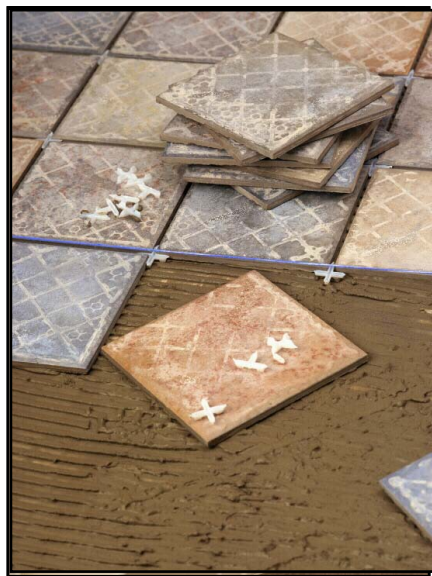




Decorative Tile

Industry Study #3697 | March 2019



This study examines the 3.6 billion square foot decorative tile market. It offers historical demand (2008, 2013, 2018) and forecasts for 2023 and 2028 by product (ceramic, porcelain, stone, concrete, glass, and metal), application (flooring, wall coverings, countertops, and other), and market (residential buildings, commercial buildings, nonbuilding & transportation) in dollar and square feet terms. Also provided are US decorative tile imports, exports, and industry shipments in dollars. In addition, the study analyzes market share and US industry competitors such as Crossville, Florida Tile (Panariagroup Industrie Ceramiche), Florim Ceramiche, Internacional de Cerámica, Iris Ceramica, Mohawk Industries, and Shaw Industries (Berkshire Hathaway).

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Table 3-3 | Ceramic Tile Demand by Type & Application, 2008-2023
(million square feet)

Item	2008	Key Trends in the US Decorative Tile Market	
Decorative Tile Demand	2755	<p>'18 - '23 CAGR (square feet) ↑ 2.4%</p>	<p>Key Drivers of Growth Through 2023:</p> <ul style="list-style-type: none"> Growth in kitchen & bathroom renovation projects Rising institutional, office, trade, & lodging building construction activity
% ceramic	75.9		
Ceramic Tile Demand	2090.3	<p>Area Demand Share by Market, 2018 (square feet)</p> <p>3.6 billion square feet</p>	<p>Leading Industry Players</p> <ul style="list-style-type: none"> Crossville Florida Tile (Panariagroup Industrie Ceramiche) Florim Ceramiche Internacional de Cerámica Iris Ceramica Mohawk Industries
By Type:			
Glazed	1902.3		
Unglazed	188.0		
By Application:			
Flooring	1704.5		
Wallcoverings	324.5		
Countertops	40.8		
Other Applications	20.5		
\$/square foot	0.98		
Ceramic Tile Demand (mil \$)	2045		