

# General Market Data

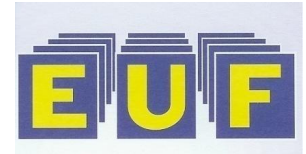
## - Germany -



	2013	2014	2015
<b>Population (in 1,000's)</b>	80,524	80,767	81,198
<b>Unemployment rate (%)</b>	5.2	5.0	4.6
<b>Economic growth (%)</b>	0.5	1.6	1.7
<b>GDP in EUR billions</b>	2,683.4	2,803.6	2,939.4
<b>GDP per inhabitant (Euro)</b>	35,000	36,100	37,100
<b>Price changes (%)</b>	1.6	0.8	0.1

# Residential construction

(in new residential buildings)  
- Germany -



	2014	2015	2016	2017	2018
	in 1.000 dwellings				
Housing completions *	216.1	216.7	260.0	270.0	275.0

\* reference: Euroconstruct

# Tile production and consumption

## - Germany -



2012		2013		2014		2015	
in Mio m <sup>2</sup>	in Euro	in Mio m <sup>2</sup>	in Euro	in Mio m <sup>2</sup>	in Euro	in Mio m <sup>2</sup>	in Euro

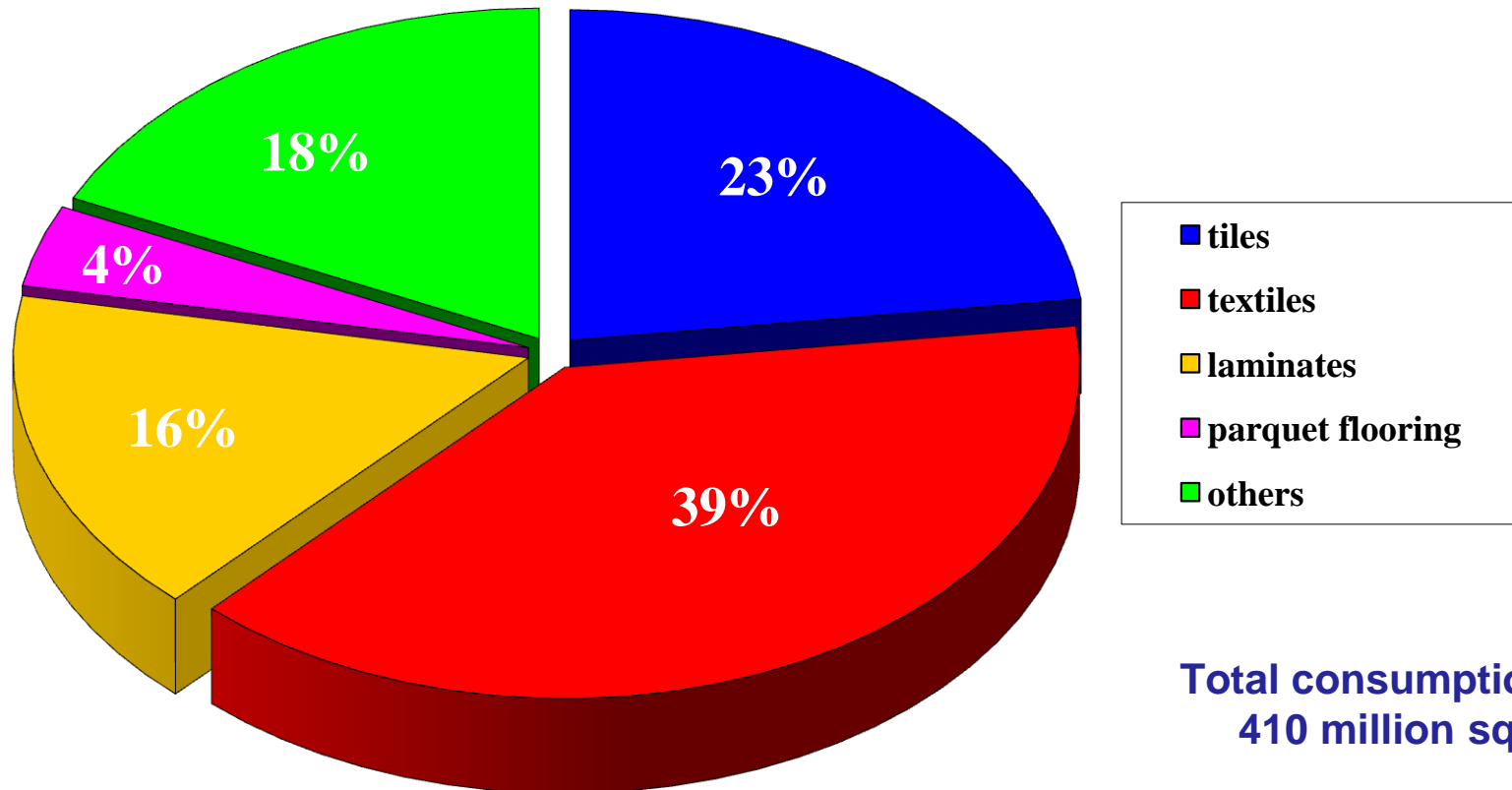
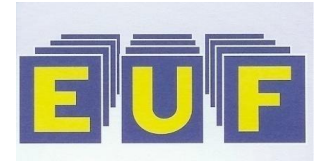
<b>Domestic production</b>	55.6		53.5		52.4		49.3	
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<b>Exports</b>	27.1		27.0		27.7		27.4	
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<b>Imports</b>	88.7		86.9		95.2		103.1	
<i>from Italy</i>	42.2		43.6		48.2		51.4	
<i>from Spain</i>	7.1		7.3		7.6			
<i>from China</i>	7.9		7.8		6.4			
<i>from Turkey</i>	8.4		7.0		7.8			

<b>Total consumption</b>	117.7		113.9		119.9		125.0	
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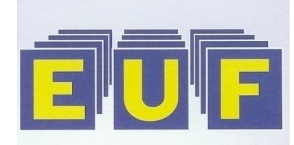
# Shares in floor coverings ( business and private) - Germany -



Total consumption 2015  
410 million sq. mt

# Marketing channels

- Germany -



**2015**  
in %

**Home improvement retailers**

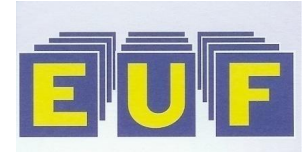
**28%**

**Specialised retailing**

**72%**

# Shares in tile fixing in %

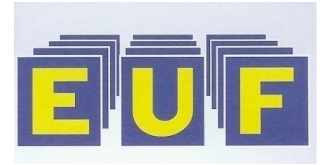
- Germany -



	<b>2015</b> in %
<b>Tile fixing companies</b>	<b>40%</b>
<b>do it yourself</b>	<b>60%</b>

# Structure of the tile fixing trade

- Germany -



<b>Number of tile fixing companies</b> <ul style="list-style-type: none"><li>• <i>&lt; up to 10 employees</i></li><li>• <i>11 to 50 employees</i></li><li>• <i>&gt; over 50 employees</i></li></ul>	<b>ca. 12.000</b>
<ul style="list-style-type: none"><li>• <b>Association members</b></li></ul>	<b>4.500</b>
<b>Number of tile fixers</b> <ul style="list-style-type: none"><li>• <i>Young masters (per year)</i></li><li>• <i>Journeymen</i></li><li>• <i>Apprentions</i></li></ul>	<b>40.000</b> <b>130</b> <b>1.922</b>