

World production and consumption of ceramic tiles



With porcelain export
and import shares



More than 100
countries analyzed

14th Edition Year 2026

Trend 2016 - 2025



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PRESENTATION

Overall, the global ceramic tile industry remained under pressure in 2025, extending the downturn that began in 2022. Persistent economic weakness, geopolitical uncertainty and subdued construction activity continued to affect global tile demand. Worldwide production fell to **14.4 billion sqm**, down from **15.0 billion sqm in 2024**, while consumption declined to **14.3 billion sqm**, compared with **14.6 billion sqm in the previous year**. International trade moved in the opposite direction, with export volumes recovering by **2.5% to 2.75 billion sqm**, although their total value decreased slightly to approximately **€18.5 billion**. The average world export price consequently fell from **€6.97/sqm in 2024 to €6.73/sqm in 2025**.

Over ten years of extensive analysis of the ceramic tile industry, this report has progressively strengthened its position as a global reference for companies and other supply-chain stakeholders. During this period, our methodology has evolved substantially, particularly through a more detailed assessment of the world's largest producing and consuming countries. The report "China: Ceramic Tiles and Slabs" led to a revision of the Chinese historical series based on the analysis of more than one thousand manufacturers. The subsequent mapping of more than 800 companies operating in the Morbi district in Gujarat provided a more accurate measurement of India's production capacity, which had previously been underestimated.

These methodological improvements have helped capture one of the most significant structural changes of the last decade: the progressive rebalancing of the industry between China and India. China remains the world's largest producer and consumer, but its output fell from **10.3 billion sqm in 2016 to 4.86 billion sqm in 2025**, while domestic consumption declined from **9.25 billion sqm to 4.30 billion sqm**. India followed a markedly different trajectory. Its production increased from 1.68 billion sqm in 2016 to 2.40 billion sqm in 2025, consumption reached 1.75 billion sqm, and exports rose to **565 million sqm**, confirming the country's increasingly export-oriented profile.

Performance among the other leading producers remained mixed. Italy and Spain recorded a moderate recovery in 2025 rather than broad stability across all indicators. Italian production increased to **391 million sqm**, with exports reaching **302 million sqm** and domestic consumption 117 million sqm. Spanish production rose to **423 million sqm**, exports to **338 million sqm** and consumption to 152 million sqm. At the same time, Brazil, Vietnam, Iran, Türkiye, Indonesia and a growing group of producers in Africa and Asia continued to intensify international competition, particularly in price-sensitive markets.

Asia remains the centre of gravity of the global ceramic tile industry, accounting for **69.3% of world production** and 65.4% of consumption in 2025. Nevertheless, the region's global weight has declined as Chinese production and demand have contracted. Africa moved in the opposite direction, with production rising to **1.32 billion sqm** and consumption to **1.54 billion sqm**, highlighting the increasing contribution of emerging markets to global demand and manufacturing capacity.

Domestic and regional demand continues to play a decisive role in capacity utilisation and investment decisions. Approximately 2.75 billion sqm, equivalent to **19.1% of world production**, crossed national borders in 2025. This means that just over **80% of global output was not internationally traded**, confirming the predominantly regional structure of the industry and the continuing importance of transportation costs, particularly in the lower-priced segments.

Price differences between exporting countries remain substantial. In 2025, Italy exported ceramic tiles at an average price of approximately €16.5/sqm, compared with €10.3/sqm for Spain, €3.55/sqm for India and around €3.4/sqm for Brazil. Italy and Spain therefore maintained their leadership in export value and premium positioning, while Asian and Latin American producers continued to compete primarily through scale, cost efficiency and penetration of price-sensitive markets. Together, Italy and Spain generated almost **46% of worldwide ceramic tile export value**.

The following pages present the structure of the global ceramic tile industry, per capita consumption and international trade flows by macro-geographical area and across the **102 countries** covered by the report. The forthcoming forecast report will examine the expected development of the industry over the next five years, while the separate financial statement analysis will assess the economic and financial performance of the world's leading ceramic tile manufacturers.



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1.1 WORLD TILE PRODUCTION: RECENT HISTORICAL TRENDS BY GEOGRAPHICAL AREA



Analysing tile production from 2016 to 2025 (Table 1.1), we find a decrease in production in all world regions with the exception of Africa. Yet the ratio of Asia/EU remains quite stable over the decade, with just a little contraction: whereas in 2016 Asia produced 11.1 times the volume of tiles manufactured in the European Union, today this ratio is still high, but falls below the ten times threshold to 9.2 (Chart 1.1.B).

