

description of the report

Ceramic tile market in Poland edition 2018

The report by Centrum Analiz Branżowych **Ceramic tile market in Poland, edition 2018** has been prepared to provide managers of enterprises manufacturing ceramic tiles, supplying manufacturing material and distributing the products with comprehensive information about the development of the Polish industry home and abroad.

The report is composed of 6 chapters presenting:

- the macroeconomic environment in which Polish manufacturers operate,
- the position of the Polish industry against other EU member states,
- the ceramic tile manufacturing in Poland and the performance of the leading manufacturers,
- the volume, dynamics and directions of tile export from Poland,
- the results of tile import from individual countries,
- the volume of tile sales in Poland and the forecast for 2019.

Definition of the market, methodology

Definition of the market

The analysis covers the ceramic tile market in Poland, including glazed and unglazed tiles, wall and floor tiles, for indoor and outdoor use.

Ceramic tiles are products defined as per:

- NACE v.2 classification – code 23.31.10.0 - ceramic tiles and ceramic paving flags,
- CN classification – codes 6907 (unglazed ceramic flags and paving, hearth or wall tiles; unglazed ceramic mosaic cubes and the like, whether or not on a backing) and 6908 (glazed ceramic flags and paving, hearth or wall tiles; glazed ceramic mosaic cubes and the like, whether or not on a backing).

Methodology

Research methods and techniques

- desk research,
- telephone interviews.

Data sources

- Eurostat,
- Central Statistical Office of Poland (GUS),
- Customs Service,
- interviews with representatives of the leading ceramic tile manufacturers and distributors in Poland,
- reports by stock-listed companies,
- business intelligence units,
- press releases,
- websites of ceramic tile manufacturers and distributors,

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Publication date

October 2018

Language

Polish, English

Format

PDF sent to the indicated e-mail address

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Net price

Polish version: PLN 3,600 / EUR 900

English version: PLN 4,000 / EUR 1,000

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**the description of the report "Ceramic tile market in Germany, edition 2018" in a separate document.*

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