

# General Market Data

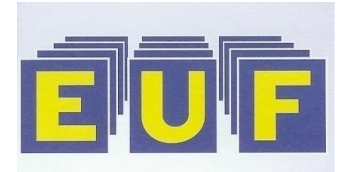
## -Great Britain-



	2013	2014	2015
Population (in 1,000's)	63,905	64,351	64,767
Unemployment rate (%)	7.6%	6.1%	5.3%
Economic growth (%)	1.9%	3.1%	2.2%
GDP (in EUR billions)	1,856	1,939.2	2,056.8
GDP per inhabitant (Euro)	32,000€	35,000€	39,600€
Price changes (%)	2.6%	1.5%	0.0%

# Residential construction

(in new residential buildings)  
- Great Britain -

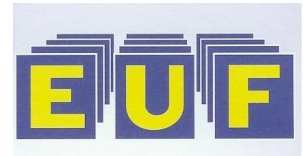


	2014	2015	2016	2017	2018
	in 1.000 dwellings				
Housing completions *	139.3	165.0	176.0	181.0	186.0

\* reference: Euroconstruct

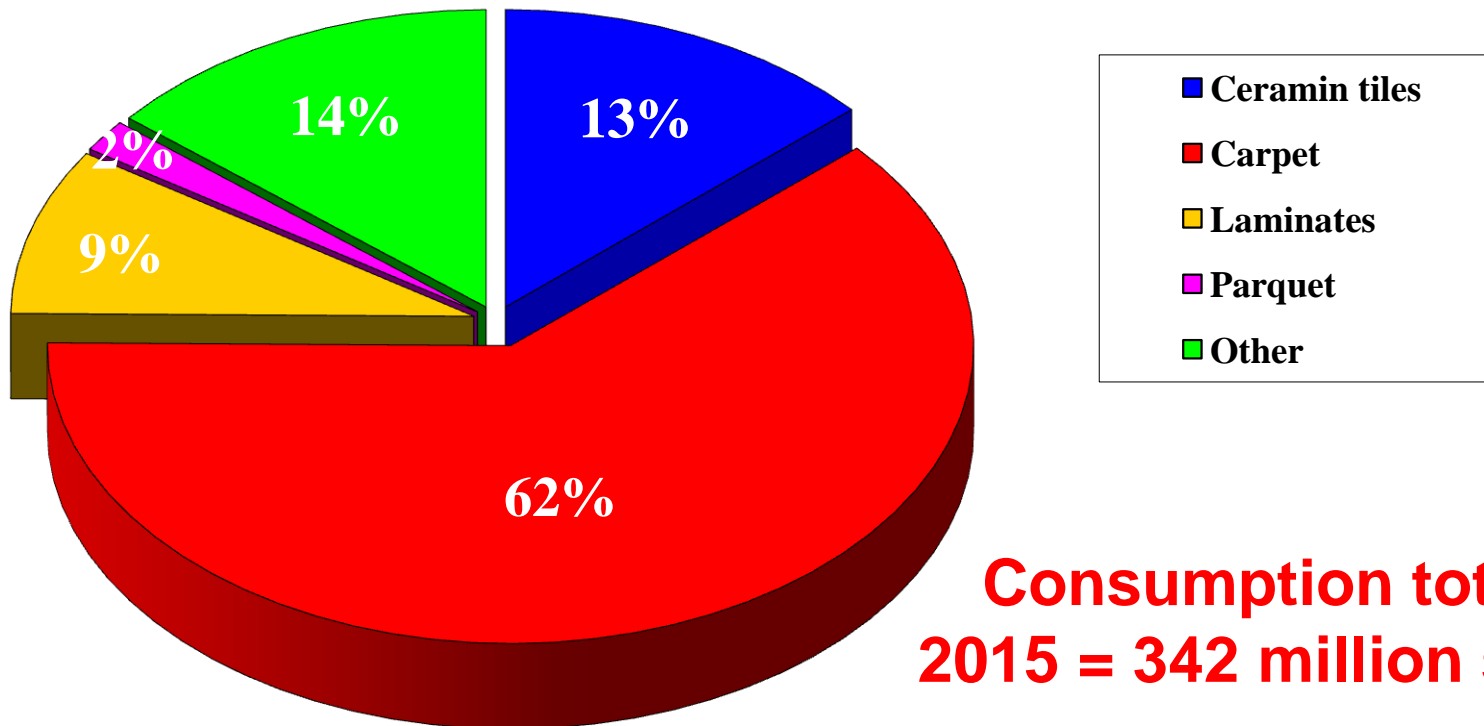
# Tile production and consumption

## - Great Britain -



	2012 in million m <sup>2</sup>	2013 in million m <sup>2</sup>	2014 in million m <sup>2</sup>
<b>Domestic production</b>	18.5	16.9	17.5
<b>Exports</b>	11.0	8.0	7.9
<b>Imports</b>	44.9	42.9	50.6
<i>from Italy</i>	6.3	6.7	7.8
<i>from Spain</i>	10.9	10.8	11.2
<i>from China</i>	3.3	4.6	5.3
<i>from Turkey</i>	9.1	8.1	7.9
<b>Total consumption</b>	52.4	53.6	60.2

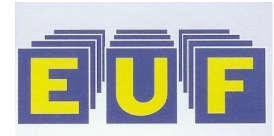
# Shares in floor coverings ( business and private ) - Great Britain -



**Consumption total  
2015 = 342 million sqm**

# Marketing channels

- Great Britain -



**2015**

in %

**Home improvement retailers**

**30%**

**Specialised retailing**

**70%**

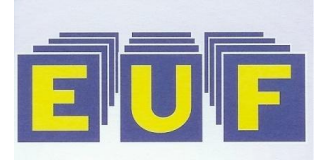
# Shares in tile fixing in % - Great Britain -



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

# Structure of the tile fixing trade

- Great Britain -



<b>Number of tile fixing companies</b>	<b>500</b>
<b>• Association members</b>	<b>229</b>
<b>Number of tile fixers</b>	<b>9.000</b>