

Luxury Vinyl Tile

Analysis of Growth, Opportunities and Threats

A Catalina Research Report prepared in conjunction with
The Floor Covering Institute

- What is the long-term opportunity for LVT flooring?
- Will new LVT plants under construction increase capacity beyond demand?
- What is the affect of new production capacity on pricing and market shares?
- Will LVT resist the pressure of commoditization?
- What is the biggest threat to LVT?

Researched and prepared by Stuart Hirschhorn, Director of Research for Catalina Reports with opinions and insights by Jim Gould, President of the Floor Covering Institute.

LVT has been the strongest growing sector of the U.S. floor coverings industry over the past decade. The U.S. supply (shipments plus imports) is estimated to reach \$1.1 billion during 2014 or 5.3% of total floor coverings industry sales. This is up from only 1.6% in 2007. LVT is forecast to climb to over 9.0% of flooring sales in 2019. Demand has been driven by the introduction of new installation methods that combined with the product's waterproof characteristic and superior acoustics, has expanded LVT's use to every room of the home and expanded selling opportunities in commercial markets. Asian and European manufacturers have been the primary beneficiaries of this growth but now U.S. domestic manufacturers are building plants that will add new capacity. The goal of this report is to determine how this new capacity will affect the balance of supply and demand, prices and profitability.

This 165 page, fact-filled report is what flooring executives, investors and market watchers need to understand the U.S. and global LVT markets, the affect of capacity investments and future demand. Learn about:

- Products and technologies, plant investments, capacity, end-use markets factors riving demand, sourcing and distribution, installation technologies;
- Consult more than 35 statistical tables showing historical, current use and future forecasts of LVT market performance.

Two Supplements to the report. June 2015 will present a review of new product and technologies; November's supplement will report on the effect of new capacity on the market with revised 2015 and 2016 estimates.

About the Authors

Catalina Research Inc.

Catalina Research offers a wealth of knowledge and experience and is a vital resource for action-oriented executives seeking industry statistics and intelligence. Stuart Hirschhorn has three decades of experience researching the flooring industry providing in-depth, up-to-date, insightful data on from government agencies, proprietary research sources, and competitor intelligence. Catalina has relationships with leading business associations, trade publications, and industry consultants to deliver the most insightful industry intelligence. Stuart Hirschhorn is a founding member of the Floor Coverings Institute.

www.CatalinaReports.com

The Floor Covering Institute LLC

The Floor Covering Institute is a consortium of flooring industry experts who advise all sectors of the flooring industry and investors on industry strengths, weaknesses, opportunities and threats. Founder Jim Gould, is an esteemed flooring industry veteran who after 45 years as executive and owner of multiple companies in the industry, now advises clients around the world. His clients include some of the world's largest flooring manufacturers, channel partners, investors, associations and international flooring exhibitions.

www.FloorCoveringInstitute.com

Table of Contents

1. **EXECUTIVE SUMMARY AND GROWTH PROSPECTS (2012-2019)**
 - LVT market size and growth potential
 - Comparative floor coverings growth analysis
2. **LVT PRODUCT TRENDS AND TECHNOLOGY**
 - What is LVT and how it evolved
 - LVT flooring advantages and why demand is growing
 - Product differentiation by tile size, manufacturing techniques, installation methods
 - Evolution of installation, core, and joint technologies
 - Environmental issues
3. **U.S. MARKET TRENDS (2007-2019)**
 - U.S. sales in dollars and square feet
 - Average selling prices and comparison to other flooring
 - LVT's share of total U.S. floor coverings and resilient flooring
 - Source of supply by country of origin: U.S., China, South Korea, Taiwan, and others
 - Average prices for U.S. manufacturers versus foreign-sourced products
4. **U.S. END-USE MARKETS AND FACTORS DRIVING DEMAND (2007-2014)**
 - LVT purchases by residential and nonresidential markets
 - Residential and commercial building construction activity
 - Housing permits, starts, completions, and sales of existing homes
 - Square footage of new housing units
 - Regional construction markets
 - Consumer hard surface flooring jobs and spending
5. **U.S. DISTRIBUTION CHANNELS (2007-2014)**
 - Floor coverings distribution channel networks
 - Resilient flooring sales by channel
 - Top U.S. floor coverings distributors and retailers
 - Role of specialty floor coverings stores and big boxes
 - LVT supplier distribution strategies and challenges
 - Distribution networks for major competitors
6. **U.S. COMPETITIVE ENVIRONMENT (2013-2014)**
 - Leading U.S. supplier market shares
 - Competitor technology and distribution
 - Investments in new U.S. production capacity
7. **WORLD MARKET TRENDS (2013-2014)**
 - World LVT production by world area
 - World LVT sales by world area
 - Chinese and South Korean LVT exports by major country of destination
 - Investment in non-U.S. production capacity and a supply demand analysis
 - LVT licensees of Unilin and Valinge
 - Opportunities for LVT patent holders and machinery manufacturers
8. **PROFILES, RECENT DEVELOPMENTS, AND STRATEGIES FOR OVER 30 GLOBAL COMPANIES**

For a complete table of contents see <http://bit.ly/1EZ09Y6>
or contact sales at (561) 988-0853.

To Order

Cost of the LVT report is \$3,495
Add 2 LVT
Supplements for an add'l \$1,295

Savings available when you buy the LVT report with other current Catalina Reports:

- Floor Covering Industry Trends (7/14)
- Distribution Channels (12/14)
- Wood Flooring (4/14)
- Resilient Flooring (2/14)
- Laminate Flooring (2/15)
- Stone Product (6/13)
- Ceramic Tile (12/12)

Two or more reports are \$3,095 each.

Reports are available in either hard copy or email versions.

*Catalina also produces a **Quarterly Update Newsletter** with analysis for sales, prices, and costs trends for all industry sector published in September, December, March and June. The annual subscription is \$1,995 or \$1,295 with purchase of one of the Catalina reports.*

To Order or discuss the LVT report

Contact Jim Gould at 314-221-0360
jgould@floorcoveringinstitute.com

or

Stuart Hirschhorn at 561-988-0853
sales@CatalinaReports.com

Or order on line at
<http://bit.ly/1EZ09Y6>