In Asia, tile production decreased at an average annual rate of 3.6% since 2016, facing a fall also in 2025 (down 8.4% on the previous year), accounting for 69.3% of total world production. During the same period, **European Union** registered an average annual decrease in output of 1.6% (7.5% of the world total), experiencing a 2.8% increase in the last year.

European countries outside the EU produced 547 million sqm in 2025 (an average annual decrease of 0.5% since 2016), while **Africa** produced 1,319 million sqm (with an average annual growth of 9.4%), and the **NAFTA** region produced 338 million sqm (average annual decrease of 0.6%). A negative medium-long time trend is shown also by **Latin America**, producing 1,122 million sqm, at an average annual growth rate of -0.4% over the period 2016-2025, with a 2% increase in 2025.

Table 1.1 - WORLD TILE PRODUCTION BY GEOGRAPHICAL AREA

Values in million of sqm and Var.% YoY



	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Shares 2025	Var. 25/24	CAGR 25/16
EU	1,255	1,305	1,310	1,275	1,180	1,383	1,267	1,039	1,054	1,084	7.5%	2.8%	-1.6%
Other Europe	573	616	619	571	638	742	642	615	561	547	3.8%	-2.5%	-0.5%
NAFTA	358	362	347	330	321	377	378	349	328	338	2.3%	3.0%	-0.6%
South America	1,162	1,151	1,167	1,197	1,092	1,364	1,253	1,124	1,100	1,122	7.8%	2.0%	-0.4%
Asia	13,876	14,043	13,207	12,569	12,980	13,788	12,245	11,627	10,898	9,986	69.3%	-8.4%	-3.6%
Africa	587	730	780	865	923	943	1,072	1,178	1,047	1,319	9.2%	26.0%	9.4%
Oceania	5	5	5	5	5	5	5	5	5	5	0.0%	0.0%	0.0%
TOTAL	17,816	18,212	17,435	16,812	17,139	18,602	16,862	15,937	14,993	14,401	100.0%	-3.9%	-2.3%

