

North America Countertop - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The North America Countertop Market size is estimated at USD 35.32 billion in 2024, and is expected to reach USD 40.54 billion by 2029, growing at a CAGR of 2.79% during the forecast period (2024-2029).

Key Highlights

- The demand for countertops in North America is witnessing strong growth, majorly due to the increasing importance of utility spaces in the construction industry. Unlike in developing countries, countertops are already widely used in kitchens and bathrooms in developed markets, such as North America.
- Countries, such as the United States and Canada, are witnessing increased construction activity and growth in housing completions, which will further fuel the demand for countertop products as there is a growing consumer preference for spacious kitchens and multiple bathrooms that require more countertop area.
- Increased spending on improvement and repair of existing structures. and shift in the product mix from laminates to higher-priced alternative materials are also fueling the market growth. Some of the preferred countertop materials are solid surface, granite, and quartz, and the demand for these is increasing as the home remodeling and new home construction ramps up. Laminates are also a popular countertop category particularly for the budget-conscious consumers, due to their favorable performance at reasonable prices.

North America Countertop Market Trends

Kitchens to Remain the Largest Market for Countertops in North American Countries

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The kitchen segment accounted for nearly two-thirds of the demand for countertop products in the region supported by the large residential market. In developed countries, like the United States, Canada, and Mexico, the demand for kitchen countertop markets is witnessing a strong growth due to the rising interest in large kitchens and remodeling kitchens on a regular basis.

The preferred mediums for kitchen countertops are granite stone, porcelain slab, and butcher-block countertops as homeowners are looking up for more natural-looking and aesthetically pleasing surface materials that will add more value to their home and kitchen. Laminates are one of the leading countertop materials preferred by Americans in their kitchens due to their low price points and minimal maintenance requirements.

United States Emerging as a Prime Market for Countertops Due to Increased Construction Activities

The recovery of the US building and construction sectors, including the single-family housing sectors, has increased the consumer preferences for multiple bathrooms and modular kitchen spaces. This, in turn, is expected to propel the consumption of countertops in the United States in the forecast period.

The US housing construction is gaining momentum and there is increasing residential activity in the country which is fueling the demand for luxury kitchen and bathrooms. This is further expected to spur market demand. This increasing number of housing units which include both multi-family and single-family housing completions will further fuel the demand for countertop products in the forecast period.

North America Countertop Industry Overview

The market studied is fragmented with the presence of players, such as Masco Corporation, Cambria Quartz, Caesarstone, and Precision CounterTops. Countertop manufacturers are becoming more competitive by expanding and diversifying their product offerings and expanding their businesses by providing other countertop materials.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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