



World Ceramic Tiles Forum – National Context

Production and trade statistics 2015

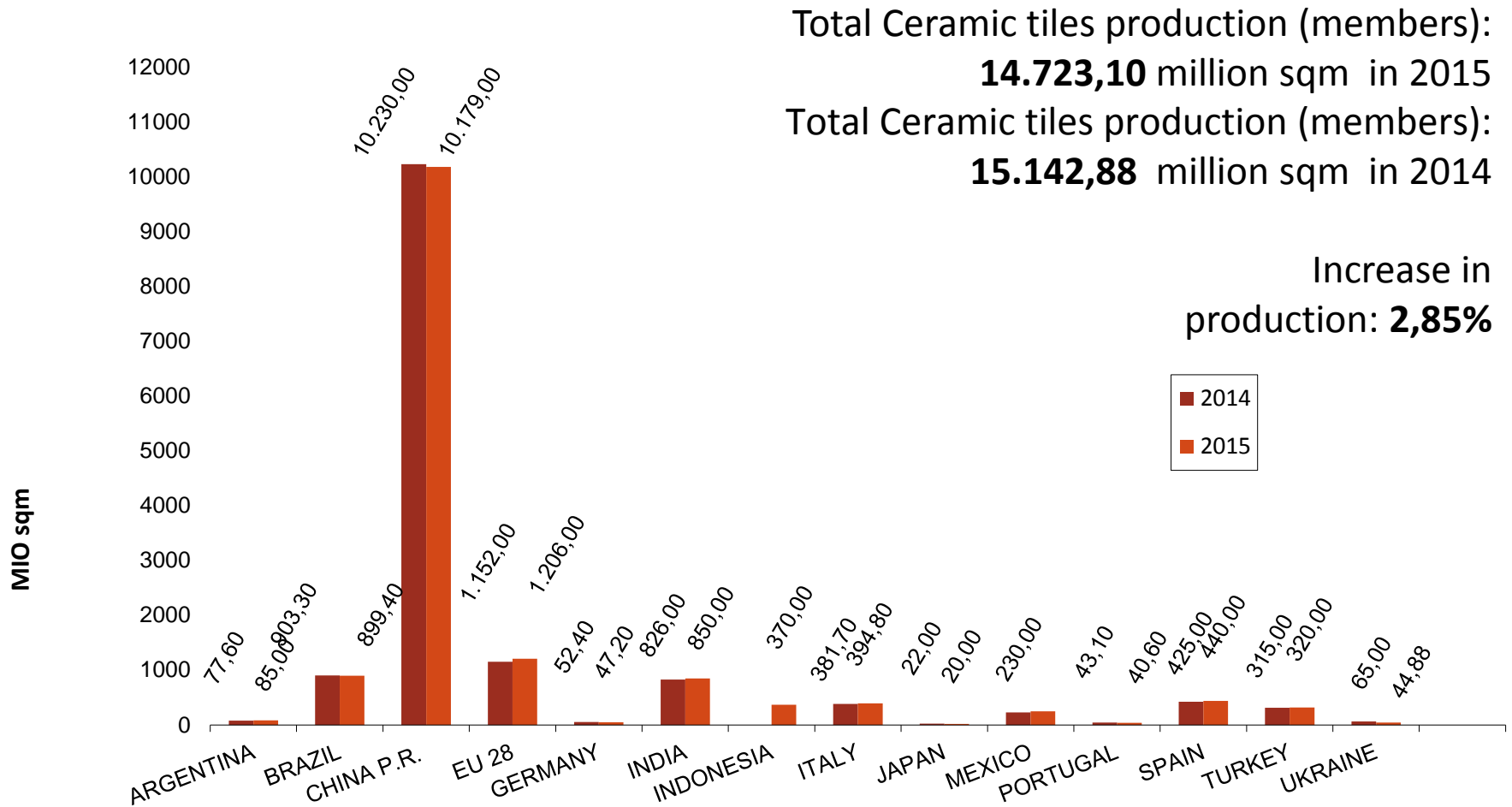
17 November 2016



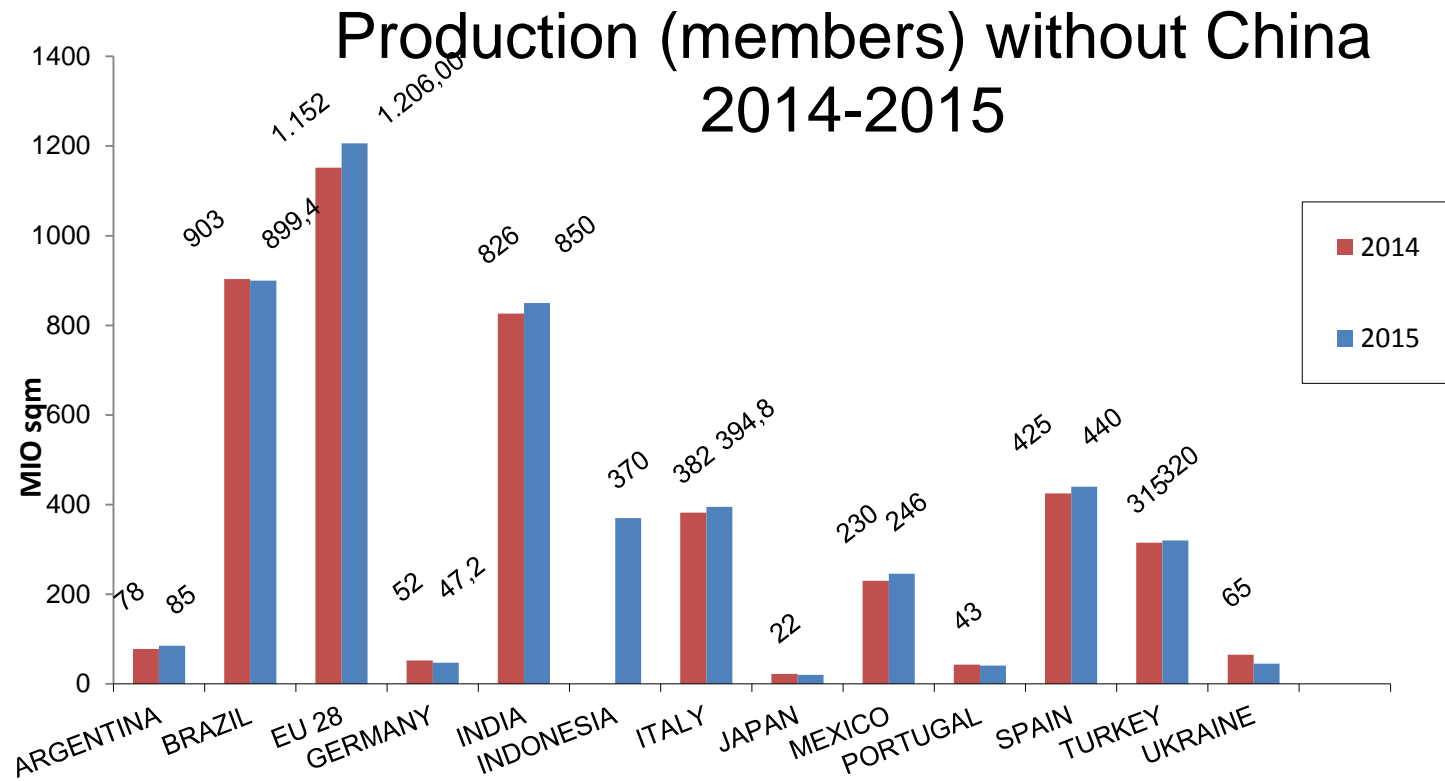
National Context – Name of the country

- I. Trend in the construction sector/demand
- II. Trend in production, consumption and trade in ceramic tiles
- III. Latest developments at national level in energy supply regulation and taxation
- IV. Development in standardisation or regulation at national level affecting ceramic tiles
- V. Other national developments relevant to the ceramic tiles sector

