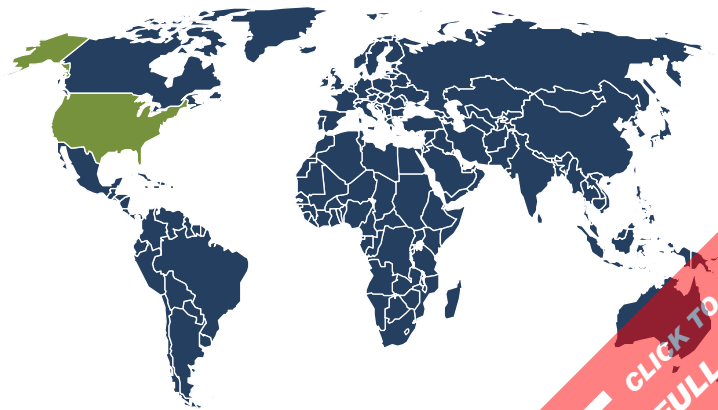




Freedonia Focus Reports  
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# Porcelain Tile: United States

March 2016



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Environmental and Regulatory Factors  
Competitive Materials

### Segmentation and Forecasts

Applications | Markets

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US decorative porcelain tile demand in square feet and US dollars at the manufacturers' level to 2020. Total demand in square feet is segmented by application in terms of:

- flooring
- wall coverings
- countertops
- other applications such as tub and shower surrounds, fireplace surrounds and backings, and ceiling coverings.

Roofing tiles and other similarly protective and structural tiles are not included in this report.

Total demand in square feet is also segmented by market as follows:

- residential improvement and repair (I&R)
- new residential
- nonresidential I&R
- new nonresidential
- nonbuilding and transport equipment.

To illustrate historical trends, total demand in square feet is provided in an annual series from 2005 to 2015; total demand by value is reported at five-year intervals for 2005, 2010, and 2015; and the various segments are provided for 2010 and 2015.

This report quantifies trends in various measures of growth. 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. 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.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

## Sources

*Porcelain Tile: United States* (FF60069) is based on [Decorative Tile](#), a comprehensive industry study published by The Freedonia Group in March 2016. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
327121	Brick and Structural Clay Tile Mfg	3251	Brick and Structural Clay Tile
327122	Ceramic Wall and Floor Tile Mfg	3253	Ceramic Wall and Floor Tile

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## RESOURCES

### The Freedonia Group

3393 <i>Decorative Tile</i> , March 2016	<a href="http://www.freedoniagroup.com">www.freedoniagroup.com</a>
Related Industry Studies	<a href="#">see study contents</a>
3385 <i>Decorative Laminates</i> , March 2016	<a href="#">see study contents</a>
3335 <i>World Solid Surface &amp; Other Cast Polymers</i> , October 2015	<a href="#">see study contents</a>
3301 <i>Countertops</i> , August 2015	<a href="#">see study contents</a>
3284 <i>Hard Surface Flooring</i> , April 2015	<a href="#">see study contents</a>
3257 <i>Adhesives &amp; Sealants</i> , February 2015	<a href="#">see study contents</a>
3227 <i>World Flooring &amp; Carpets</i> , December 2014	<a href="#">see study contents</a>
Related Focus Reports	
<i>Ceramic Tile: United States</i>	<a href="#">see report contents</a>
<i>Decorative Tile: United States</i>	<a href="#">see report contents</a>
<i>Hard Surface Flooring: United States</i>	<a href="#">see report contents</a>
<i>Housing: United States</i>	<a href="#">see report contents</a>
<i>Nonresidential Building Construction: United States</i>	<a href="#">see report contents</a>
<i>Stone Tile: United States</i>	<a href="#">see report contents</a>
Freedonia Custom Research	<a href="#">see capabilities</a>

### Trade Publications

<i>Engineering News-Record</i>	<a href="http://www.enr.com">www.enr.com</a>
<i>Floor Covering Weekly</i>	<a href="http://www.floorcoveringweekly.com">www.floorcoveringweekly.com</a>
<i>Floor Focus</i>	<a href="http://www.floordaily.net/floorfocus">www.floordaily.net/floorfocus</a>
<i>The Journal of Light Construction</i>	<a href="http://www.jlconline.com">www.jlconline.com</a>
<i>Kitchen &amp; Bath Business</i>	<a href="http://www.kbbonline.com">www.kbbonline.com</a>
<i>Kitchen &amp; Bath Design News</i>	<a href="http://www.kitchenbathdesign.com">www.kitchenbathdesign.com</a>
<i>Tile</i>	<a href="http://www.tile-magazine.com">www.tile-magazine.com</a>

### Agencies & Associations

ASTM International	<a href="http://www.astm.org">www.astm.org</a>
Ceramic Tile Distributors Association	<a href="http://www.ctdahome.org">www.ctdahome.org</a>
International Organization for Standardization	<a href="http://www.iso.org">www.iso.org</a>
National Tile Contractors Association	<a href="http://www.tile-assn.com">www.tile-assn.com</a>
Tile Council of North America	<a href="http://www.tcnatile.com">www.tcnatile.com</a>
United States Census Bureau	<a href="http://www.census.gov">www.census.gov</a>
United States Green Building Council	<a href="http://www.usgbc.org">www.usgbc.org</a>
United States International Trade Commission	<a href="http://www.usitc.gov">www.usitc.gov</a>

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