

# US MARKET ANALYSIS

## CERAMIC SANITARY WARE

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# Book I

## MACROECONOMIC ANALYSIS

### INTRODUCTION

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- 1.1 Macro-economic indicators summing-up

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- 2.3. Home prices
  - 2.3.1 New home prices
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- 2.4 Top 40 metro markets for single-family
- 2.5 New single-family home characteristics
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#### 3. CONSTRUCTION SECTOR

- 3.1 Sectorial outlook
  - 3.1.1 World construction
    - 3.1.1.1 Overview
    - 3.1.1.2 General outlook
  - 3.1.2 U.S. outlook
  - 3.1.3 How housing affects the U.S. Economy
    - 3.1.3.1 Housing's impact on GDP
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- 3.2 Annual value of new construction put in place in the U.S.
- 3.3 Correlation analysis
- 3.4 Expenditures for residential
- 3.5 Plumbing product supply of demand – Trend
- 3.6 Plumbing product prices – Trend

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# Book II

## SUPPLY & DISTRIBUTION CHANNELS

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- 1.2. US Plumbing product sales by main company
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### 2. OUTLOOK OF THE MARKETING FACTORS

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  - 2.3.1 Proposal of regional sales area
- 2.4. Import Duties

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- 3.2. Distribution channels map
- 3.3. Descriptive characteristics of the different channels.
- 3.4. Estimate gross sales by type
- 3.5. The number of wholesalers
- 3.6. Understanding the U.S. plumbing distribution channel.
  - 3.6.1 Contractor's channel marketing issues
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  - 3.8.1 Home Depot
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# Book III

## MARKET ANALYSIS

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- 1.2 US market outlook
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  - 4.1.1 Import share of total apparent consumption in USD
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