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*Ceramic Tile and Stone Consultants and Catalina Research Present...*

## **FLOOR COVERINGS INDUSTRY CR041: Released July 2006**

Catalina Research announces the release of our 275-page Catalina Report on Floor Coverings. This fact filled report provides the action-oriented executive with up-to-date information on carpet and area rugs, wood flooring, ceramic tile, vinyl sheet and floor tile, other resilient flooring, and laminate flooring. Each page will assist the floor coverings executive exploit growing product lines, improve plant efficiency, strengthen distribution, penetrate end-use markets, and plan for 2007 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 the growth in hard surface flooring, favorable demographics, the home center and specialty floor covering retail channels, and increases in residential replacement markets.

Quarterly updates of the Floor Covering Industry are now available. Catalina Research publishes these in September, December, March and June. For further information, please visit:

[http://www.ctasc.com/CTaSC\\_Services/Marketing/Research\\_Reports/Floor\\_Covering\\_Report/](http://www.ctasc.com/CTaSC_Services/Marketing/Research_Reports/Floor_Covering_Report/) .

The table of contents shows the significant data and information included in this report. Each section is summarized to clearly point out 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.

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### **SUBJECT MATTER**

#### **1. U.S. FLOOR COVERINGS INDUSTRY TRENDS (1987-2011)**

- Market sales in dollars and square feet and average prices by product sector:
- Carpet and area rugs
- Wood flooring
- Ceramic tile
- Vinyl sheet and floor tile
- Rubber and other resilient flooring
- Laminate flooring

## 2. INDUSTRY SHIPMENTS, EXPORTS, AND IMPORTS (1987-2005)

- Carpet and area rugs:
  - Tufted, woven, and other
  - Nylon, polyester, polypropylene
  - Roll goods, mats, rugs, auto
  - Carpet underlay and cushions by type
  - Resilient flooring: vinyl, rubber, and others
  - Ceramic tiles by size
  - Wood flooring by species and product
  - Automotive and other rubber mats

## 3. PROFITABILITY AND THE COMPETITIVE ENVIRONMENT (1982-2005)

- Number of plants
- Payroll and material costs
- Profit margins
- Material input price trends
- Plant labor situation
- Capital expenditures
- Top 11-company market shares
- Sales and profit trends for 10 manufacturers
- COMPANY PROFILES:
  - Armstrong
  - Beaulieu of America
  - Collins & Aikmen
  - Congoleum
  - The Dixie Group
  - Interface
  - Mannington Mills
  - Mohawk
  - Pergo
  - Shaw
  - Tarkett

## 4. END-USE MARKET PURCHASES (1997-2005)

- Floor covering purchases by end-use market:
  - New residential construction
  - Residential replacement
  - Factory-built housing
  - New nonresidential construction
  - Commercial contract
  - Transportation equipment
  - Purchases of carpet and area rugs, wood flooring, ceramic tile, resilient flooring, and laminate flooring by end-use market



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### 5. HOUSEHOLD PURCHASER DEMOGRAPHICS (1992-2005)

- Floor covering spending by:
- Income
- Age of household head
- Persons per household
- Region
- Household purchaser demographics for:
- Soft surface flooring
- Hard surface flooring

### 6. DISTRIBUTION CHANNELS (1992-2006)

- Floor covering retail sales by type of outlet:
- Floor coverings stores
- Home centers
- Other building material dealers
- Furniture stores
- Department stores and mass merchandisers
- Paint and wallpaper stores
- Other retailers
- Region and state total retail floor covering sales/per capita sales/channel
- Number of floor coverings retailers by type of outlet
- Installation/delivery revenues
- Soft and hard surface flooring sales by type of outlet and by region and state
- Consumer soft floor coverings price trends
- Monthly floor coverings store sales
- Home Depot and Lowe's sales
- Leading specialty retailers and distributors
- Wholesale sales of carpet and rugs, hardwood flooring, and other hard surfaces

### 7. INSTALLATION CONTRACTORS (1987-2005)

- Revenues by type of work:
- Carpet
- Ceramic tile
- Wood flooring
- Resilient flooring
- Marble
- Terrazzo
- Computer floors
- Revenues by region and state, type of building, and per square foot of installed material
- Sales and profit trends for Q.E.P.



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## **8. FACTORS AFFECTING DEMAND (1977-2006)**

- Total building construction spending
- Construction spending by building type
- Housing completions and resales
- Housing starts, permits, and factory-built housing
- Regional and state housing demand analysis
- New homes by size and price
- Characteristics of new/existing homes
- Household characteristics
- Interest rates and personal income
- Transportation equipment output

## **9. CANADIAN FLOOR COVERINGS MARKET (1992-2005)**

- Market sales
- Factory shipments
- Exports
- Imports
- Building permits and housing starts

### ***About Catalina Research and Ceramic Tile And Stone Consultants:***

***Catalina Research offers a wealth of knowledge and experience to assist action-oriented executives in uncovering industry intelligence. They provide the most comprehensive, 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. Thanks to its strong ties with leading business associations and trade publications, Catalina is able to deliver the most insightful industry intelligence.***

***Ceramic Tile and Stone Consultants (CTaSC) has over 25 years of hands-on experience and specializes in providing marketing and business services for the ceramic tile and stone industries. CTaSC also provides Forensic Failure Investigations, Expert Witness, Quality Control and Remediation Services.***

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