

# Global Countertops Market

## Industry Study with Forecasts for 2021

Study #3506 | April 2017 | \$6300



Worldwide growth for countertops will result from:

- robust demand growth in developing markets such as China, India, and Brazil
- economic recovery in developed markets hit hard by the global economic recession
- rising installations of countertops in both residential and nonresidential applications, since countertops are often selected over freestanding or wall-mounted fixtures

### Solid surface, engineered stone to impact laminates, natural stone

Engineered stone and solid surface will register the fastest gains. These materials, especially solid surface, are used intensively in fast-growing developing markets, leading to faster growth than in laminates, which are used more in established markets such as North America and Western Europe. They also possess durability, resistance to damage, and a wide variety of colors and aesthetic options. In addition, availability of these materials in the developing regions will increase, and downward price pressure due to greater production in China and other developing markets will make them more affordable for consumers.

### Developing markets to spur gains

Developing countries with strong construction activity and low penetration rates will see the fastest growth in countertop demand going forward. Among the countries that will post the fastest gains are Brazil, China, India, Mexico, and Turkey. China, the world's largest countertop market, will account for 30% of absolute gains through 2021. De-

veloped markets with already high countertop penetration rates, such as most countries in Western Europe, can expect to see generally slower growth. However, countries recovering from a low base after declines following the global economic recession, such as Spain, are projected to offer more rapid advances.

### Nonresidential market to possess faster growth potential

Nonresidential countertop demand will post faster growth than residential in both new and remodeling markets. Stronger expected advances in nonresidential building construction activity, especially in large countertops markets such as China, India, and Japan, will fortify increases.

### Study coverage

This Freedonia industry study analyzes the countertop market worldwide. It presents historical demand data (2006, 2011, 2016) plus forecasts (2021) by material (solid surface, laminates, natural stone, engineered stone, and others), market (new and remodeling for both residential and nonresidential buildings), and type (kitchen, bathroom, others) in 6 world regions and 18 major countries. This study also assesses the market value in dollars, evaluates company market share, and analyzes industry participants including Caesarstone, Cosentino, DuPont, Fletcher Building Products (Formica, Laminex Group), Panolam, Shandong Hefeng, Wilsonart International, and Zhongxun New Material.

**Table 6-5 | Germany: Countertop Demand by Market & Type, 2006-2021**  
(million square meters)

Item	% Compound Annual Growth					
	2006	2011	2016	2021	06-11	11-16
Western Europe Countertop Demand						
% Germany						
Countertop Demand						
By Market:						
Residential						
New						
Remodeling						
Nonresidential						
New						
Remodeling						
By Type:						
Kitchen						
Bathroom						
Other						

Source: The Freedonia Group

## EASTERN EUROPE

### Russia: Sales Forecast

Countertop demand in Russia is projected to grow by 1.5 million square meters in 2021, a marginal increase over 2020. Increasing construction expenditures and a recovering construction market will limit advances in demand.

Demand for residential countertops in Russia is projected to grow by 1.5 million square meters in 2021, a marginal increase over 2020. The Russian housing stock is projected to grow by 1.5 million square meters in 2021, a marginal increase over 2020. However, the size of existing homes in Russia is projected to grow by 1.5 million square meters in 2021, a marginal increase over 2020. Multifamily housing units, leaving stock to a greater extent in combination with the utilization of prefabricated construction, leaving less room for countertop demand. Declines in the new market offset by advances in remodeling demand.

Demand for countertops in the nonresidential market is projected to remain stagnant, limited by continued construction activity.

Similar to other countertop markets, demand for residential countertops is projected to grow by 1.5 million square meters in 2021, a marginal increase over 2020. The size of urban housing units limits demand for countertops in bathrooms or other rooms.

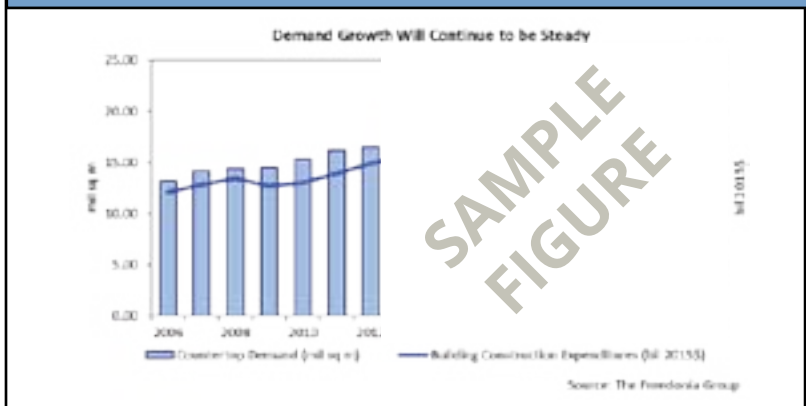
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**Table 7-15 | South Korea: Countertop Demand by Material, 2006-2021**  
(million square meters)

Item	% Compound Annual Growth					
	2006	2011	2016	2021	06-11	11-16
Countertop Demand						
Solid Surface						
Laminates						
Natural Stone						
Engineered Stone						
Other						

Source: The Freedonia Group

**Figure 8-7 | Other Central & South America: Countertop Demand & Building Construction Spending, 2006-2021**



## This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

# The Freedonia Group

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- Global Buses
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## Related Studies

### Molding & Trim in the US

Demand for molding and trim in the US is forecast to rise 1.6 percent per annum through 2020 to \$9.9 billion. Wood will remain the leading material for molding and trim, although competition from plastic and engineered wood will intensify. Interior molding and stairwork will post healthy gains based on rising new housing completions. The study offers historical data plus forecasts for 2020 and 2025 by material, product, market and region of the US. The study also examines the market environment, assesses the industry structure, and analyzes company market share.

#3474..... November 2016 ..... \$5100

### World Drywall & Building Plaster

Global demand for drywall is forecast to rise 4.0 percent per year through 2020 to 10.0 billion square meters. Over one-third of new drywall demand generated between 2015 and 2020 will be in China. Worldwide demand for building plaster is projected to rise 3.7 percent yearly to 37.1 million metric tons in 2020. This world study details the 8.2 billion square meter drywall market and the 31 million metric ton building plaster market, with forecasts by market for 2020 and 2025 in 6 regions and 21 countries. The study also assesses the industry structure and evaluates market share.

#3464..... October 2016 ..... \$6300

### Decorative Tile

US demand for decorative tile is forecast to increase 3.5 percent annually to 3.1 billion square feet in 2020, valued at \$6.1 billion. Porcelain will be the fastest growing tile material, while ceramic tile remains dominant. Flooring applications will remain dominant and grow the fastest. The residential market will outpace the nonresidential segment. This study analyzes the 2.6 billion square foot US decorative tile market, with forecasts for 2020 and 2025 by product, application, and market. The study also evaluates company market share and profiles industry players.

#3393..... March 2016..... \$5200

### Decorative Laminates

Demand for decorative laminates in the US will rise 2.5 percent annually to 11.6 billion square feet in 2020, valued at \$6.8 billion. Thermoplastic films and saturated papers will be the fastest growing products, while low-basis weight papers will remain the largest segment. The cabinets and flooring markets will outpace furniture uses. This study analyzes the 10.2 billion square foot US market for decorative laminates, with forecasts for 2020 and 2025 by raw material, product and market. The study also evaluates company market shares and profiles industry players.

#3385..... March 2016..... \$5300

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## Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

## About The Freedonia Group

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