Chart 1.1 - WORLD TILE PRODUCTION - TOTAL DATA

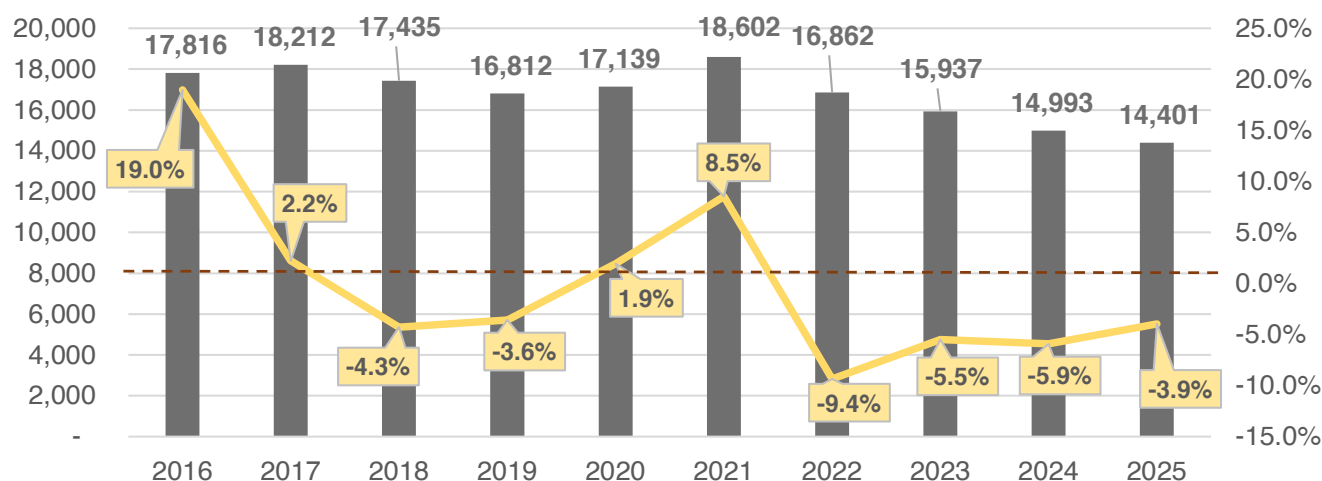


Chart 1.1.A - WORLD TILE PRODUCTION BY GEOGRAPHICAL AREA 2025 - % shares

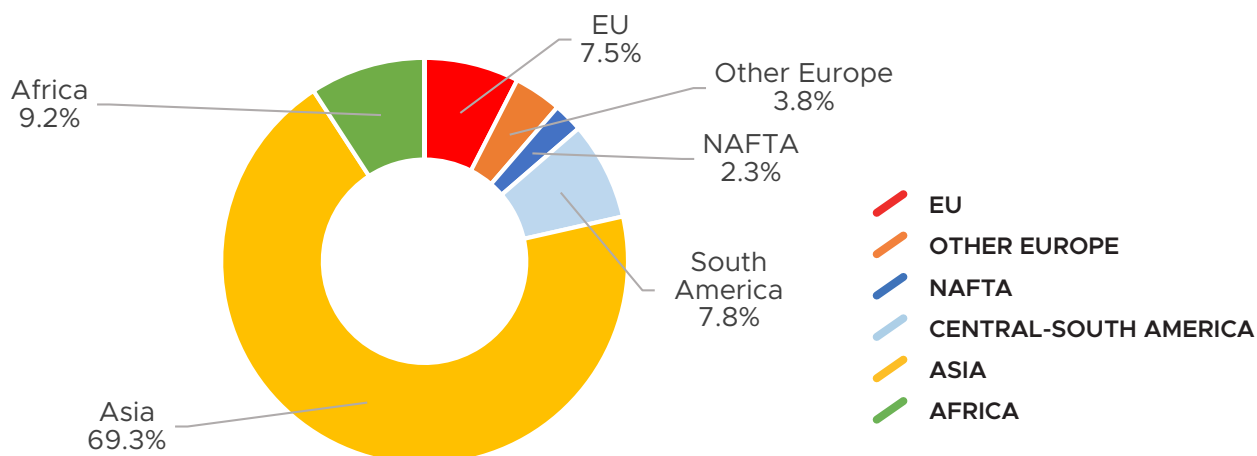


Chart 1.1.B - WORLD TILE PRODUCTION BY GEOGRAPHICAL AREA (2016 - 2025) - % shares

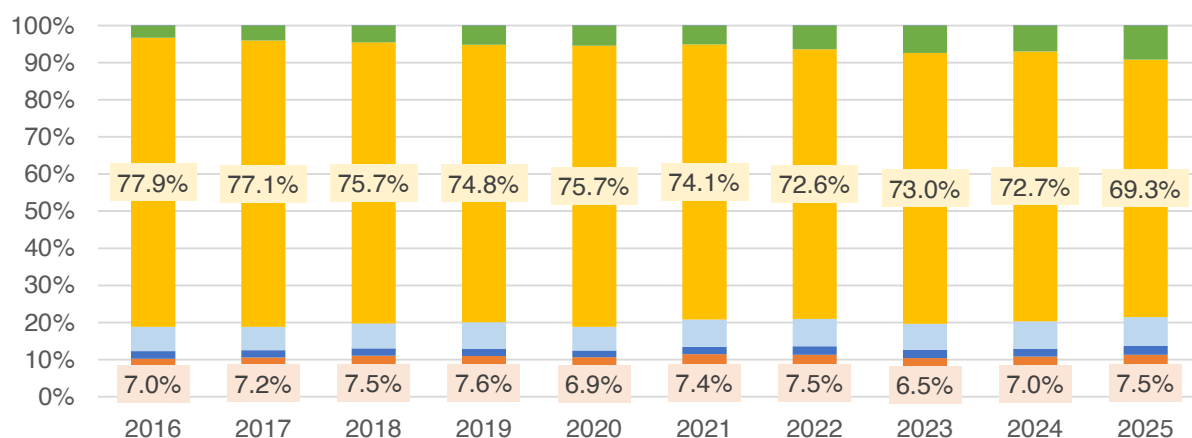
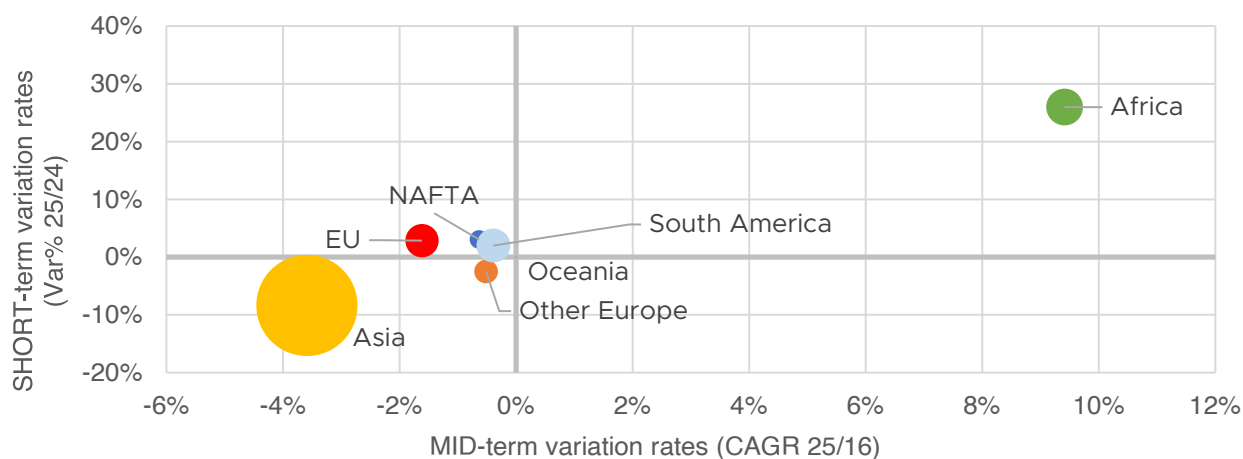


