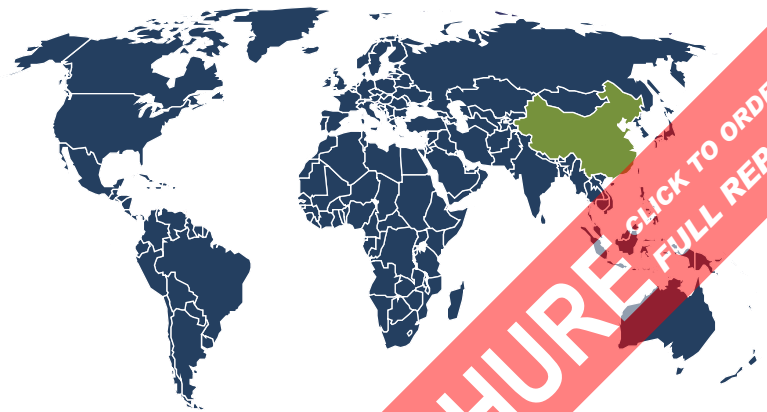




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# Countertops: China

May 2020



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# About This Report

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## Scope

This report forecasts to 2024 countertop (台面) demand in square meters in China. Total demand is segmented by material in terms of:

- solid surface
- granite
- marble and other natural stone such as limestone, slate, and soapstone
- engineered stone
- laminate
- porcelain slab and sintered stone
- other materials such as glass, stainless steel, and wood

Total demand is also segmented by market as follows:

- residential
- nonresidential

To illustrate historical trends, total demand is provided in annual series from 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

This report analyzes the market for residential and nonresidential countertops, including kitchen, bathroom, and other (e.g., laundry and bar) countertops for the new construction and remodeling markets. In this report, countertops are defined as countertop surfaces, as well as edging and backsplash, but not countertop materials used as wall coverings.

Countertops used in applications other than residential and nonresidential buildings – such as in recreational vehicles, ships, and boats – are excluded. Surfaces installed on tables, rolling utility carts, and other furniture are also excluded from this report.

Integrated sinks were included in demand if they featured functional counter space on either side of the sink (only the counter space itself was included in the countertop estimate – the sink itself was excluded). If the integrated sink only featured a small edge or lip, the entire integrated sink was excluded.

Tile made from granite, marble, or other natural stones are included in the other materials category.

For purposes of this report, all engineered stone data is at the slab manufacturer's level.

Demand for countertops is measured at the installation level.

## About This Report

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Countertops: China* (FC60020) is based on *Global Countertops*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | HS Codes Related to Countertops

HS Code	Definition
6802.23	Monumental of building stones & articles, thereof NESOI, simply cut or sawn with a flat or even surface of granite
6802.91	Worked monumental or building stone NESOI, of marble, travertine & alabaster
6810.99.00.10	Agglomerated quartz slabs for countertops

Source: United Nations Statistics Division

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a

## About This Report

variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

*Global Countertops*

### Freedonia Industry Studies

*Behind the Wall Plumbing*

*Cabinets*

*Countertops*

*Decorative Laminates*

*Decorative Tile*

*Global Adhesives & Sealants*

*Global Construction Chemicals*

*Global Drywall & Building Plaster*

*Global Engineered Stone Countertops*

*Global Housing*

*Global Major Household Appliances*

*Home Kitchen & Bathroom Remodeling*

*Outdoor Kitchens*

*Plumbing Fixtures & Fittings*

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*Architectural Services: United States*

*Cabinets: United States*

*Commercial Building Construction: United States*

*Construction Machinery: China*

*Construction: United States*

*COVID-19 Market Impact Analysis*

*Decorative Laminates: United States*

*Fiber Cement: China*

*Material Handling Equipment: China*

*Stone Tile: United States*

*Wood Millwork: United States*

### Freedonia Custom Research

### Trade Publications

*Discovering Stone*

*Houzz*

*Kitchen & Bath Business*

*Kitchen & Bath Design News*

*Stone Specialist*

*Stone World*

**Agencies & Associations**

Agglomerated Stone Worldwide Association

China Building Material Federation

International Cast Polymer Association

International Monetary Fund

International Organization for Standardization

International Surface Fabricators Association

National Association of the Remodeling Industry

National Bureau of Statistics of China

National Kitchen & Bath Association

Natural Stone Institute

Organisation for Economic Co-operation and Development

United Nations Comtrade

World Bank