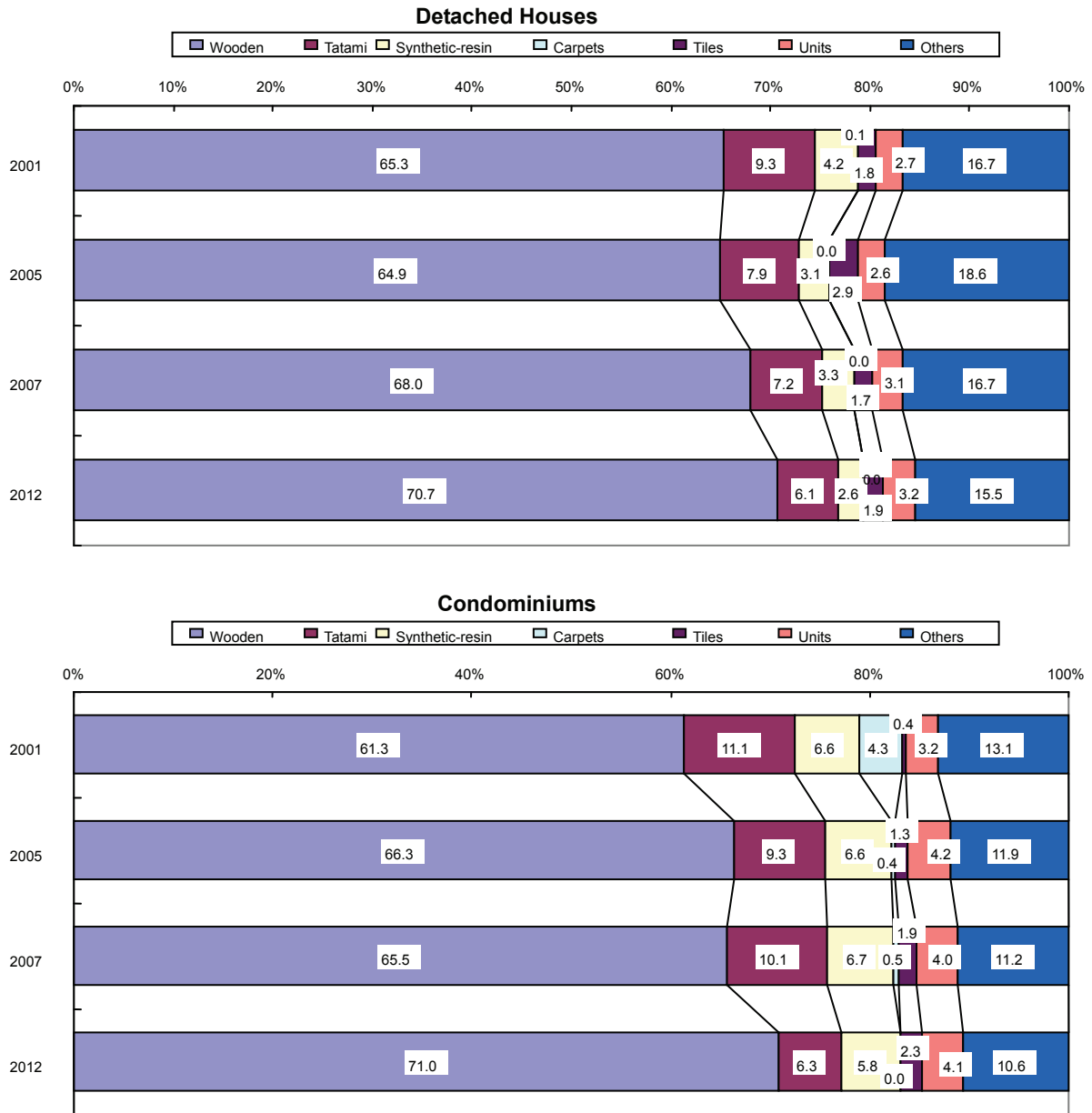
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■ **Figure 1: Transition of Square Areas of Residential Flooring Materials by Housing Type**



Estimated by YRI