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Kitchen & Bath Remodeling: United States

March 2018



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About This Report

Scope & Method

This report forecasts to 2022 US home kitchen and bathroom remodeling spending in US dollars at both the manufacturer level (for most products) and at the retail level. Total spending is segmented by product in terms of:

- cabinets
- countertops
- plumbing
- flooring
- lighting fixtures
- other products such as drywall, paint, molding and trim, windows and doors, home organization products, and wiring and electrical components

Total spending is also segmented by room as follows:

- kitchens
- bathrooms

Total spending is further segmented by spending type in terms of:

- product sales at retail level
- installation revenues

To illustrate historical trends, total demand is provided in annual series from 2007 to 2017; the various segments are reported at five-year intervals for 2007, 2012, and 2017.

For countertops, sales are presented at the fabricator level for all surface materials except tile and poured-in-place concrete – sales of which are measured as installation revenues (where the countertop is created) and at the retail level.

This report 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.

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

Kitchen & Bathroom Remodeling: United States (FF60108) is based on *Home Kitchen & Bathroom Remodeling*, 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international 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 8 | Industry Codes Related to Home Kitchen & Bathroom Remodeling

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
236118	Residential remodelers	1521	General contractors – single-family houses
314110	Carpet and rug mills	1522	General contractors – residential buildings, other than single-family
321918	Other millwork (including flooring)	1531	Operative builders
326191	Plastic plumbing fixture manufacturing	2273	Carpets and rugs
326199	All other plastic products manufacturing	2426	Hardwood dimension and flooring mills
327112	Pottery, ceramic, and plumbing fixture manufacturing	2434	Wood kitchen cabinets
327991	Cut stone and stone product manufacturing	2514	Metal household furniture
332913	Plumbing fixture fitting and trim manufacturing	3088	Plastics plumbing fixtures
332999	All other miscellaneous fabricated metal product manufacturing	3089	Plastics products, NEC
335121	Residential electric lighting fixture manufacturing	3269	Pottery products, NEC
337110	Wood kitchen cabinet & countertop manufacturing	3281	Cut stone and stone products
337124	Metal household furniture manufacturing	3432	Plumbing fixture fittings and trim
		3494	Valves and pipe fittings, NEC
		3645	Residential electric lighting fixtures

Source: US Census Bureau

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Resources

The Freedonia Group

Home Kitchen & Bathroom Remodeling, March 2018

Freedonia Industry Studies

General Purpose LEDs & Other High-Efficiency Lighting in the US, March 2018

Countertops Market in the US, February 2018

Windows & Doors Market Forecasts, September 2017

Cabinets Market in the US, September 2017

Doors Market in the US, August 2017

Plumbing Fittings Market in the US, August 2017

Plumbing Fixtures Market in the US, June 2017

Windows Market in the US, June 2017

Behind the Wall Plumbing, March 2016

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Trade Publications

Builder

Cabinetmaker+FDM Magazine

Floor Covering Weekly

Floor Focus

Homewyse.com

Houzz.com

Journal of Light Construction

Plastics News

Plumbing & Mechanical

PM Engineer

Professional Remodeler

Remodeling

Supply House Times

Tile

Water Online

Wood & Wood Products

Agencies & Associations

American Floorcovering Alliance

Ceramic Tile Distributors Association

Home Improvement Research Institute

Joint Center for Housing Studies of Harvard University

Kitchen Cabinet Manufacturers Association

Multilayer Flooring Association

National Association of Home Builders

National Association of the Remodeling Industry

National Kitchen & Bath Association

National Tile Contractors Association

Natural Stone Institute

North American Association of Floor Covering Distributors

Plumbing – Heating – Cooling Contractors Association

Radiant Professionals Alliance

Tile Council of America