

FLOOR COVERING CONSUMPTION

YEAR 2015 - Δ% ON 2014

	CERAMIC TILE		PARQUET		LAMINATES		CARPET		RESILIENT		TOTAL FLOOR COVERING CONSUMPTION	
	2015	Δ%	2015	Δ%	2015	Δ%	2015	Δ%	2015	Δ%	2015	Δ%
ITALY	79,9	0,36%	6,3	-14,38%	8,7	4,58%	2,3	4,55%	8,9	11,60%	106,0	0,60%
SPAIN	87,0	-4,54%	5,0	85,19%	9,9	5,00%	5,6	0,00%	4,2	5,00%	111,7	-1,03%
PORTUGAL	13,0	-1,52%	0,5	25,00%	2,0	0,00%	1,5	6,38%	1,8	18,42%	18,8	1,46%
FRANCE	84,0	-1,41%	11,0	-6,46%	37,0	-5,13%	70,0	0,00%	53,0	1,13%	255,0	-1,30%
BELUX	20,0	2,96%	2,9	0,00%	6,0	0,00%	17,0	0,00%	8,2	2,50%	54,1	1,45%
UK	46,0	6,11%	6,0	-2,76%	31,0	10,71%	211,0	0,22%	48,0	-0,74%	342,0	1,66%
GERMANY	94,0	6,21%	16,0	6,17%	66,0	-4,35%	161,0	0,22%	73,0	0,22%	410,0	0,97%
NETHERLANDS	21,0	21,74%	1,5	25,00%	17,0	9,68%	15,0	2,04%	13,0	3,09%	67,5	10,19%
AUSTRIA	15,0	-0,22%	4,0	37,46%	9,0	0,00%	6,7	1,52%	5,6	2,19%	40,3	3,27%
SWITZERLAND	12,0	-0,63%	5,2	13,04%	2,6	4,00%	9,5	0,11%	2,6	4,42%	31,9	2,38%
SWEDEN	9,0	-4,00%	6,5	8,33%	3,9	-2,50%	3,0	0,00%	10,6	6,00%	33,0	1,93%
DENMARK	4,0	-5,10%	1,6	-5,88%	2,0	0,00%	6,9	0,88%	3,3	5,77%	17,8	-0,42%
NORWAY	5,0	7,52%	4,6	-10,85%	4,0	0,25%	1,5	7,14%	4,5	1,57%	19,7	-0,15%
FINLAND	6,0	-3,25%	1,1	-15,38%	3,2	-0,93%	0,6	1,85%	3,3	5,43%	14,2	-1,75%
WESTERN EUROPE	495,9	1,36%	72,2	4,31%	202,3	0,16%	511,6	0,31%	240,0	1,54%	1.521,9	1,01%
EASTERN EUROPE	487,0	0,57%	19,0	8,57%	141,0	0,71%	54,0	0,00%	218,0	1,40%	919,0	0,91%
WESTERN EUROPE except Italy+Spain	329,0	3,30%	60,9	2,92%	183,7	-0,28%	503,7	0,30%	226,9	1,12%	1.304,2	1,22%
NORTH AMERICA	338,0	0,95%	99,0	7,61%	90,0	2,27%	1.220,0	1,67%	273,0	3,00%	2.020,0	2,03%

Note: % of ceramic floor/wall tiles: - Italy 83%/17% - all the other countries 75%/25%

- Floor covering market in Western Europe is slightly increasing (+1,01%), but there are no strong trends
- Ceramic tiles are growing more than the average, as well as resilients, as well as parquet
- Carpet seems a bit weaker, as well as laminates

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YEAR 2015 - % MARKET SHARES

	CERAMIC TILE		PARQUET		LAMINATES		CARPET		RESILIENT		TOTAL FLOOR COVERING CONSUMPTION	
	2015	%	2015	%	2015	%	2015	%	2015	%	2015	%
ITALY	79,9	75,39%	6,3	5,90%	8,7	8,19%	2,3	2,17%	8,9	8,35%	106,0	100%
SPAIN	87,0	77,91%	5,0	4,48%	9,9	8,84%	5,6	5,01%	4,2	3,76%	111,7	100%
PORTUGAL	13,0	69,15%	0,5	2,66%	2,0	10,64%	1,5	7,98%	1,8	9,57%	18,8	100%
FRANCE	84,0	32,94%	11,0	4,31%	37,0	14,51%	70,0	27,45%	53,0	20,78%	255,0	100%
BELUX	20,0	36,97%	2,9	5,36%	6,0	11,09%	17,0	31,42%	8,2	15,16%	54,1	100%
UK	46,0	13,45%	6,0	1,75%	31,0	9,06%	211,0	61,70%	48,0	14,04%	342,0	100%
GERMANY	94,0	22,93%	16,0	3,90%	66,0	16,10%	161,0	39,27%	73,0	17,80%	410,0	100%
NETHERLANDS	21,0	31,11%	1,5	2,22%	17,0	25,19%	15,0	22,22%	13,0	19,26%	67,5	100%
AUSTRIA	15,0	37,22%	4,0	9,93%	9,0	22,33%	6,7	16,63%	5,6	13,90%	40,3	100%
SWITZERLAND	12,0	37,59%	5,2	16,29%	2,6	8,15%	9,5	29,82%	2,6	8,15%	31,9	100%
SWEDEN	9,0	27,27%	6,5	19,70%	3,9	11,82%	3,0	9,09%	10,6	32,12%	33,0	100%
DENMARK	4,0	22,46%	1,6	8,98%	2,0	11,29%	6,9	38,74%	3,3	18,53%	17,8	100%
NORWAY	5,0	25,45%	4,6	23,41%	4,0	20,46%	1,5	7,63%	4,5	23,05%	19,7	100%
FINLAND	6,0	42,40%	1,1	7,77%	3,2	22,61%	0,6	3,89%	3,3	23,32%	14,2	100%
WESTERN EUROPE	495,9	32,58%	72,2	4,74%	202,3	13,29%	511,6	33,61%	240,0	15,77%	1.521,9	100%
EASTERN EUROPE	487,0	52,99%	19,0	2,07%	141,0	15,34%	54,0	5,88%	218,0	23,72%	919,0	100%
WESTERN EUROPE except Italy+Spain	329,0	25,23%	60,9	4,67%	183,7	14,09%	503,7	38,62%	226,9	17,40%	1.304,2	100%
NORTH AMERICA	338,0	16,73%	99,0	4,90%	90,0	4,46%	1.220,0	60,40%	273,0	13,51%	2.020,0	100,00%

Note: % of ceramic floor/wall tiles: - Italy 83%/17% - all the other countries 75%/25%

- In Western Europe ceramic tiles represent 32,58% of floors, when carpet is 33,61%
- In Western Europe, excluding Italy and Spain, ceramic tiles represent 25,23% of floors, when carpet is 38,62%
- Eastern Europe (with Russia and Ukraine, no Turkey) has a consumption of floor at the same level of Western Europe

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Tips for tomorrow

- **Going on in the investigation of these figures for improving our knowledge of the market**
- **Focusing the investigation on the different segments of the market**