

Laminate Flooring Insights: Why North America Is Seeing a “Value Revival” After the SPC Trust Crisis



Huzhou, Zhejiang Dec 19, 2025 (IssueWire.com) - Introduction: As low-priced SPC products erode market trust due to quality issues, North American consumers and channel partners are beginning to reassess the value of a seasoned “veteran.” [Laminate flooring](#), with its once-overlooked core strengths and impressive upgrades, is making its way back into shopping carts. This is not a simple return, but a true “value revival.”

Over the past decade, laminate flooring has faced a serious test in the North American market. New-generation resilient flooring, represented by SPC, rapidly captured market share with appealing claims such as “100% waterproof,” leaving laminate flooring labeled as “outdated” and “not water-resistant”.

Yet, the surge of SPC players triggered a ruthless “price war” to seize market share. The consequences

were severe: to cut costs, core materials became thinner and more brittle, locking systems lost precision, and overall quality declined sharply. Floors began to crack, locks failed, and panels warped during use. Retailers and installers faced numerous complaints, rework, and reputational damage, while profits were eroded by after-sales expenses. Channel partners struggled as well. As the CEO of a major U.S. distributor candidly observed, “Retailers purchase based solely on price, only discovering quality issues after installation. By then, they’ve already started to dislike the category.” This crisis forced the entire industry to pause and reflect on a fundamental question: what true value should we provide to consumers?

As the hype fades, the time-tested, unpretentious “anchor” strengths of laminate flooring—proven over thirty years—are being rediscovered:

Undeniable durability: With an HDF core and aluminum oxide wear layer, laminate flooring delivers industry-leading scratch, impact, and abrasion resistance. This is its fundamental strength.

Mature and stable supply chain: Local production capacities in North America and Europe mean supply is far less affected by international logistics or geopolitical risks compared with SPC, which heavily relies on imports from Asia. In a post-pandemic world, “stable supply” itself represents tremendous value.

Environmentally sustainable story: Made from renewable wood fibers, laminate flooring naturally appeals to sustainability-conscious consumers. Compared with petrochemical-based products like SPC, it offers advantages in narratives such as “renewable,” “reduced plastic use,” and “low carbon footprint,” making it particularly attractive to the new generation of buyers.

Of course, today’s resurgence is not merely a matter of relying on old strengths. Modern laminate flooring has quietly undergone a technological revolution, systematically addressing all traditional shortcomings with precision.

“Not water-resistant?” That’s a thing of the past. Through locking-edge sealing technologies — such as specialized coatings or micro-wax edge sealing — and fully waterproof HDF cores, top-tier products now offer up to 72 hours or more of moisture protection, easily handling everyday household spills.

“Noisy underfoot?” Technology has smoothed that out. Pre-attached high-end acoustic underlays (e.g., IXPE) are now standard on premium products, effectively absorbing footstep noise and reducing sound transmission between floors, greatly enhancing walking comfort.

“Cheap-looking?” That illusion is gone. High-resolution digital scanning and EIR (Embossed-in-Register) synchronized embossing bring textures to a level that convincingly mimics real wood. Surface treatments have shifted from high gloss to more sophisticated matte and hand-scraped finishes, delivering a premium, authentic look.

As a result, the North American market is redefining this category: **It is no longer seen as a “cheap alternative,” but as a high-performance, modern design flooring. It not only delivers the aesthetic appeal of real wood, but also offers durability beyond that of standard SPC, along with the reliability provided by a mature and stable supply chain.**

The market is the most sensitive barometer. This reevaluation of value has directly influenced channel decisions:

Specialty retailers are reintroducing laminate flooring as a “high-margin product” in stores, using it to cater to customers with higher demands for quality and design.

Manufacturers, such as Mohawk’s RevWood series, leverage “Made in USA” and comprehensive performance to become star brands favored by the channel, achieving strong sales.

Consumers, after being frustrated by low-quality SPC, are pleasantly surprised when they rediscover the new features of laminate flooring, viewing it as a wiser and more hassle-free choice.

The “value revival” of North American laminate flooring is, at its core, a rational return. When the market has been disrupted by excessive marketing and low-price competition, the ultimate winners are still the products that withstand scrutiny in core performance, long-term reliability, and genuine value. For Chinese laminate flooring manufacturers, the signal is crystal clear: **the overseas market — particularly the high-end and specialty segments — is no longer about competing on price alone, but on innovation and value.**

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