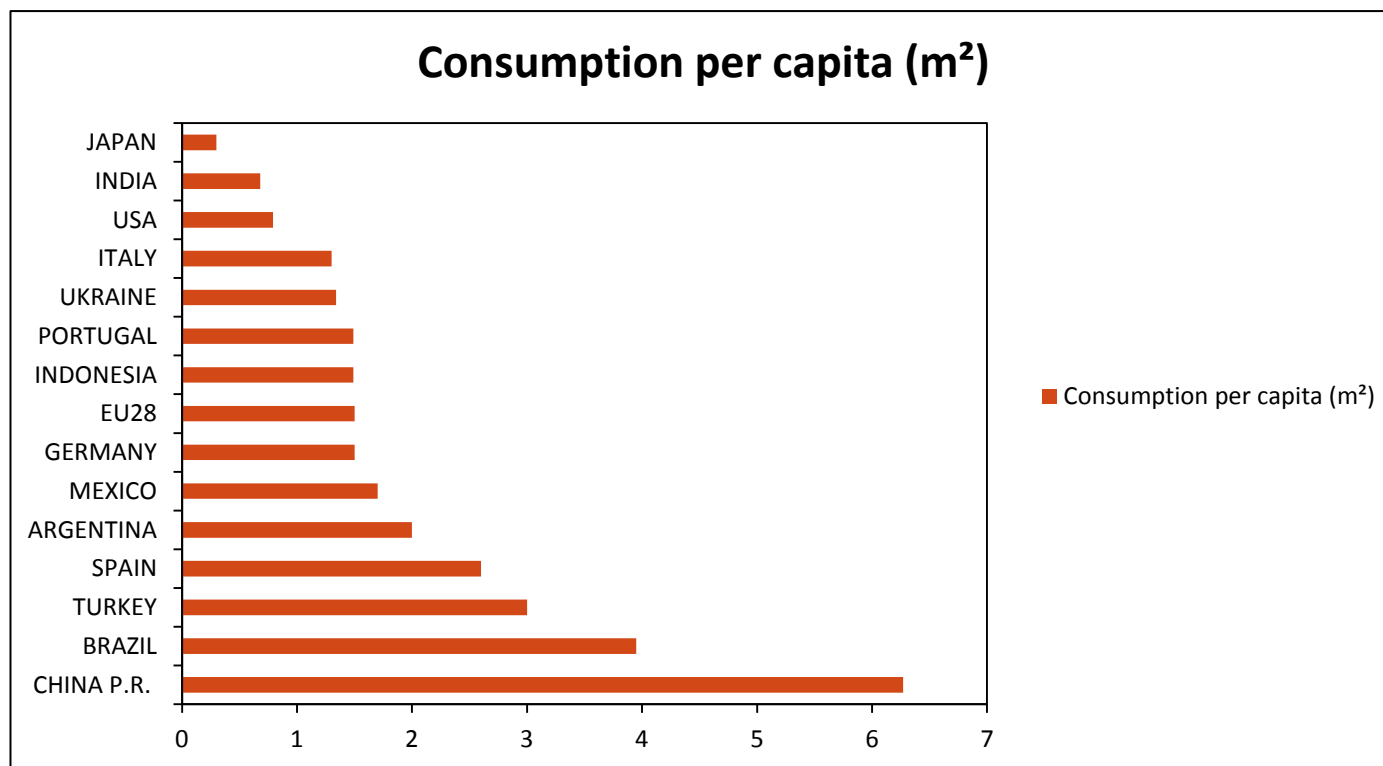
I. Production WCTF members 2014-2015 (mln.sq.)



