

CATALINA RESEARCH INC

"Stay ahead of the curve with the knowledge and resources your competitors have been using for over three decades!"

Catalina Research Inc Presents...

FLOOR COVERINGS INDUSTRY CR062: Released July 2009

Catalina Research announces the release of our 291-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, stone flooring, and laminate flooring. Each page will assist the floor coverings executive exploit changing consumer preferences, improve plant efficiency, strengthen distribution, penetrate end-use markets, exploit world market growth, and plan for 2010 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 favorable demographics, the home center and specialty floor covering retail channels, trends in residential replacement and nonresidential markets, and world market opportunities.

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.

SUBJECT MATTER

1. U.S. FLOOR COVERINGS INDUSTRY TRENDS (1987-2014)

- 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
 - Stone flooring

2. INDUSTRY SHIPMENTS, EXPORTS, AND IMPORTS (1987-2008)

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

3. PROFITABILITY AND THE COMPETITIVE ENVIRONMENT (1982-2008)

- Number of plants and shipments
- Payroll and material costs
- Profit margins
- Material input price trends
- Sales and profit trends for nine manufacturers
- Plant labor situation
- Capital expenditures
- Top 15-company market shares
- Soft and hard surface company market shares

4. COMPANY PROFILES

- Armstrong
- Beaulieu of America
- Congoleum
- The Dixie Group
- Interface
- Internacional de Ceramica
- Lumber Liquidators
- Mannington Mills
- Marazzi Group
- Mohawk
- Pfeleiderer
- Royal Carpet
- Shaw
- Tandus
- Tarkett

5. END-USE MARKET PURCHASES (1997-2008)

- 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

6. HOUSEHOLD PURCHASER DEMOGRAPHICS (1992-2008)

- Floor covering spending by:
 - Income
 - Age of household head
 - Persons per household
 - Region
- Number of carpet and hard surface residential replacement jobs
- Household purchaser demographics for:
 - Soft surface flooring
 - Hard surface flooring
- Soft surface purchaser demographics for:
 - Carpet
 - Area rugs

7. DISTRIBUTION CHANNELS (1992-2009)

- 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, sales by channel, and flooring type
- Sales to households/builders/businesses/govt.
- Wholesale sales of soft and hard surface flooring
- Wholesaler sales by customer and cost structure
- Number of Home Depot, Lowe's, and Lumber Liquidators stores by state
- Number of floor coverings retailers by type of outlet
- Installation/delivery revenues
- Soft and hard surface flooring sales by type of outlet
- Consumer soft floor coverings price trends
- Monthly floor coverings store sales and employment trends
- Home Depot and Lowe's sales
- Lumber Liquidators trends
- Leading specialty retailers/distributors and sales shares

8. INSTALLATION CONTRACTORS (1987-2008)

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

9. FACTORS AFFECTING DEMAND (1977-2009)

- 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
- Leading U.S. builders
- Transportation equipment output

A complete table of contents is available at www.InformationGiant.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. Stuart was also the founder and president of Specialists in Business Information (SBI) from 1977 until 2001. 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.