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# Countertops

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US Industry Study with Forecasts for **2019 & 2024**

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Study #3301 | August 2015 | \$5500 | 389 pages

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*Growth will be propelled by a rebound in new building construction, increased spending on remodeling projects, and a shift in the product mix from laminates to higher priced alternative materials.*

## US demand to rise 4.2% annually through 2019

Demand for countertops in the US is forecast to increase 4.2 percent per year to 810 million square feet in 2019, valued at \$29.3 billion. Growth will be propelled by a rebound in new building construction activity as well as increased spending on improvement and repair of existing structures. Value gains will also receive a boost due to a shift in the product mix from laminates to higher priced alternative materials.

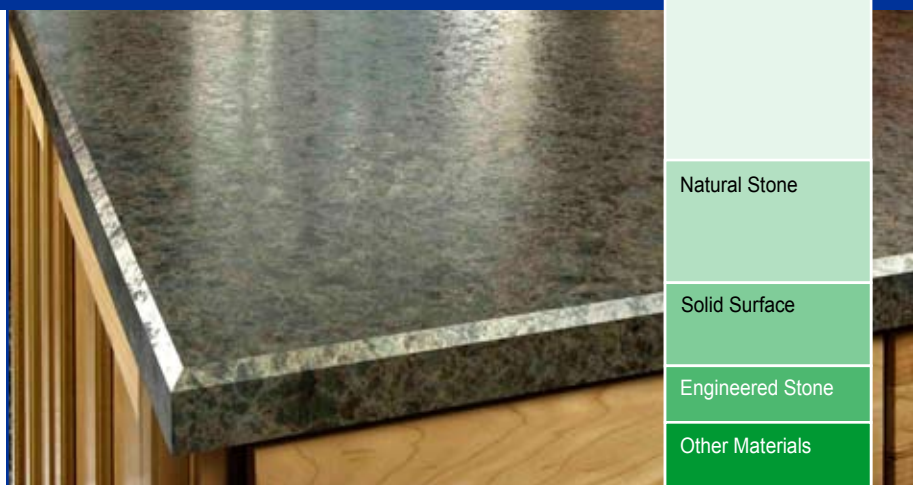
## Residential market to benefit from new housing & remodeling projects

The residential market accounts for about four-fifths of countertop demand. Gains in residential countertop demand will accelerate from those posted during the 2009-2014 period. Gains in housing completions will spur demand in the new housing segment, while homeowners' efforts to improve the aesthetics of their houses will support replacement and remodeling demand. Ongoing consumer preferences for spacious kitchens and multiple bathrooms that require more countertop area will further promote growth for countertops in the residential remodeling market.

## Engineered & natural stone to grow the fastest

Engineered stone, natural stone, and various niche materials are forecast to

## US Countertops Demand, 2019 (810 million square feet)



achieve above average gains through 2019. A drop in the average price for granite over the past decade has made this material available to a larger portion of the mass market. A moderate pricing structure and consumer preference for the appearance of stone will promote granite demand as home remodeling and new home construction ramps up. However, while the continued mainstreaming of the material bodes well for overall granite countertop sales, it also suggests that high-end homes, as well as businesses, are moving on to other, less commonly used surfaces. As a result, engineered stone, natural stones other than granite, and niche materials such as various metals, concrete, and recycled materials will benefit as high-

end homeowners and business owners seek novel, higher-value materials.

Laminates are the largest product type, although they will continue to lose market share due to intense competition from alternative surfacing materials. Nevertheless, laminates will maintain a significant share of the countertop market and account for over one-third of additional sales through 2019. These materials remain popular, particularly for the budget-conscious, due to their favorable performance at reasonable priced. Product developments providing a more stone-like appearance, such as high-definition graphics and complex edges, will also help to limit declines.

