

**Kitchen countertop Market By Material (Granite, Engineered (Quartz), Marble, Quartzite, others), By Style (Traditional, Contemporary, Modern, Others), By Application (Residential, Commercial): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-09-01 | 275 pages | Allied Market Research

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**Report description:**

The global kitchen countertop market size was valued at \$52,700.0 million in 2020, and is projected to reach \$80,419.3 million by 2032, registering a CAGR of 3.9% from 2023 to 2032. A kitchen countertop is a flat, sturdy surface that acts as a working station in the kitchen. It is heat and water-resistant and is typically mounted on the kitchen wall at (889mm) above the floor. The materials used for countertops are granite, quartz, marble, solid surfaces, and others.

Rapid expansion of the construction industry is anticipated to fuel the growth of the kitchen countertops market. Granite and engineered quartz are a great option for both residential and commercial building projects owing to their additional advantages, such as their resistance to germs, scratching, and heat. The use of granite, engineered quartz, and quartzite is anticipated to increase throughout the forecast period, owing to rapid increase in the development of commercial and residential projects. For instance, according to the UK's Office of National Statistics, the volume of monthly building production increased by 3.5% in November 2021.

The growing popularity of renovation and remodeling projects has contributed to the expansion of the countertop market. The demand for countertops continues to increase with more people investing in home improvement and renovation projects. The use of advanced technologies and the availability of more design options also play a key role in the growth of the kitchen countertop market. Therefore, the kitchen countertop market is expected to grow strongly during the forecast period.

The kitchen countertop market is segmented on the basis of material, style, application, and region. On the basis of material, the market is categorized into granite, engineered (quartz), marble, quartzite, and others. On the basis of style, the market is divided into traditional, contemporary, modern, and others. On the basis of application, the market is bifurcated into residential and commercial. On the basis of region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The major players that operate in the global market have adopted key strategies such as product launch, and product development to strengthen their market outreach and sustain the stiff competition in the market. For instance, in January 2021, Caesarstone acquired Omicron Granite and Tile as a step toward achieving its North American Growth Acceleration Plan. This acquisition expands Caesarstone's distribution network and provides 17 new locations from which Caesarstone operates and showcases its state-of-the-art space.

#### COMPETITION ANALYSIS

Key companies profiled in the kitchen countertop market include Aro Granite Industries Ltd., Asian Granito India Ltd., Caesarstone Ltd., Cambria Co., Cosentino SA, Florim Ceramiche S.p.A., LG Hausys, Ltd., Vicostone, LaminamSpA, and Sapienstone.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the kitchen countertop market analysis from 2020 to 2032 to identify the prevailing kitchen countertop market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the kitchen countertop market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global kitchen countertop market trends, key players, market segments, application areas, and market growth strategies.

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- Additional country or region analysis- market size and forecast
- Average Selling Price Analysis / Price Point Analysis
- Brands Share Analysis
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles
- Historic market data

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- Import Export Analysis/Data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- Market share analysis of players at global/region/country level
- Per Capita Consumption Trends
- Product Consumption Analysis
- Reimbursement Scenario
- SWOT Analysis
- Volume Market Size and Forecast

#### Key Market Segments

##### By Application

- Residential
- Commercial

##### By Material

- Marble
- Quartzite
- others
- Granite
- Engineered (Quartz)

##### By Style

- Traditional
- Contemporary
- Modern
- Others

##### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France
- UK
- Italy
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Asian Granito India Ltd.

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- Caeserstone Ltd.
- Cambria
- Vicostone
- Cosentino SA
- Florim Ceramiche S.p.A.
- LG Hausys, Ltd.
- Laminam SpA
- Iris Ceramica Group
- Aro Granite Industries Ltd.

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