II. Production 2014-2015 WCTF without China (mln.sq.m)



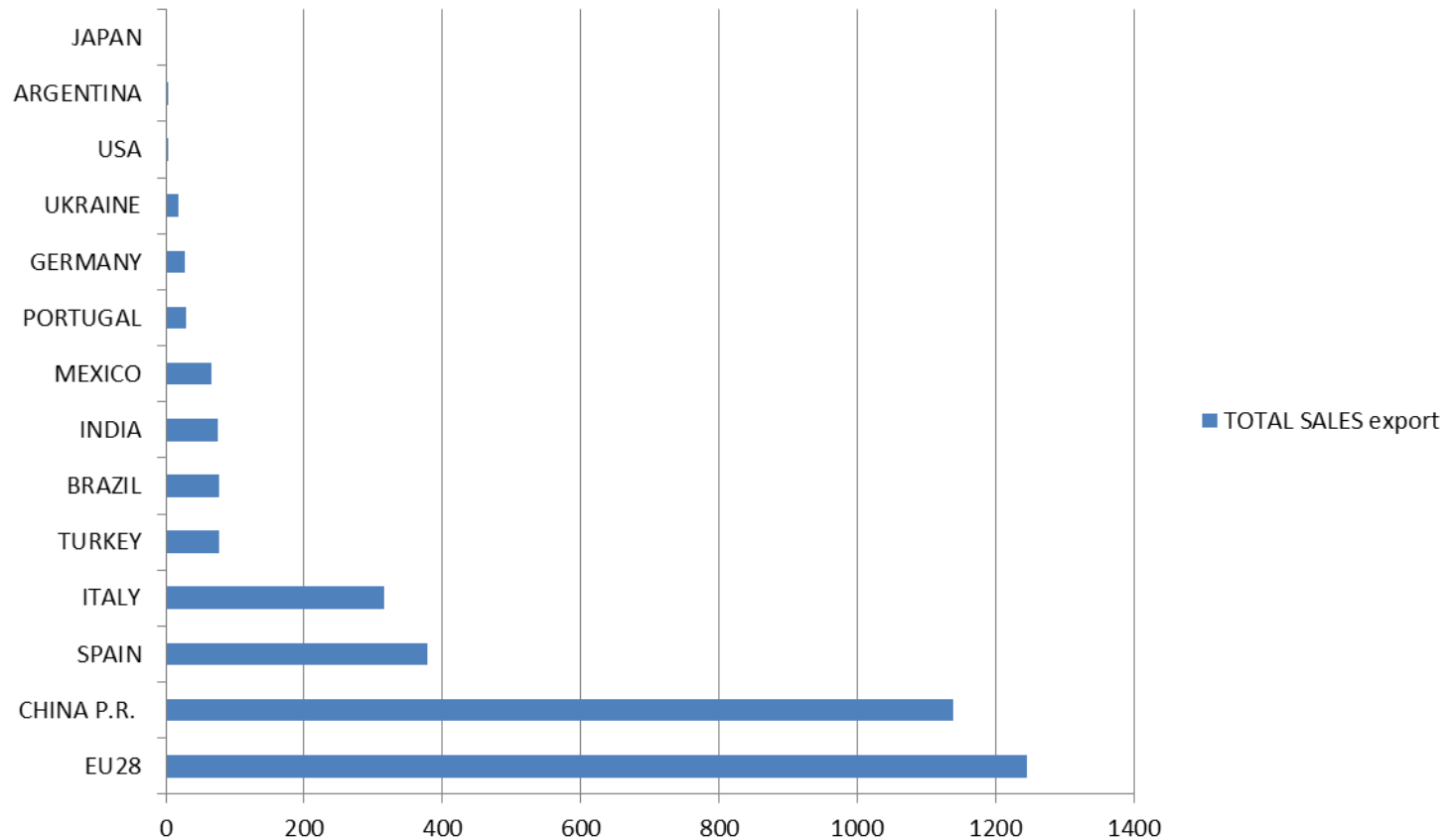
III. Consumption per capita (m²) in 2015



IV. Exports in mln. Sq.m by WCTF members



Exports in mln. Sq.m in 2015



V. Competitive positioning of ceramic tiles compared with competing covering materials

Floor covering consumption by product in World Ceramic Tile Industry, 2015

Countries	Ceramic Tiles		Parquet		Laminates		Carpet		Resilient		Others*		Total Consumption		Consumption per capita m2	
	Mio m ²	%	Mio m ²	%	Mio m ²	%	Mio m ²	%	Mio m ²	%	Mio m ²	%	Mio m ²	%	Mio m ²	%
BRAZIL	617,3	89,4	5,7	0,8%	13,7	2	15,6	2,3	8,3	1,2	30,5	4,3	690,8	100	3,34	
CHINA P.R.	CHINA P.R.	10,179	-0.5	308	-2.2	95.5	1.04	50	21							
GERMANY	88	21	17	4	67	16	159	38	71	17	88	21	17	4	67	16
ITALY	79,9	76	6,3	6	8,7	8	2,3	2	8,9	8	-	-	106	100	1,74	100
TURKEY (data2014)	161.5	31	4.5	1	151.2	29	40.5	8	66.3	13	101.5	20	525.5	100	6,7	1,3
UKRAINE	33,91	34	1,55	15	24,86	6	12,43	8	36,26	10			109,01	5	0,4	
USA	264	13.8	158	8.3	88	4.6	1,019	53.5	328	17.2	49	2.6	1,906	100	5.9	

(*) Others include resin, metal, natural stone, conglomerates etc...