



Website: [www.tileusa.com](http://www.tileusa.com) . Literature: [literature@tileusa.com](mailto:literature@tileusa.com)

FOR IMMEDIATE RELEASE:

Contact: Andrew Whitmire  
T: 864-646-8453 ext. 102

## 2010 CERAMIC TILE INDUSTRY UPDATE

Based on data available to-date (and estimating fourth quarter domestic shipments), U.S. tile consumption for 2010 was 1.97 billion sq. ft. (+6.0% vs. 2009). This was the first year-over-year increase since 2006.

The following table shows U.S. tile shipments, imports, exports, and total consumption in thousands of sq. ft.

<u>Year</u>	<u>U.S. Shipments</u>	<u>Imports</u>	<u>Exports</u>	<u>Total Consumption</u>	<u>% Change in Consumption from Previous Year</u>
2010	617,631*	1,394,779	42,044	1,970,366*	6.0 *
2009	571,255	1,333,252	45,555	1,858,952	-18.1
2008	634,374	1,685,532	50,512	2,269,394	-15.2
2007	544,988	2,178,258	47,478	2,675,768	-19.3
2006	629,672	2,732,199	45,107	3,316,764	1.8

\*Note: Based on actual 1Q-3Q 2010 U.S. shipment data + an estimation of 4Q U.S. shipments.

### Imports:

In 2010, 1.39 billion sq. ft. (129.6 million sq. m) of ceramic tile arrived in the U.S. This was a 4.6% increase from 2009, in which 1.33 billion sq. ft. (123.9 million sq. m) of ceramic tile were imported into the U.S. Although imports still comprise the majority of U.S. consumption, import penetration has fallen in each of the last four years and in 2010 was at 70.8% (using the aforementioned estimation of 4Q U.S. shipments), the lowest it has been since 1998.

Mexico remained the top exporter to the U.S. in 2010 (in sq. ft.) with a 27.8% share. China held the second position, making up 24.6% of imports, and Italy was in third place with a 17.9% share.

On a dollar basis, Italy continued to hold the top exporter position in 2010, making up 35.6% of U.S. imports. The next two highest shares belonged to China and Mexico, which had 20.3% and 16.7% of the \$ value of U.S. imports, respectively.

**TILE COUNCIL OF NORTH AMERICA, INC.**

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: [testing@tileusa.com](mailto:testing@tileusa.com) . Literature Orders: [literature@tileusa.com](mailto:literature@tileusa.com)



Website: [www.tileusa.com](http://www.tileusa.com) . Literature: [literature@tileusa.com](mailto:literature@tileusa.com)

The top five countries from which tile was imported in 2010 based on sq. ft. were:

COUNTRY	SQ FT 2010	SQ FT 2009	2010/2009 % Change	2009/2008 % Change
Mexico	387,678,293	374,298,957	3.6%	-10.8%
China	343,091,529	292,339,691	17.4%	-5.5%
Italy	250,092,602	234,771,586	6.5%	-39.2%
Brazil	89,550,633	107,466,268	-16.7%	-34.3%
Spain	70,701,917	76,637,815	-7.7%	-37.6%

The top five countries from which tile was imported in 2010 based on total U.S. \$ value (including duty, freight, and insurance) were:

COUNTRY	\$ VAL 2010	\$ VAL 2009	2010/2009 % Change	2009/2008 % Change
Italy	454,447,747	429,686,411	5.8%	-39.7%
China	258,682,812	216,275,919	19.6%	-7.5%
Mexico	213,044,823	205,035,537	3.9%	-24.4%
Spain	98,410,437	103,952,505	-5.3%	-37.6%
Brazil	61,410,415	71,287,697	-13.9%	-38.5%

### **U.S. Shipments:**

Domestic shipments were estimated to be 617.6 million sq. ft. in 2010, up 8.1% from 2009.

### **Exports:**

U.S. exports in 2010 were at 42.0 million sq. ft., down 7.7% vs. 2009. The vast majority of these exports (in sq. ft.) were to Canada (55.3%) and Mexico (23.2%).

(Source: U.S. Commerce Dept.)

### **Outlook:**

“Despite the difficulty of the past three years, our industry has a history of growth and success, and we fully expect that to continue, but at a lower level in the near future,” noted Eric Astrachan, executive director of Tile Council of North America. “Prior to 2007, U.S. tile

**TILE COUNCIL OF NORTH AMERICA, INC.**

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: [testing@tileusa.com](http://testing@tileusa.com) . Literature Orders: [literature@tileusa.com](mailto:literature@tileusa.com)



Website: [www.tileusa.com](http://www.tileusa.com) . Literature: [literature@tileusa.com](mailto:literature@tileusa.com)

consumption increased eleven years in a row. That is a very good track record and demonstrates consumer desire for the value, durability, and quality ceramic tile provides.”

###

**TILE COUNCIL OF NORTH AMERICA, INC.**

100 Clemson Research Boulevard . Anderson, South Carolina 29625 . Phone: 864-646-8453 . Fax: 864-646-2821



Testing Services: [testing@tileusa.com](mailto:testing@tileusa.com) . Literature Orders: [literature@tileusa.com](mailto:literature@tileusa.com)