

Artificial Turf market Business Segmentation By Revenue And Structure Forecast 2027 | DowDuPont, Tarkett

Artificial turfs are a well-liked surface of artificial fibers intended to appear as natural grass.

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Overview

[Artificial turfs Market](#) are a well-liked surface of artificial fibers intended to appear as natural grass. They are most frequently utilized in professional sports which are typically or originally played on natural grass. But nowadays, it is also being utilized in commercial and residential areas as well. It is very helpful for those who suffer from allergies and sinusitis since it keeps dust and other dirt out of the air in the lawn. It is ideal for all types of sports, but especially tennis and football. Turf can also help relieve the pressure from various sporting activities such as baseball and softball since it makes the playing surface softer than natural grass, which allows players to be able to move freely.



Artificial Turf Market

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Competitive Landscape

Major companies contributing to the global artificial turf market include Tiger Turf, Matrix Turf, SportGroup, Victoria PLC, Limonta, DowDuPont, El Espartano, Tarkett, Sportlink, Act Global, Soccer Grass, Nurteks Hali, and SIS Pitches.

Drivers

Increasing penetration of sports arenas, stadiums, lawns, playgrounds, and others in conjunction with the growing sports memberships is expected to foster growth of the artificial turf market over the forecast period.

Moreover, rising demand for 3D artificial grass for landscaping in commercial and residential housings owing to their eco-friendly and recyclable properties is expected to supplement growth of the artificial turf market throughout the forecast period.

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Summary of the COVID-19 Debacle

The global artificial turf market has witnessed a moderate drop in its expansion due to the prevalence of the pandemic. The crisis-battered restrictions on outdoor activities and sporting events have significantly reduced demand for artificial grass and turf in urban spaces. However, the market is gaining pace as the lockdowns are lifted and outdoor activities are returning to normalcy.

Key Takeaways

The artificial turf market is anticipated to grow at a CAGR of 6.8% during the forecast period owing to the increased demand from sports stadiums, hotels, and residential lawns. For instance, in July 2020, Welspun Flooring Limited opened a new production facility worth US\$ 156.05 million in Hyderabad, India, to produce innovative products such as artificial grass, wall-to-wall carpet, and carpet tiles.

Over the regional frontiers, the North American region is anticipated to augment the global artificial turf market on the heels of increasing number of infrastructure projects such as commercial lawns, sports arenas, backyard lawns, and others.

Regarding the same, the Asia Pacific region is also propelling the global artificial turf market on account of improving sports infrastructure and the emerging trend of residential landscaping.

Moreover, according to India Brand Equity Foundation (IBEF), India, China, and the U.S. are expected to account for 60% of the global construction sector by 2025.

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Important Features that are under Offering and Key Highlights of the Reports:

- Potential and niche segments/regions exhibiting promising growth.
- Detailed overview of Market
- Changing market dynamics of the industry
- In-depth market segmentation by Type, Application, etc.
- Historical, current, and projected market size in terms of volume and value
- Recent industry trends and developments
- Competitive landscape of Market
- Strategies of key players and product offerings

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□ SWOT Analysis is used to define, assess, and analyse market competition by focusing on the world's major manufacturers. The market is defined, described, and forecasted by type, application, and region.

□ Examine the potential and advantages of the global and major regional markets, as well as the opportunities and challenges, as well as the constraints and risks.

□ Determine whether market growth is being driven or hampered by trends and factors.

□ Stakeholders will be able to assess market potential by identifying high-growth categories.

□ Conduct a strategic analysis of each submarket's growth trends and contribution to the market.

□ Competitive developments in the market include expansions, agreements, new product launches, and acquisitions.

□ To develop a strategic profile of the major players and conduct a thorough analysis of their growth strategies.

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□ In the next seven years, what innovative technology trends should we expect?

□ Which sub-segment do you believe will grow the fastest over the next few years?

□ By 2028, which region is predicted to have the largest market share?

□ What organic and inorganic strategies are businesses employing to gain market share?

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