



FOR IMMEDIATE RELEASE:  
April 18, 2023

Contact: Roxanne Morris  
T: 864-646-8453

## 2022 U.S. Ceramic Tile Market Update

(Clemson, SC)—With the U.S. residential sector slowed by rising mortgage rates and inflation, supply chain issues, and labor shortages, the U.S. ceramic tile market experienced a slight downturn last year.

Total U.S. ceramic tile consumption in 2022 was 3.07 billion sq. ft., down 1.3% from the previous year.<sup>1</sup>

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

<u>Year</u>	<u>U.S. Shipments (incl. Exports)</u>	<u>Imports</u>	<u>Exports</u>	<u>Total Consumption</u>	<u>Change vs. Previous Year</u>
2022	939,966	2,182,363	50,754	3,071,575	-1.3%
2021	918,264	2,233,142	37,986	3,113,421	9.9%
2020	898,533	1,966,443	31,009	2,833,967	-3.6%
2019	895,332	2,077,038	31,782	2,940,588	-5.4%
2018	940,300	2,196,935	29,746	3,107,489	1.5%

<sup>1</sup> U.S. Dept. of Commerce & Tile Council of North America

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

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

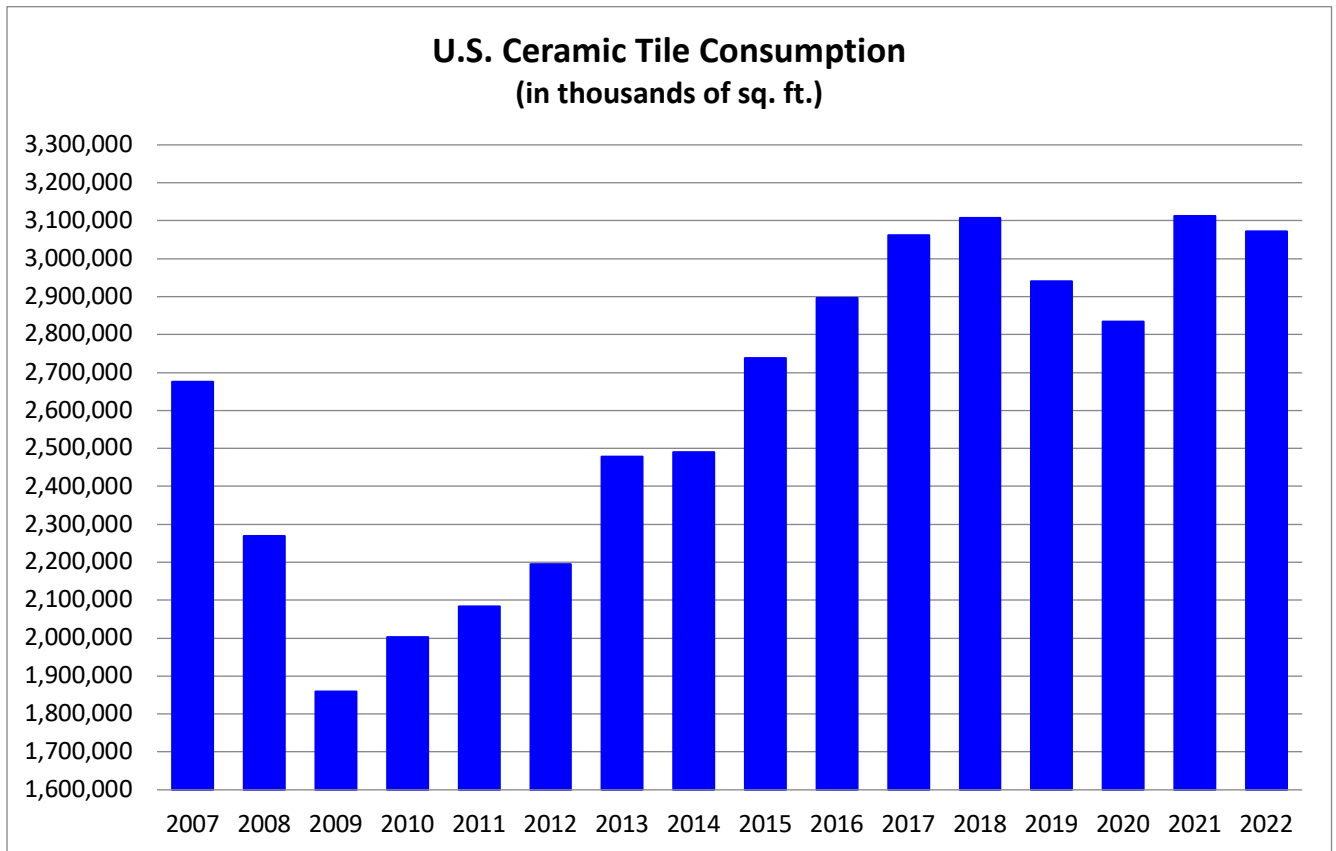


[www.tcnatile.com](http://www.tcnatile.com)

Literature Orders: [literature@tcnatile.com](mailto:literature@tcnatile.com)

Testing Services: [www.ipalaboratories.com](http://www.ipalaboratories.com)

The chart below shows total annual U.S. ceramic tile consumption in sq. ft.



### U.S. Imports<sup>2</sup>:

After reaching a 15-year high in 2021, U.S. imports decreased by volume in 2022. The 2.18 billion sq. ft. of tile imported last year represented a 2.3% decline from 2021.

Spain remained the largest exporter of ceramic tile to the U.S. in 2022 despite its exports' falling 12.8% by volume vs. the previous year. Spanish imports in 2022 held a 19.8% share of total U.S. imports by volume, down from a 22.2% share in 2021.

