

CATALINA RESEARCH INC

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Catalina Research Inc Presents...

FLOOR COVERINGS INDUSTRY TRENDS AND END-USE MARKETS FC108:

Released November 2020

Catalina Research announces the release of the Catalina Report on Floor Coverings Industry Trends and End-Use Markets. This fact filled report provides the action-oriented executive with up-to-date information on carpet and area rugs, wood flooring, ceramic tile, vinyl tile, vinyl sheet, other resilient flooring, stone flooring, and laminate flooring. Each page will assist the floor coverings executive benefit from changing consumer preferences, improve plant efficiency, penetrate end-use markets, exploit world market growth, and plan for 2021 and beyond.

Catalina Reports contain the timely data that allows users to evaluate market size, growth potential, profitability, market share, and the competitive environment. So turn to a Catalina Report when developing strategies to take advantage of a changing industry product mix; trends in the builder, residential replacement and nonresidential markets; world market opportunities; and strategies to increase market share and profitability.

The table of contents shows the significant data and information included in this report. Each section is summarized to clearly point to the pertinent industry trends. Look it over, fill out the order coupon and receive your Catalina Report promptly. You will find it a valuable planning tool.

SUBJECT MATTER

1. U.S. FLOOR COVERINGS INDUSTRY TRENDS (1997-2026)

- Market sales in dollars and square feet and average prices by product sector:
 - Wall-to-wall carpet
 - Carpet tile
 - Area rugs
 - Wood flooring
 - Ceramic tile
 - Stone flooring
 - Vinyl tile
 - Vinyl sheet
 - Other resilient flooring
 - Laminate flooring
 - Auto and aircraft carpeting
 - Tufted artificial grass
- Source of supply by country

2. U.S. INDUSTRY SHIPMENTS BY PRODUCT AND PRICE TRENDS (1997-2020)

- Carpet and area rugs
- Wood flooring
- Ceramic tile
- Laminate flooring
- Vinyl tile
- Vinyl sheet
- Other resilient flooring

3. U.S. IMPORTS AND SOURCE OF SUPPLY (1997-2020)

- International trade by flooring material
- Imports' share of U.S. sales
- Import price trends
- Imports by country of origin
- Import tariff charges

4. END-USE MARKET PURCHASES (1997-2021)

- Floor coverings purchases by market:
 - Home builders
 - Manufactured homes
 - Residential replacement
 - New nonresidential
 - Commercial contract
 - Transportation equipment
- Share of flooring purchases by material by end-use market
- Residential and nonresidential building construction spending

5. **U.S. RESIDENTIAL REPLACEMENT MARKET (1997-2021)**
 - Purchases by flooring material
 - Share of total flooring sales
 - Share of residential improvements
 - Homeowner spending for DIY/BIY purchases versus contractor purchases
 - Total U.S. housing demand
 - Existing home sales and prices
 - Interest rates and personal income

6. **U.S. BUILDER MARKET AND MANUFACTURED HOME PRODUCER PURCHASES (1997-2021)**
 - Purchases by flooring material
 - Share of flooring sales/builder inputs
 - Purchases per home completed
 - Purchases per manufactured home
 - Average cost per square foot
 - Total square feet of new housing built
 - New home average size and price
 - Housing starts and permits

5. **U.S. COMMERCIAL FLOOR COVERINGS MARKET (1997-2021)**
 - Purchases by flooring material
 - Share of flooring sales
 - Share of contractor inputs
 - Purchases for new construction
 - Distribution of remodeling spending purchases by contractors/property managers, Main Street commercial, and government
 - Purchases for remodeling projects
 - Construction spending by type of building
 - Transportation equipment market
 - Transportation equipment production

5. **U.S. PLANT COST STRUCTURE, COMPETITIVE ENVIRONMENT, AND COMPANY MARKET SHARES (1997-2020)**
 - Number of plants and shipments
 - Payroll and material costs
 - Profit margins
 - Material input price trends
 - Plant profitability by industry sector
 - Capital expenditures by industry sector
 - Top 8 company market shares
 - Soft and hard surface flooring company market shares
 - Sales and profit trends for six companies

6. **WORLD MARKET TRENDS AND U.S. EXPORT SHIPMENTS (1997-2020)**
 - World production by material
 - World production by leading country
 - U.S. share of world production and consumption
 - U.S. exports by material
 - Exports share of shipments
 - Exports by major country of destination

A complete table of contents is available at www.CatalinaReports.com or contact our sales department at (561) 988-0853.

About Catalina Research Inc:

Catalina Research offers a wealth of knowledge and experience in assisting action-oriented executives in uncovering industry intelligence. Our research director, Stuart Hirschhorn, researched construction material, building equipment, and related industries for over three decades. Catalina Research provides the most in-depth, up-to-date, and insightful data on construction materials and building equipment markets. Catalina Reports include pertinent information 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. Catalina is a founding member of the Floor Coverings Institute.