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## Sample Text, Table & Chart

### SURFACE MATERIALS

#### Engineered Stone

The engineered stone category is dominated by engineered quartz, although other types such as engineered marble and composite can be used as countertops. In 2014, demand for engineered countertops totaled 52 million square feet, or eight percent, of total countertop sales. Engineered stone countertop demand posted 8.9 percent gains during the 2009-2014 period, outpacing the market average. Growth during this period was partially at the expense of alternative materials such as granite and solid surface. Demand for this material in countertops has grown due to its favorable aesthetics, as well as its durability and easy maintenance (in comparison to natural stone counterpart). Broader distribution networks of stone have promoted awareness among consumers, further boosting gains in demand.

Engineered stone countertop sales are expected to rise 10 percent per year through 2019. Engineered stone is expected to continue to grow as a countertop market at the expense of alternative materials, particularly in the home remodeling sector. Interest in this surface will be sparked by greater visibility of this surface in big box home supply stores over the 2014 period. For example, Lowe's offers ALTA (Cosentino) and SILESTONE (Cosentino) engineered quartz countertops, while SILESTONE and LG Hausys' VIATERA engineered quartz are available at Home Depot. Engineered stone suppliers also expanded their own distribution networks over the 2009-2014 period. Cosentino, for example, opened a distribution center in Fort Lauderdale, Florida in October 2014, and has announced plans to expand its Norfolk, Virginia distribution center by the end of 2014.

Gains in demand will also expand as more consumers recognize the performance and decorative qualities of the material. Engineered stone is expected to continue to grow as a countertop market at the expense of alternative materials, particularly in the home remodeling sector.

108

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SAMPLE  
TEXT

TABLE IV-2

KITCHEN COUNTERTOP DEMAND  
(million square feet)

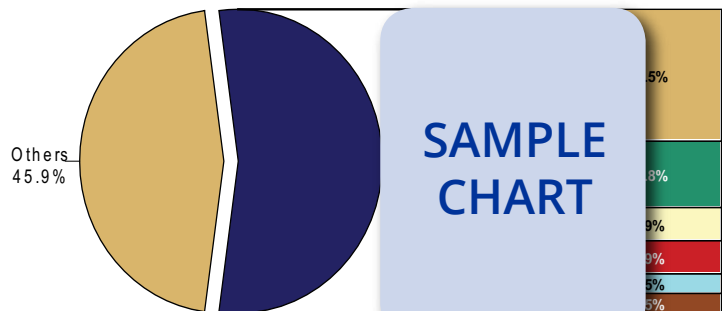
Item	2004	2009	2014	2019	2024
Building Construction (bil 2009\$)					
sq ft countertop/mil \$ construction					
Kitchen Countertop Demand					
By Market:					
Residential Building					
Nonresidential Bldg & Nonbuilding					
By Application:					
New					
Remodeling					
By Material:					
Laminates					
Natural Stone					
Solid Surface					
Other Materials					
\$/square foot					
Kitchen Countertop Demand (mil \$)					

SAMPLE  
TABLE

Source: The Freedonia Group, Inc.

CHART VII-3

SOLID SURFACE COUNTERTOP MATERIALS MARKET SHARE  
(85 million square feet, 2014)



SAMPLE  
CHART

## Sample Profile & Table, & Study Coverage

**TABLE V-1**  
**COUNTERTOP DEMAND BY MARKET & APPLICATION**  
 (million square feet)

Item	2004	2009	2014	2019	2024
Building Construction (bil 2009\$) sq ft countertop/mil \$ construction					
Countertop Demand					
By Market:					
Residential Building					
Nonresidential Building					
Nonbuilding					
By Application:					
New					
Remodeling					
\$/sq ft					
Countertop Demand (mil \$)					

Source: The Freedonia Group, Inc.



### COMPANY PROFILES

**Aristech Surfaces LLC**  
 7350 Empire Drive  
 Florence, KY 41042  
 859-283-1501  
<http://www.aristech.com>

Annual Sales: \$100 million  
 Employment: 100

Key Products: Solid surface materials, acrylics, polyester

Aristech Surfaces LLC, a subsidiary of Aristech Acrylics LLC in June 2014, is a producer of continuous cast acrylic sheets and acrylic- and polyester-based solid surface materials. The Company is a subsidiary of SK Capital Partners LP (New York, New York), a private equity firm.