<sup>2</sup> U.S. Dept. of Commerce

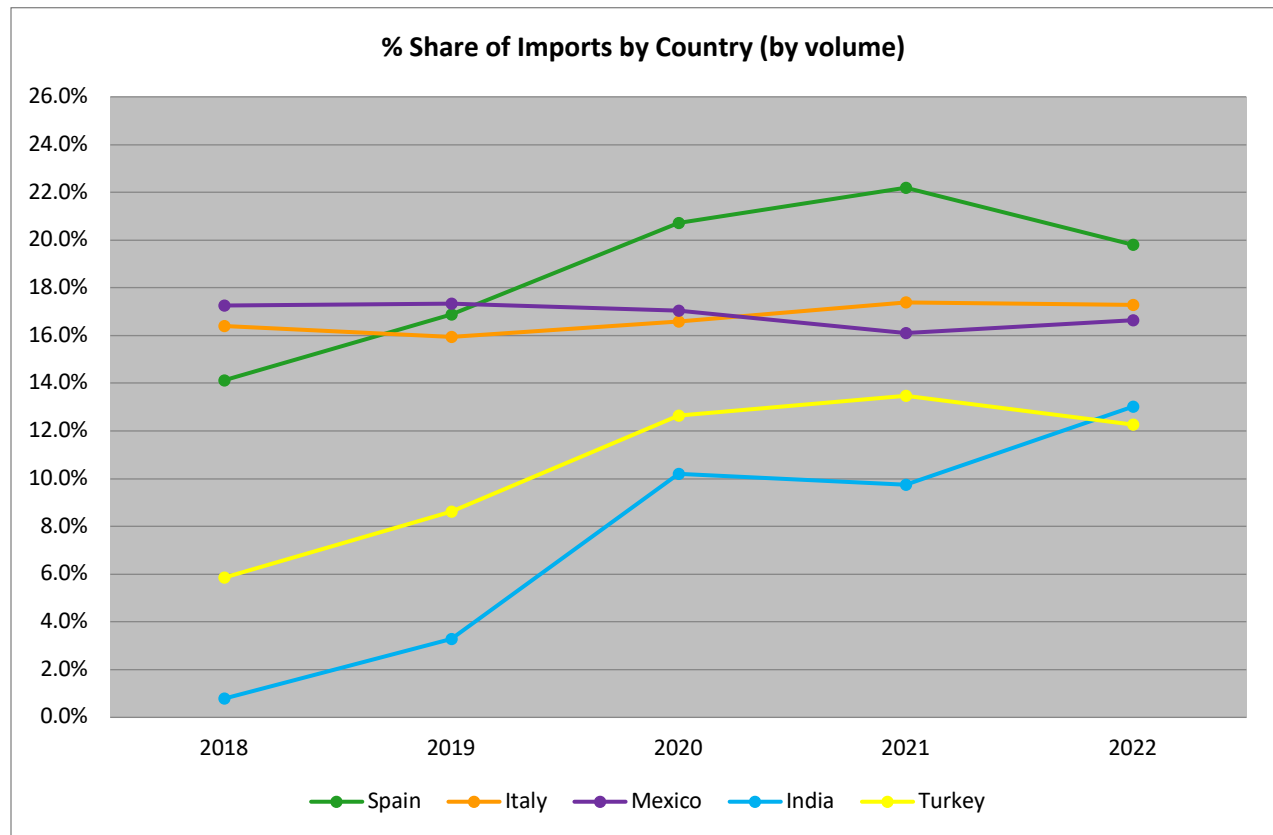


Italy was the second largest exporter to the U.S. in 2022 by volume, although Italian ceramic tile exports declined 2.9% from 2021. Italian tile comprised 17.3% of the U.S. import market last year, down slightly from 17.4% in 2021.

Mexico was the third largest exporter to the U.S. in 2022 with a 16.6% share of total U.S. imports. Tile imports from Mexico were up 1.0% by volume vs. 2021.

With a 13.0% share of 2022 imports, India became the fourth largest exporter to the U.S., up from sixth position the previous year and its all-time highest position.

Turkey rounded out the list of top five exporters to the U.S. with a 12.3% share in 2022, down from 13.5% in 2021.



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

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





The five countries from which the most tiles were imported in 2022 based on volume were:

Country	Sq. Ft. 2022	Sq. Ft. 2021	% Change
Spain	432,360,157	495,564,193	-12.8%
Italy	377,143,687	388,225,617	-2.9%
Mexico	363,047,452	359,595,768	1.0%
India	284,057,206	217,913,601	30.4%
Turkey	267,633,643	300,873,685	-11.0%
<b>All Countries</b>	<b>2,182,363,085</b>	<b>2,233,142,091</b>	<b>-2.3%</b>

Italy was the largest exporter to the U.S. on a dollar basis (CIF + duty), comprising 30.2% of 2022 U.S. imports, followed by Spain with a 26.8% share and Mexico with a 9.1% share.

The five countries that exported the most tiles to the U.S. in 2022 based on total U.S. \$ value (CIF + duty) were:

Country	Total \$ Val 2022	Total \$ Val 2021	% Change
