Description of the report

CERAMIC TILE MARKET IN POLAND
2015 edition
The report titled „Ceramic tile market in Poland 2015 edition" is a study by Centrum Analiz Branżowych addressed to manufacturers, importers and distributors of ceramic tiles in Poland.

The report consists of six chapters presenting the most significant aspects describing the ceramics market:

- Chapter one presents the position of the Polish ceramic tile industry against other EU countries.
- The next chapter presents the latest results of ceramic tile manufacturing in Poland. Apart from the data on the value and volume of the manufactured tiles, results of the leading manufacturers are presented.
- Chapter three describes the export activity of Polish manufacturers. Data regarding the volume and major directions of Polish tile export are presented.
- Chapter four is dedicated to the activity of foreign tile suppliers in Poland. Results of the import volume in recent years are presented, including changes in the volume of import from the major countries.
- The following chapter presents data concerning ceramic tile sales in Poland, including sales by domestic manufacturers and foreign suppliers.
- The report is concluded with a forecast of tile sales by Polish manufacturers in 2015.
Table of contents

Definition of market, methodology .................................................................................................................. 4
Summary .......................................................................................................................................................... 6

1. Polish ceramic tile industry against the European Union ............................................................................. 9
   1.1. Ceramic tile manufacturing in the European Union
   1.2. Major ceramic tile manufacturers in the European Union

2. Ceramic tile manufacturing in Poland .......................................................................................................... 13
   2.1. Description of the Polish ceramic tile industry
   2.2. Ceramic tile manufacturing value in Poland
   2.3. Leading ceramic tile manufacturers in Poland
   2.4. Ceramic tile manufacturing volume and structure in Poland

3. Ceramic tile export .......................................................................................................................................... 21
   3.1. Polish exporters against other EU countries
   3.2. Polish ceramic tile export value
   3.3. Polish ceramic tile export volume and structure
   3.4. Major Polish ceramic tile export directions

4. Ceramic tile import ........................................................................................................................................ 30
   4.1. Ceramic tile import value
   4.2. Ceramic tile import volume and structure
   4.3. Ceramic tile import by country of origin

5. Ceramic tile sales in Poland .......................................................................................................................... 37
   5.1. Ceramic tile sales value in Poland
   5.2. Ceramic tile sales volume in Poland
   5.3. Ceramic tile sales structure in Poland by country of origin
   5.4. Ceramic tile prices in Poland

6. Ceramic tile sales forecast in Poland in 2015 .............................................................................................. 42
List of tables and charts 1/2

- Ceramic tile manufacturing volume and dynamics in the EU in the period 2008-2013 (in billion euros)
- Ceramic tile manufacturing value of the leading EU countries in 2013 (in million euros)
- Percentage share of the leading countries in the ceramic tile manufacturing value in the EU in 2009 and 2013
- Concentration of the leading ceramic tile manufacturers in Poland
- Ceramic tile manufacturing value in Poland in the period 2004-2014 (in million euros)
- Ceramic tile manufacturing value in Poland in the period 2012-2014 (in billion PLN)
- Revenue from sales generated by the leading ceramic tile manufacturers in Poland in the period 2011-2014 (in million PLN/ in million euros)
- Estimated revenue from ceramic tile sales generated by the leading manufacturers in Poland in 2014 (in million PLN/ in million euros)
- Volume and dynamics of ceramic tile products sold in Poland in the period 2010-2014 (in million m²)
- Difference between products manufactured and sold in Poland in 2013 (in million m²)
- Volume of ceramic tile products sold in Poland in the period 2011-2014 by glazing (in million m²)
- Structure of ceramic tile products sold in Poland in the period 2012-2014 by glazing (in million m²)
- The largest ceramic tile exporters in the EU in 2014 (in million euros)
- Polish ceramic tile export value in the period 2004-2014 (in million euros)
- Polish ceramic tile export volume and dynamics in the period 2010-2014 (in million m²)
- Polish ceramic tile export volume in the period 2010-2014 by glazing (in million m²)
- Polish ceramic tile export structure in the period 2010-2014
List of tables and charts 2/2

- Share of export in the volume of ceramic tile products sold in Poland in the period 2012-2014
- Value of ceramic tile export from Poland to the largest consumers in the period 2012-2014 (in million euros)
- Volume of ceramic tile export from Poland to the largest consumers in the period 2012-2014 (in million m²)
- Volume of Polish glazed tile export to the largest consumers in the period 2012-2014 (in million m²)
- Volume of Polish unglazed tile export to the largest consumers in the period 2012-2014 (in million m²)
- Value of ceramic tile import to Poland in the period 2004-2014 (in million euros)
- Ceramic tile import volume and dynamics in the period 2010-2014 (in million m²)
- Volume of ceramic tile import to Poland in the period 2010-2014 by glazing (in million m²)
- Value of ceramic tile import to Poland by country of origin in the period 2012-2014 (in million euros)
- Volume of ceramic tile import to Poland by country of origin in the period 2012-2014 (in million m²)
- Volume of glazed tile import to Poland by country of origin in the period 2012-2014 (in million m²)
- Volume of unglazed tile import to Poland by country of origin in the period 2012-2014 (in million m²)
- Estimated value of ceramic tile sales in Poland in the period 2004-2014 (in million euros)
- Estimated volume of ceramic tile sales in Poland in the period 2010-2014 (in million m²)
- Structure of ceramic tile sales in Poland in the period 2011-2014 by country of origin
- Structure of ceramic tile sales in Poland in the period 2012-2014 by country of origin (in million m²)
- Average tile prices of Polish manufacturers and importers (in PLN per m²)
- Average tile prices of Polish manufacturers and importers (in EUR per m²)
- Ceramic tile sales forecast in Poland in 2015 (in million m²)
- Ceramic tile sales forecast in Poland in 2015
Methodology

Research methods and techniques

- desk research (secondary data analysis),
- CATI (Computer Assisted Telephone Interview).

Data sources

- Eurostat,
- Central Statistical Office of Poland (GUS),
- Customs Service,
- reports by stock-listed companies,
- business intelligence units: Bisnode Polska, Info Veriti Polska,
- press releases,
- websites of ceramic tile manufacturers and distributors,
- National Bank of Poland (NBP).
Commercial offer

- Format: PDF
- Volume: 45 slides
- Language: Polish or English
- Copyright: Centrum Analiz Branżowych
- Shipment: to the indicated e-mail address
- Net price of the report:
  - Polish version: PLN 3,200
  - English version: EUR 990
Contact

Centrum Analiz Branżowych
Turmoncka 22/110
03-254 Warsaw
www.cab-badania.com

Contact:

Maksymilian Miros
badania@cab-badania.pl

Barbara Agueda
b.agueda@cab-badania.com
+33 (0)6 88 51 37 24

Agnieszka Bekisz
agnieszka.bekisz@cab-badania.pl
+48 782 866 258

Copyright©: Centrum Analiz Branżowych