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# Global Tile Market 2018 Trends & Insights



# About the project

This study is a comprehensive analysis of the current situation on the world market of ceramic tile and porcelain tile and contains information on key trends, forecasts and insights of the industry.

The sources used for this report were publicly available corporate statements of producers, global databases of statistical data, and, most importantly, in-depth interviews with 50 representatives of the world's largest players of ceramic tiles.

This report was compiled by lead experts of the consulting company IndexBox, who have over 10 years of analytical experience in the ceramic tiles and porcelain tiles industry.

## Who is this report for?

The information presented in this report will be useful for making strategic decisions if you are a:

- Ceramic tile or porcelain tile producer
- Investor, considering entering the given market
- Supplier of raw materials or equipment to the given market
- Producer of substitute products (such as floor coverings, facades, etc.)
- Trade company or importer
- Consultant or researcher

## What questions are covered in the report?

The report will serve as a source of new information about how the market will be developing in the near future:

1. What challenges will producers face?
2. How will consumer preferences change?
3. How will technology change the industry?
4. Who will gain and who will lose from changes in the market environment?
5. What new factors will determine companies' success in the market?

# Methodology

## Interviews with industry experts

Specialists of IndexBox conducted a series of in-depth interviews with the executives of key market players from around the globe.

A complex multi-scenario questionnaire was developed during the study, which allowed IndexBox experts to dive into the details of the major players' businesses and obtain comprehensive information about the situation in the market.

## Desk study

1. Collection and sequencing of statistical data on the production, import and export of tiles by country; comparison and confirmation of data from various sources.
2. IB Data Science: processing, evaluation and interpretation of missing, incomplete or disparate data.
3. Search and processing of secondary market information (data on the Internet - industry portals, competitors' websites, trading platforms, articles and reviews, reference materials, specialized publications, governmental and non-governmental sources, marketing agencies, commercial databases, IndexBox Russia's own completed projects) .
4. Reports and similar materials of market participants (annual reports, presentations, etc.).
5. Research and interpretation of key documents on the global and regional macroeconomic situation and forecasts (World Bank, IMF, government and central bank data of key countries).
6. Research of the business environment of the main consumer industries: key indicators, trends and macroeconomic factors.
7. Evaluation of market development scenarios, forecasting the dynamics of the market in the medium term globally and by region.
8. Analysis of custom and tariff regulations, requirements for product quality and certification

## Major interview topics

1. Opportunities and challenges for producers in 2018
2. Trends in consumers' purchasing behaviour
3. New technologies changing the market
4. Product and price trends in the market
5. Plans of the major market players. Targets set for market share, production price, and investments

### Example of an interview



[Read](#) our conversation with the representative of a large European producer of tiles Vitra Tiles



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## Global Tile Market. 2018 Trends & Insights

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