Italy	888,570,800	790,675,424	12.4%
Spain	789,018,009	633,944,124	24.5%
Mexico	267,053,302	244,896,355	9.0%
Turkey	263,242,545	227,643,808	15.6%
India	246,543,827	164,608,020	49.8%
<b>All Countries</b>	<b>2,941,979,020</b>	<b>2,502,773,371</b>	<b>17.5%</b>

The average values of tile<sup>3</sup> (including CIF + duty) from the five countries that exported the most tiles to the U.S. in 2022 based on volume were:

Country	Sq. Ft. 2022	Tot Val 2022	Val/Sq. Ft. 2022	Val/Sq. Ft. 2021
Spain	432,360,157	789,018,009	\$1.82	\$1.28
Italy	377,143,687	888,570,800	\$2.36	\$2.04
Mexico	363,047,452	267,053,302	\$0.74	\$0.68
India	284,057,206	246,543,827	\$0.87	\$0.76
Turkey	267,633,643	263,242,545	\$0.98	\$0.76
<b>All Countries</b>	<b>2,182,363,085</b>	<b>2,941,979,020</b>	<b>\$1.35</b>	<b>\$1.12</b>

<sup>3</sup> The average value is significantly affected by the mix of tiles imported, with different types of tiles impacting the average value, in addition to differences in pricing for the same types of tile.

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

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





### **U.S. Shipments**<sup>4</sup>:

U.S. manufacturers shipped 889.2 million sq. ft. of ceramic tile domestically in 2022, a 1.0% increase from the preceding year.

U.S. shipments' share of total U.S. consumption was 28.9% by volume in 2022, up from 28.3% the prior year. Domestically produced tiles' share of total consumption was much higher than the shares of any individual country exporting to the U.S., with the next highest shares of total consumption belonging to Spain (14.1%), Italy (12.3%), and Mexico (11.8%).

