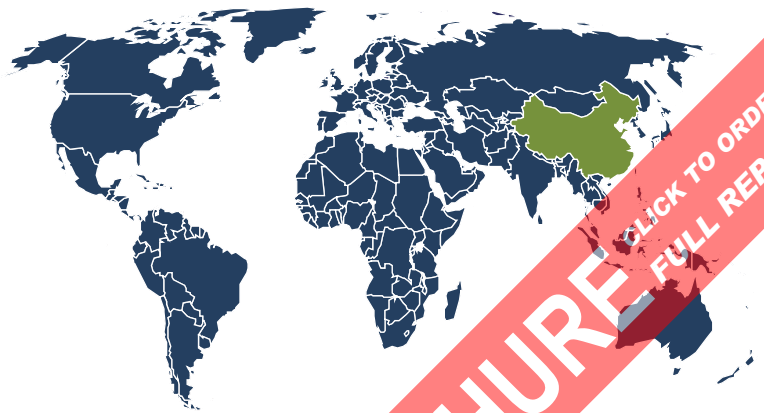




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Countertops: China

July 2019



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About This Report

Scope

This report forecasts to 2023 countertop (台面板) demand in square meters in China. Total demand is segmented by material in terms of:

- solid surface
- engineered quartz
- granite
- marble and other natural stone
- laminate
- other materials such as ceramic and porcelain tile and slabs, concrete, and glass

Total demand is also segmented by market as follows:

- residential
- nonresidential

To illustrate historical trends, total demand is provided in annual series from 2008 to 2018; the various segments are reported at five-year intervals for 2008, 2013, and 2018.

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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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

About This Report

- 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 |
|---------------|--|
| 6810.99.00.10 | Agglomerated quartz slabs for countertops |
| 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 |

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 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

About This Report

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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Global Countertops

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Countertops Market in the US

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Decorative Tile

Global Housing

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Home Kitchen & Bathroom Remodeling

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Stone Specialist

Stone World

Agencies & Associations

International Cast Polymer Association

International Monetary Fund

International Surface Fabricators Association

Natural Stone Institute

Organisation for Economic Co-operation and Development

United Nations Comtrade

World Bank