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Contact: Roxanne Morris
T: 864-646-8453

2023 U.S. Ceramic Tile Market Update

(Clemson, SC)— U.S. ceramic tile consumption in 2023 was 2.85 billion sq. ft., down 7.3% from the previous year.¹

The following table shows U.S. 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>Consumption Change vs. Previous Year</u>
2023	898,353	1,999,520	51,032	2,846,840	-7.3%
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%

*Note: U.S. Shipments + Imports – Exports

Imports²

U.S. ceramic tile imports were at 2.00 billion sq. ft. in 2023, an 8.4% decline from the prior year.

Imports comprised 70.2% of 2023 U.S. tile consumption by volume, down from 71.1% in 2022.

India was the largest exporter by volume to the U.S. with a 20.3% share of U.S. imports, followed by Spain (17.4%) and Mexico (16.7%).

The five countries from which the most tiles were imported in 2023 based on volume were:

Country	Sq. Ft. 2023	Sq. Ft. 2022	% Change
India	404,927,277	284,057,206	42.6%
Spain	348,526,173	432,360,157	-19.4%
Mexico	334,866,706	363,047,452	-7.8%
Italy	299,670,420	377,143,687	-20.5%
Brazil	184,777,398	227,114,484	-18.6%
All Countries	1,999,519,661	2,182,363,085	-8.4%

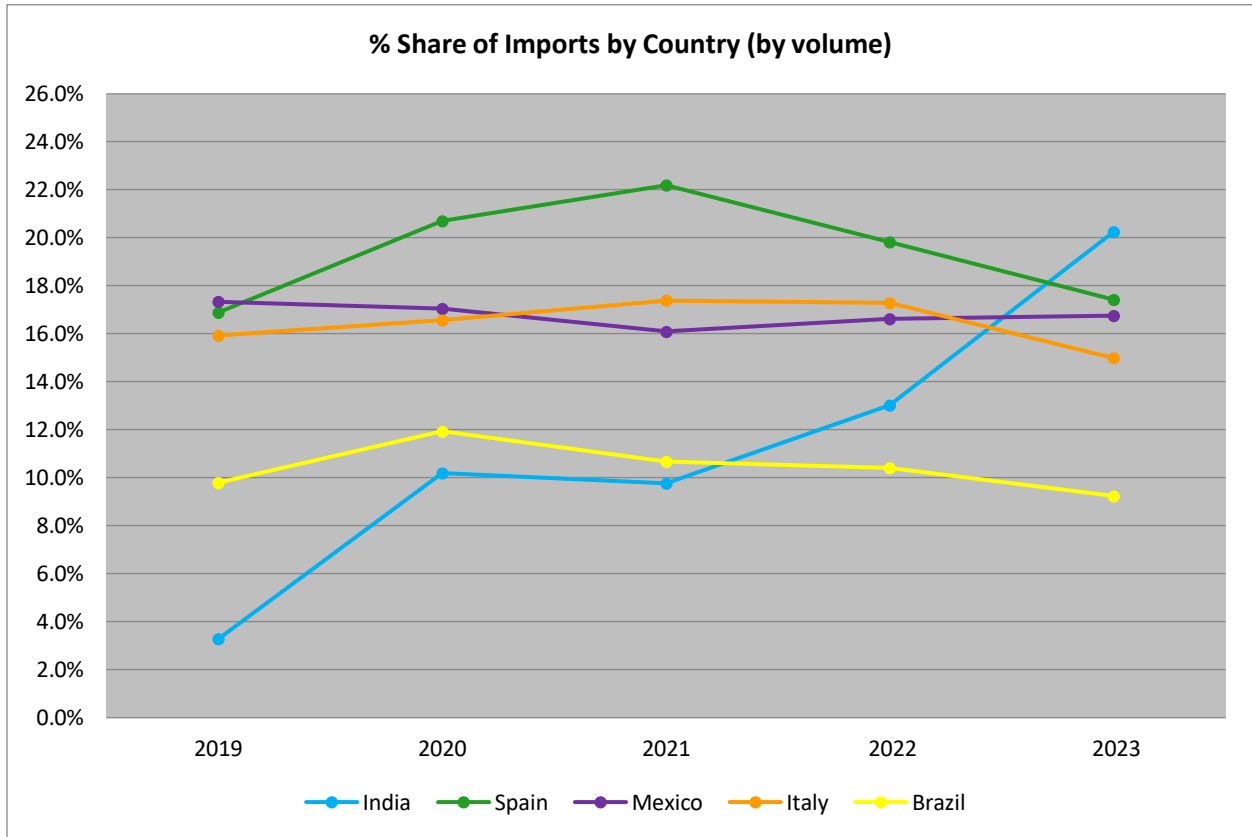
¹ U.S. Dept. of Commerce & Tile Council of North America

² U.S. Dept. of Commerce

TILE COUNCIL OF NORTH AMERICA, INC.

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





Italy remained the largest exporter to the U.S. on a dollar basis (CIF + duty), making up 28.2% of 2023 U.S. imports, followed by Spain with a 25.7% share and Mexico with an 11.3% share.

The five countries from which the most tiles were imported in 2023 based on total U.S. \$ value (CIF + duty) were:

Country	\$ Value 2023	\$ Value 2022	% Change
Italy	722,042,915	888,570,800	-18.7%
Spain	659,023,238	789,018,009	-16.5%
Mexico	290,146,351	267,053,302	8.6%
India	258,805,300	246,543,827	5.0%
Turkey	181,422,038	263,242,545	-31.1%
All Countries	2,561,227,971	2,941,979,020	-12.9%





The average values of tile³ (including CIF + duty) from the five countries from which the most tiles were imported by volume in 2023 were:

Country	Sq. Ft. 2023	\$ Value 2023	Val/Sq. Ft.	Val/Sq. Ft.
			2023	2022
India	404,927,277	258,805,300	\$0.64	\$0.87
Spain	348,526,173	659,023,238	\$1.89	\$1.82
Mexico	334,866,706	290,146,351	\$0.87	\$0.74
Italy	299,670,420	722,042,915	\$2.41	\$2.36
Brazil	184,777,398	160,944,940	\$0.87	\$0.85
All Countries	1,999,519,661	2,561,227,971	\$1.28	\$1.35

U.S. Shipments⁴

U.S. shipments (less exports) were 847.3 million sq. ft. in 2023, down 4.7% from the previous year.

By volume, U.S. shipments' share of total U.S. consumption in 2023 was 29.8%, up from 28.9% the preceding year. Domestically produced tiles' share of total U.S. consumption remained higher than the shares of any individual country exporting to the U.S.; the next highest shares of total consumption by volume belonged to India (14.2%), Spain (12.2%), and Mexico (11.8%).

U.S. FOB factory sales of domestic shipments (less exports) in 2023 were \$1.50 billion, a 1.7% increase from the prior year. U.S. shipments comprised 36.9% of total U.S. tile consumption by value, up from 33.4% in 2022.

The per unit value of domestic shipments (less exports) in 2023 was \$1.77/sq. ft., up from \$1.66/sq. ft. in 2022.

U.S. Exports⁵

U.S. ceramic tile exports in 2023 were 51.0 million sq. ft., up 0.5% from the previous year and the highest total on record. The vast majority of these exports went to Canada (65.8%) and Mexico (19.7%).

U.S. exports by value in 2023 were \$53.3 million, up 1.4% from 2022.

³ 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.

⁴ Tile Council of North America

⁵ U.S. Dept. of Commerce

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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.

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