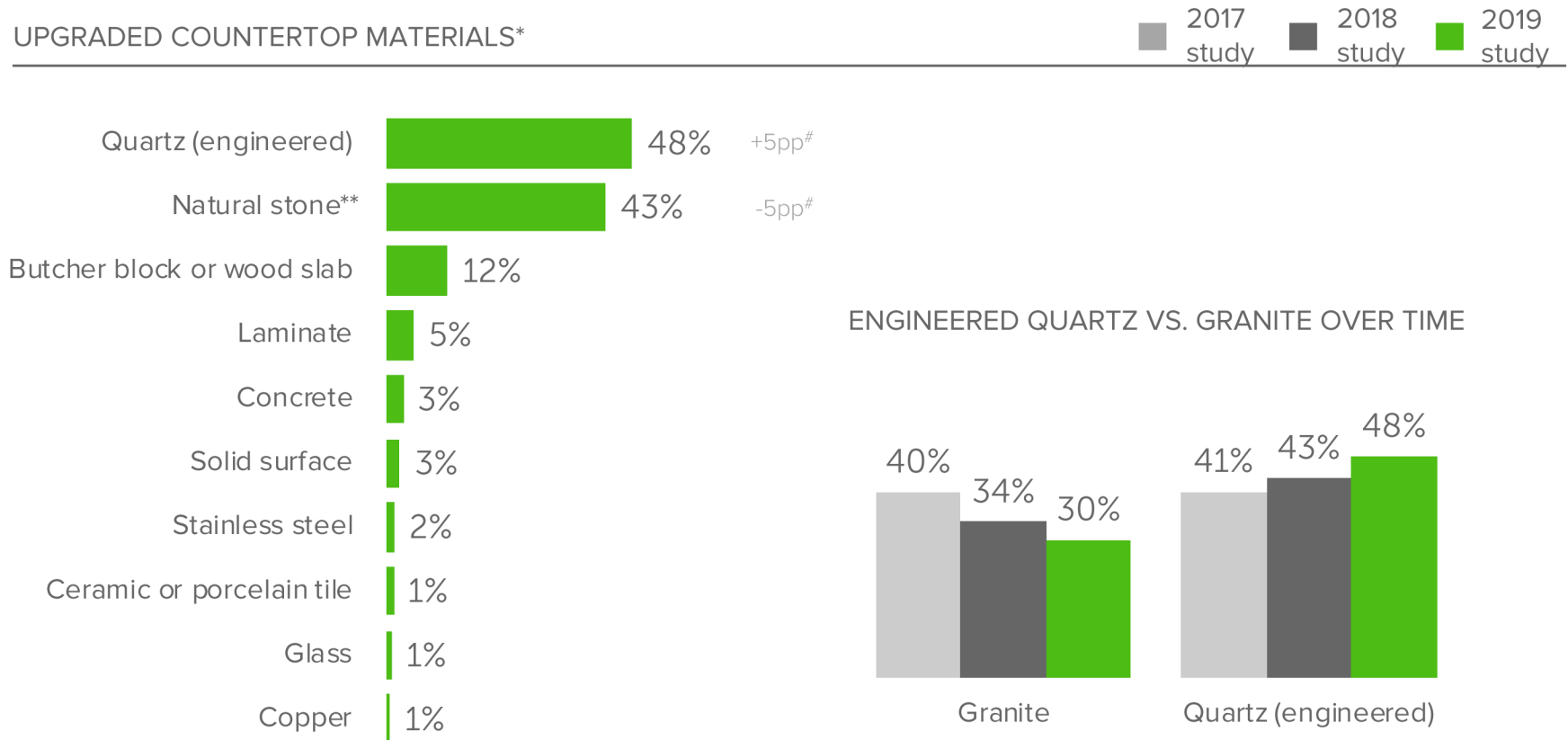


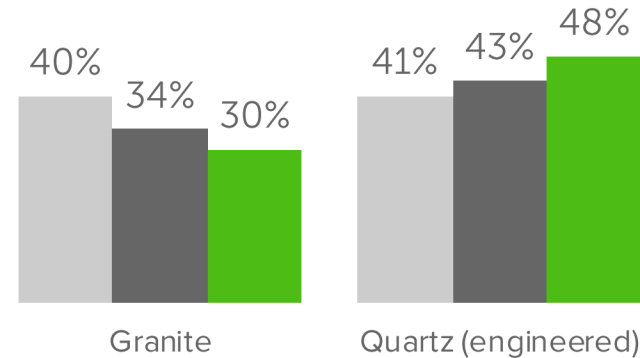
# Quartz The Emerging Leader

Among the 93% of renovating homeowners who upgrade their countertops, the battle of engineered quartz versus natural stone rages on. For the first time, engineered quartz is now ahead of stone (48% versus 43%). In fact, quartz has gained a remarkable market share in the last three years (41%, 43% and 48% in 2017, 2018 and 2019 studies, respectively), mostly at the expense of natural stone such as granite (40%, 34% and 30%, respectively).

## UPGRADED COUNTERTOP MATERIALS\*



## ENGINEERED QUARTZ VS. GRANITE OVER TIME



\*Percentages reflect proportion of homeowners who are updating cabinets as part of their completed, current or planned kitchen renovation during 2018-19.

\*\*Natural stone refers to countertop materials selected during countertop upgrades such as granite (30% of upgraded countertops), quartzite (7%), marble (5%) and soapstone (3%).

#Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.