U.S. FOB factory sales of domestic shipments in 2022 were \$1.48 billion, an 8.6% increase from 2021. U.S. shipments were 33.4% of total 2022 U.S. tile consumption by value, down from 35.2% in 2021. This decrease in domestic market share by value was due in large part to the rising freight costs for imports, which helped push 2022 U.S. imports' value up 17.5% from the previous year.

The per unit value of domestic shipments was \$1.66/sq. ft. last year, up from \$1.54/sq. ft. in 2021.

### **U.S. Exports**<sup>5</sup>:

U.S. ceramic tile exports in 2022 were 50.8 million sq. ft., a 33.6% increase from the previous year and the highest total on record. The countries receiving the lion's share of these exports by volume were our North American neighbors, Canada (70.5%) and Mexico (19.0%).

U.S. exports by value in 2022 were \$52.6 million, up 30.1% from 2021.

### **Housing Market Highlights:**

#### **New Home Starts**

Total new home starts declined for the first time since the beginning of the Great Recession. The 1.56 million units started in 2022 were a 2.9% decrease from the preceding year.<sup>6</sup>

---

<sup>4</sup> Tile Council of North America & U.S. Dept. of Commerce

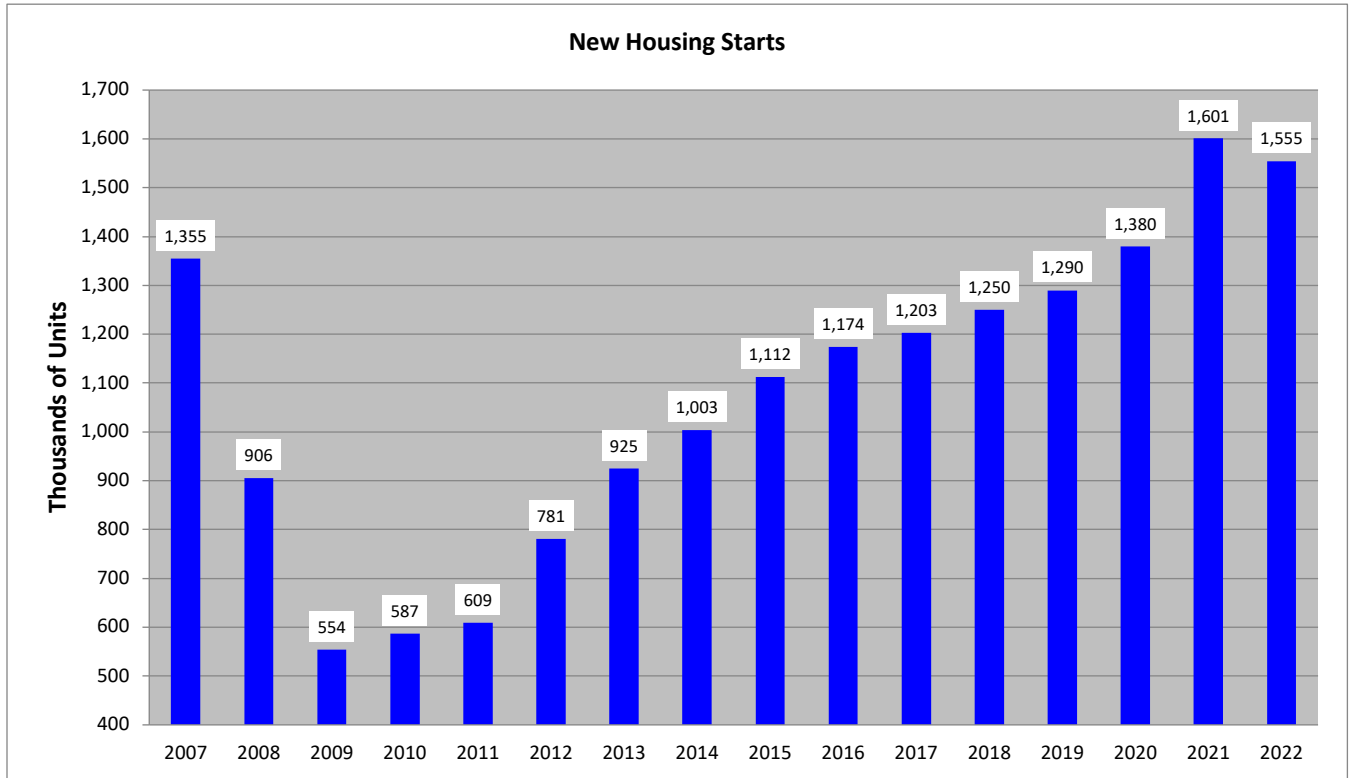
<sup>5</sup> U.S. Dept. of Commerce

