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US Collection

Countertops: United States

February 2020



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About This Report

Scope

This report forecasts to 2024 US countertop demand in square feet. Total demand is segmented by product in terms of:

- laminate countertops
- natural stone countertops
- engineered stone countertops
- solid surface and other cast polymer countertops
- tile countertops
- other countertop surface materials such as stainless steel and other metals, concrete, and glass

Total demand is also segmented by market as follows:

- residential buildings
- commercial buildings
- vehicles

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.

Integrated sinks were included in demand if they featured functional counterspace on either side of the sink (only the counterspace 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.

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: United States (FF60020) is based on [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 organizations

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- 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 | NAICS & SIC Codes Related to Countertops

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
325211	Plastics material and resin manufacturing	2434	Wood kitchen cabinets
327991	Cut stone and stone product manufacturing	2821	Plastics materials and resins
327992	Ground or treated mineral and earth manufacturing	3281	Cut stone and stone products
337110	Wood kitchen cabinet and countertop manufacturing	3295	Minerals, ground or treated

Source: US Census Bureau

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

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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

Countertops

Freedonia Industry Studies

Cabinets

Decorative Laminates

Global Major Household Appliances

Global Countertops

Global Engineered Stone Countertops

Global Plumbing Fixtures & Fittings

Home Kitchen & Bathroom Remodeling

Plumbing Fixtures & Fittings

Freedonia Focus Reports

Cabinets: United States

Countertops: Canada

Decorative Laminates: United States

Global Plumbing Fixtures & Fittings

Kitchen & Bath Remodeling: United States

Stone Tile: United States

Freedonia Custom Research

Trade Publications

Discovering Stone

Houzz

Kitchen & Bath Business

Kitchen & Bath Design News

Natural Stone Specialist

Stone World

Agencies & Associations

International Cast Polymer Association

International Surface Fabricators Association

National Association of the Remodeling Industry

National Kitchen & Bath Association

Natural Stone Institute

United States Census Bureau

United States International Trade Commission