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PRESS RELEASE

For Immediate Release

Just Released... New Stone Product Industry Statistical Report For U.S. and Canadian Markets

Findings Show Stone Sector is starting to Grow again...

San Diego, CA (July 20, 2010) – Catalina Research and Ceramic Tile And Stone Consultants (CTaSC) announced the release of their 250-page Catalina Report on *Natural and Manufactured Stone Product Industry Report 2010*. This fact-filled report provides up-to-date information on granite, engineered stone, marble, limestone, travertine, sandstone, slate, manufactured stone (precast concrete), and other rough and fabricated dimension stone products. In addition, the report takes an in-depth look at the current state of U.S. construction activity and analyzes the market potential for various uses of stone. Each section delivers meaningful data that will allow stone industry executives to intelligently take advantage of opportunities and to avoid potential threats so they can grow their businesses and plan for 2010 and beyond. This is the third release of this report after the first release in 2003 and the second in 2006.

Some of the key headlines of the report that will be expounded upon are: U.S. stone product manufacturer sales (shipments plus imports) are estimated to increase by 1.5% to \$6.1 billion during 2010 after declining sharply over the previous two years; weaker demand resulted in declining average stone product prices; currently, industry sales continue to be adversely affected by a sluggish builder market and a sharp contraction in non-residential construction spending; U.S. manufacturer sales of engineered and manufactured stone products could drop by 7.9% during 2010; countertops increased their importance to stone product fabricators and processors as well as to importers and installers as stone increased its position in the U.S. countertop market; U.S. stone product sales gains are expected to strengthen over the next five years as the builder and non-



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residential construction markets rebound from depressed levels. This is only the icing on the cake as the report goes into great detail on all of these topics and more.

This in-depth report covers pertinent data and information by providing domestic, import and export Stone Market Trends, Sales by Type of Stone, Engineered Stone (quartz in resin), Manufactured Stone (concrete), Applications and End-use Markets, Buyer Demographics and Channels, Survey Results of Leading Importers, Fabricators, and Manufacturers, Competitive Environment, and Industry Profitability. The report also provides a detailed review of the current state-of-the-economy with economic trends and indicators, and gives a projected outlook of the construction industry to help you anticipate and plan for the opportunities and threats ahead.

Catalina Reports contain timely data that allows users to evaluate market size, growth potential, end-use markets, factors driving demand, profitability, market share, and the competitive environment. This report is a useful tool when developing strategies to take advantage of the current recovery in the residential remodeling market and the future rebound in new residential and non-residential construction markets, to determine how to penetrate countertop and flooring markets, and to determine how to improve operating efficiency.

The *Natural and Manufactured Stone Product Industry Report 2010* presents data collected from U.S. government agencies, proprietary research sources, industry surveys, and competitor intelligence sources in an organized and comprehensive way that can be used by business managers to anticipate trends and to grow their companies. Valuable information is offered on U.S. and Canadian production by stone types, shipments, exports, trends and forecasts; U.S. imports by countries of origin and stone types; stone quarry, processor and fabricator revenues, operating costs, capital expenditures, profitability and competitive environment; industry capital expenditures and machinery costs; U.S. economic factors affecting stone demand; U.S. construction of residential and non-residential buildings and household demographics; U.S. stone sales by end-use market and application; and results from a web survey conducted among leading U.S. importers, distributors



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and fabricators. There are also sections specific to products such as countertops, engineered stone, pre-cast concrete stone, stone flooring, and more.

CTaSC is a ceramic tile and stone industry consulting firm that provides market research and business planning services nationwide. Catalina Research is a market research firm specializing in the construction material and building equipment sectors.

For more information, contact Donato Pompo of CTaSC at 866.669.1550; Donato@CTaSC.com or visit www.CTaSC.com for additional report content and purchase information.

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