<sup>6</sup> 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



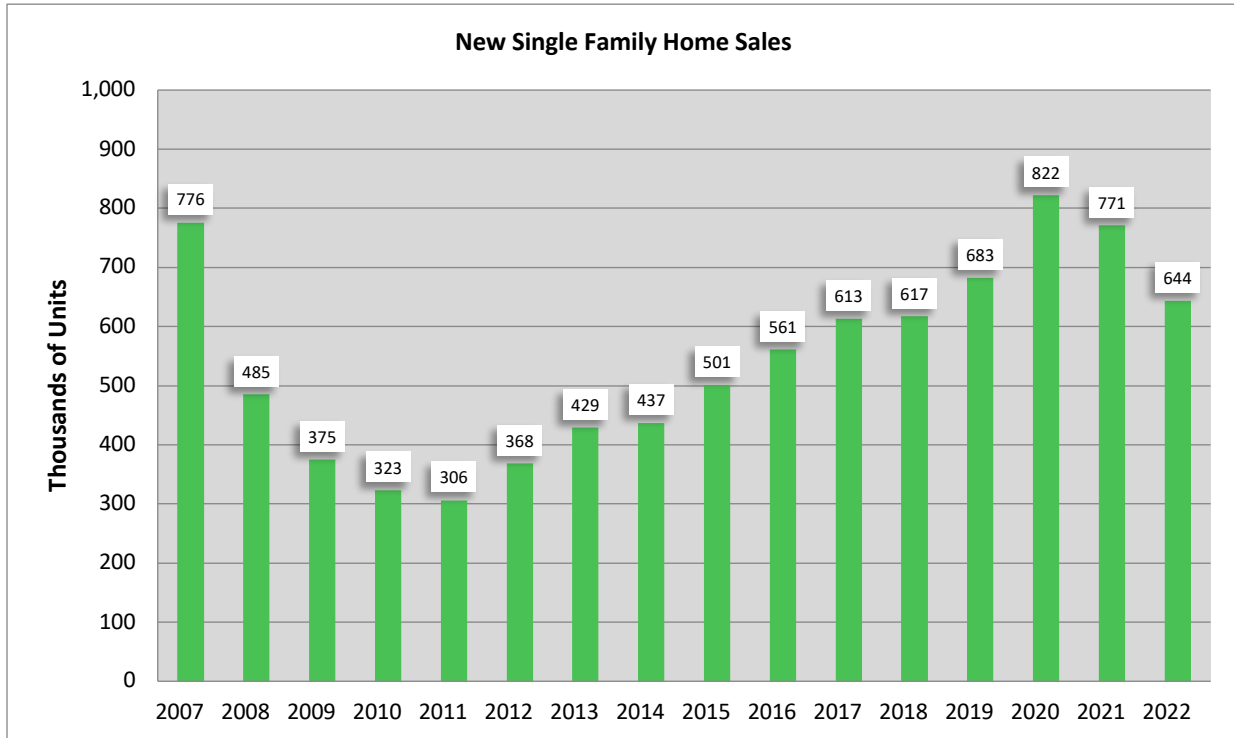


### New Single-Family Home Sales

Hindered by rising mortgage rates and record-high average sales prices, new single-family home sales fell for the second year in a row. The 644,000 units sold in 2022 represented a 16.4% decline from the previous year.<sup>7</sup>

<sup>7</sup> U.S. Census Bureau





**About Tile Council of North America (TCNA)**

TCNA is a trade association representing manufacturers of ceramic tile, tile installation materials, tile equipment, raw materials, and other tile-related products. Established in 1945 as the Tile Council of America (TCA), it became the Tile Council of North America (TCNA) in 2005, reflecting its membership expansion to all of North America.

The Tile Council is recognized for its leadership role in facilitating the development of North American and international industry quality standards to benefit tile consumers. Additionally, TCNA regularly conducts independent research and product testing, works with regulatory, trade, and other government agencies, and publishes installation guidelines, tile standards, economic reports, and promotional literature.

###

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

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

