



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

FOR IMMEDIATE RELEASE:  
January 31, 2014

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

## 3Q 2013 U.S. Ceramic Tile Industry Update

### Economic Overview:

Bolstered by the improving housing market, the U.S. economy and ceramic tile industry continued to expand in 3Q 2013.

U.S. unemployment continued to steadily decline through 3Q. As of Sept. the rate was at 7.2%, down from 7.8% in Sept. 2012 (source: Bureau of Labor Statistics).

According to the U.S. Census Bureau, new home starts in Sept. were at a seasonally-adjusted annual rate of 873,000 units, up 2.2% from Sept. 2012.

New home sales rose 4.9% from Sept. 2012 to Sept. 2013 to a seasonally-adjusted annual rate of 403,000 units, per the U.S. Census Bureau. Existing home sales also were up, rising 10.9% from an annual rate of 4.22 million units in Sept. 2012 to 4.68 million units in Sept. 2013 (source: National Association of Realtors).

30-year fixed rate mortgages steadily rose during 3Q and as of Sept. were at 4.49%, the highest rate since July 2011 (source: Freddie Mac).

Sept. 2013 U.S. construction spending (including both private and public residential and non-residential construction) was at a seasonally-adjusted annual rate of \$917 billion, a 6.3% increase from Sept. 2012 (source: U.S. Census Bureau).

### U.S. Tile Consumption Overview:

Through 3Q 2013 U.S. ceramic tile consumption was up 12.0% from 3Q 2012 YTD.

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

**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)

<u>Year</u>	<u>U.S. Shipments (incl. Exports)</u>	<u>Imports</u>	<u>Exports</u>	<u>Total Consumption*</u>	<u>% Change in Consumption from Previous Year</u>
3Q 2013 YTD	613,643	1,309,463	31,101	1,892,006	12.0**
2012	748,290	1,491,845	45,618	2,194,518	5.4
2011	717,865	1,410,194	45,278	2,082,781	4.0
2010	649,057	1,394,779	42,044	2,001,792	7.7
2009	571,255	1,333,252	45,555	1,858,952	-18.1

\*Note: U.S. Shipments + Imports - Exports

\*\* Note: % change vs. 3Q 2012 YTD

### Imports:

Through 3Q 2013 YTD, 1.31 billion sq. ft. of ceramic tile arrived in the U.S. This was an increase of 14.0% from 3Q 2012 YTD, in which 1.15 billion sq. ft. of ceramic tile were imported into the U.S. and a 20.6% increase from 3Q 2011 YTD.

Import penetration was at 69.2% through 3Q 2013 YTD, up from 68.0% through 3Q 2012 YTD.

Mexico remained the top exporter in sq. ft. to the U.S. through 3Q 2013 YTD with a 30.3% share. China held the second position, making up 29.3% of imports (in sq. ft.). Italy was in third place with a 17.3% share.

On a dollar basis Italy continued to hold the top exporter position, making up 34.3% of U.S. imports. The next two highest shares belonged to China and Mexico, which had 25.3% and 17.7% of the \$ value of U.S. imports, respectively.

The \$ value/sq. ft. of all tile imports rose from \$0.96 (3Q 2012 YTD) to \$0.99 for 3Q 2013 YTD.

The top five countries from which tiles were imported through 3Q 2013 YTD based on sq. ft. were:

<b>Country</b>	<b>Sq Ft 3Q 2013 YTD</b>	<b>Sq Ft 3Q 2012 YTD</b>	<b>2013/2012 % Change</b>	<b>2012/2011 % Change</b>
Mexico	397,149,846	367,178,297	8.2%	10.4%
China	383,533,542	311,016,055	23.3%	8.4%
Italy	227,115,970	196,511,610	15.6%	5.0%
Spain	74,546,075	61,907,899	20.4%	9.3%
Brazil	65,051,337	57,875,953	12.4%	-16.5%

**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 tiles were imported through 3Q 2013 YTD based on total U.S. \$ value (including duty, freight, and insurance) were:

Country	\$ Val 3Q 2013 YTD	\$ Val 3Q 2012 YTD	2013/2012 % Change	2012/2011 % Change
Italy	445,918,738	381,150,405	17.0%	8.6%
China	327,984,124	251,914,697	30.2%	13.3%
Mexico	229,965,470	207,889,992	10.6%	12.6%
Spain	106,345,308	89,713,659	18.5%	10.4%
Brazil	41,430,037	35,872,099	15.5%	-21.2%

The average values of tile from the top five countries (based on sq. ft.) from which tiles were imported through 3Q 2013 YTD were:

Country	Sq Ft 3Q 2013 YTD	\$ Val 3Q 2013 YTD	Val/Sq Ft 3Q 2013 YTD	Val/Sq Ft 3Q 2012 YTD	Val/Sq Ft 3Q 2011 YTD
Mexico	397,149,846	229,965,470	\$0.58	\$0.57	\$0.56
China	383,533,542	327,984,124	\$0.86	\$0.81	\$0.77
Italy	227,115,970	445,918,738	\$1.96	\$1.94	\$1.88
Spain	74,546,075	106,345,308	\$1.43	\$1.45	\$1.43
Brazil	65,051,337	41,430,037	\$0.64	\$0.62	\$0.66
<b>All Countries</b>	<b>1,309,463,350</b>	<b>1,298,801,427</b>	<b>\$0.99</b>	<b>\$0.96</b>	<b>\$0.94</b>

### U.S. Shipments:

U.S. shipments (less exports) were at 582.5 million sq. ft. through 3Q 2013 YTD, up 7.9% from 3Q 2012 YTD.

### Exports:

U.S. exports through 3Q 2013 YTD were at 31.1 million sq. ft., down 11.9% vs. 3Q 2012 YTD. The main countries to which these exports (in sq. ft.) were shipped were Canada (62.2%), Mexico (17.7%), and China (4.5%).

Source: TCNA & U.S. Census Bureau

###

**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)