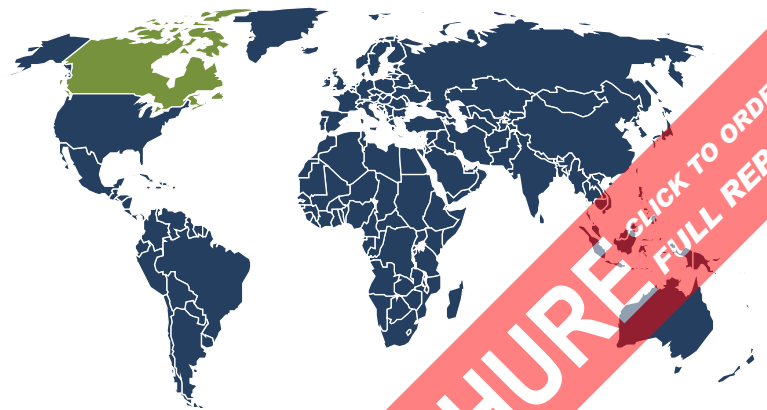




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Decorative Tile: Canada

July 2022



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About This Report

Scope

This report forecasts to 2026 decorative tile demand and production in square meters in Canada. Total demand is segmented by material in terms of:

- porcelain
- ceramic
- stone
- other materials such as metal, concrete, and glass

Total demand is also segmented by application as follows:

- flooring
- wall tile (interior wall cladding)
- siding (exterior wall cladding)
- countertops and backsplashes
- other applications such as fireplace surrounds and backings, and ceiling coverings

To illustrate historical trends, total demand is provided in annual series from 2011 to 2021; production and the various segments are reported at five-year intervals for 2011, 2016, and 2021.

Excluded from the scope of this report are roofing tiles, vinyl tiles, and carpet tiles; tile used in vehicles such as boats, airplanes, and motor homes; outdoor ground coverings such as bricks and pavers; natural and engineered stone slab countertops; and curtain wall and window wall.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Decorative Tile: Canada (FA60014) is based on *Global Decorative Tile*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | NAICS & SIC Codes Related to Decorative Tile

| NAICS/SCIAN 2017 | | SIC | |
|---|---|------------------------------------|--------------------------------|
| North American Industry Classification System | | Standard Industrial Classification | |
| 327120 | Clay building material and refractories manufacturing | 3251 | Brick and structural clay tile |
| 327331 | Concrete block and brick manufacturing | 3253 | Ceramic wall and floor tile |
| 327991 | Cut stone and product manufacturing | 3259 | Structural clay products, NEC |
| | | 3281 | Cut stone and stone products |

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global

data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Global Decorative Tile

Freedonia Industry Studies

Bricks, Blocks, & Pavers

Ceilings

Countertops

Flooring

Global Brick & Tile Siding

Global Ceiling Tiles

Global Cement

Global Decorative Laminates

Global Drywall & Building Plaster

Global Engineered Stone Countertops

Global Fiber Cement

Global Flooring

Global Hard Surface Flooring

Global Housing

Global Plumbing Products

Global Prefabricated Housing

Global Siding (Cladding)

Hard Surface Flooring

Hardscaping Products

Moulding & Trim

Outdoor Kitchens

Outdoor Living Products 2021

Precast Concrete Products

Siding

Freedonia Focus Reports

Bed & Bath Furnishings: United States

Commercial Building Construction: United States

Construction: United States

Countertops: Canada

COVID-19 Market Impact Analysis

Fabricated Metal Products: United States

Global Demographics

Global Macroeconomy
Housing: Canada
Manufacturing: United States
Mining & Quarrying: United States
Sheet Metal: United States
Siding: Canada

Freedonia Custom Research

Trade Publications

Ceramic World Review
Floor Covering Weekly
Floor Focus
Stone World
TILE Magazine

Agencies & Associations

ASTM International
Ceramic Tile Distributors Association
Coverings
Environment and Climate Change Canada
International Organization for Standardization
Natural Stone Institute
Statistics Canada
Terrazzo, Tile & Marble Association of Canada
Tile Council of North America
United Nations Comtrade
World Bank