The Company participates in the US countertop industry through the manufacture of cast acrylic sheets and solid surface materials. Cast acrylic sheets from Aristech Surfaces, which are sold under the ARISTECH ACRYLICS brand name, are fabricated with polymethyl methacrylate using casting, cell casting, or extrusion processes. These materials are employed in the production of solid surface materials for countertops, bar tops, bathroom vanity tops, and other surfaces for residential and commercial applications.

Solid surface materials from the Company, which are sold under the AVONITE SURFACES brand name, include alumina trihydrate (ATH)-filled acrylic resin, ATH-filled polyester, and unfilled polyester types. AVONITE SURFACES products are engineered to be nonporous and resistant to chemicals and bacterial growth. These materials are available in 6- and 12-millimeter (mm) thicknesses. In May 2014,

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## Related Studies

### Plumbing Fixtures & Fittings

This study analyzes the US plumbing product industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by material (e.g., vitreous china, plastics, metal), product (e.g., bathtub and shower fixtures, sink fixtures, toilet fixtures, hot tubs and spas, lavatory fittings, bathtub and shower fittings, kitchen and other sink fittings), market (e.g., residential buildings, nonresidential buildings) and US region. The study also considers market environment factors, evaluates company market share and profiles industry players.

#3346.....November 2015.....\$5500

### World Solid Surface & Other Cast Polymers

This study analyzes the world cast polymer industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by type (solid surface materials, engineered stone, gel-coated composites), application (e.g., residential countertops, nonresidential countertops, sinks), world region, and major country. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#3335.....October 2015.....\$6400

### Hard Surface Flooring

Demand for hard surface flooring in the US is forecast to advance 6.1 percent per year to 11.3 billion square feet in 2019, valued at \$16.7 billion. The key residential market will post the fastest growth, driven by gains in housing completions and a shift toward hard surface flooring in living and dining areas, where carpet has predominated. This study analyzes the 8.4 billion square foot US hard surface flooring industry, with forecasts for 2019 and 2024 by product and market. The study also evaluates company market share and profiles industry competitors.

#3284.....April 2015.....\$5300

### World Countertops

Global demand for countertops is forecast to rise 4.2 percent per year to 503 million square meters in 2018. The Asia/Pacific region will remain the largest and fastest growing market. While the nonresidential market will post faster gains, the much larger residential segment will provide the most growth in demand. This study analyzes the 409 million square meter world countertop industry, with forecasts for 2018 and 2023 by material, market, application, product, world region, and for 18 countries. The study also evaluates company market share and profiles industry participants.

#3250.....February 2015.....\$6300

### World Cabinets

World cabinet demand will rise 5.5 percent annually to \$64 billion in 2018. The US will remain the largest market and will rebound from recent declines. The Asia/Pacific region will see robust growth, led by China and India. Kitchen cabinets will remain dominant while other types such as garage and office cabinets lead gains. This study analyzes the \$49 billion world cabinet industry, with forecasts for 2018 and 2023 by market, application, world region, and for 18 countries. The study also evaluates company market share and profiles industry participants.

#3245.....February 2015.....\$6300

## About The Freedonia Group

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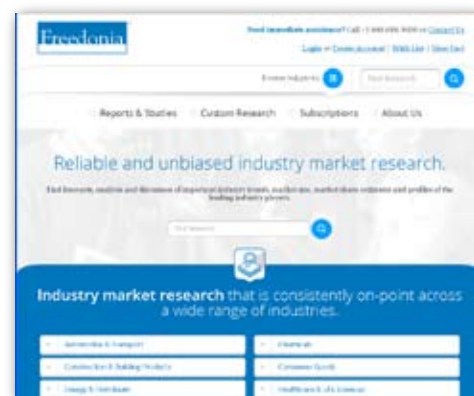
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