Chart 1.1.C - WORLD TILE PRODUCTION BY AREAS - VAR. IN SHORT AND MEDIUM TERM - Var. %



The size of the circles is proportional to the volumes of tiles produced in 2025

2.6 PORCELAIN TILES

THE WORLD'S TOP PORCELAIN TILE EXPORTERS AND IMPORTERS

At world level, porcelain tiles represent more than half (58.2%) of total ceramic tile exports in volume with almost 1.6 billion sqm, and more than two thirds (71.8%) of the total values, with an amount of 13.3 billion euros and an average price of 8.3 euro per sqm, significantly higher than the global average of 6.7.

58.2%

Analyzing porcelain tile export by region, **Asia** leads in terms of volume, whereas **EU** leads for what concerns value. In terms of volume, Asia exports 839.8 million sqm, representing 52.5% of the total porcelain export volume and 56.6% of total Asian tile exports. In terms of value, Asian porcelain exports amount to 4 billion euro, with an average selling price of 4.8 euros per square meter.

EU exports 613.7 million sqm of porcelain tiles, (38.4% of world porcelain export), which is 77.5% of the tiles exported from the region. In terms of value, EU exports amount to 8.2 billion euros, for an average price of 13.4 euro per sqm.

The two areas combined are responsible for more than 90% of the total porcelain tiles exported worldwide. Non-EU Europe follows with 93.1 million sqm (5.8% of total porcelain exported). Latin America, Africa, NAFTA and Oceania contribute to global porcelain exports with 51.8 million sqm, equal to 3.2% of the total export volumes.

Turning to porcelain import, instead, Asia leads in terms of volume, with 523.9 million sqm (32.8% of total porcelain import and 51% of total tiles imported in the region), whereas the EU - second in terms of volume with 421.7 million sqm imported - leads in terms of value, with 4.7 billion euros of porcelain tiles and the highest average price per sqm (11.1 euros compared to a world average of 8.3).

In third place non-EU Europe in volume (170.9 million sqm) and NAFTA in value, with 1.63 billion euros.

India is the main world porcelain tile exporting country in volume, with 442.4 million sqm (27.7% of world porcelain export volumes and 78.3% of country exports) and places fourth in value, with 1.7 billion euros and 3.9 euro/sqm average price. **China** is in second place with 298.9 million sqm (52.7% of total Chinese exports), followed by **Italy** (284.8 million sqm, 94.4% of country exports), which leads the table by value with 4.66 billion euro and 16.4 euro/sqm average price, and Spain (237.9 million sqm, 70.4% of Spanish exports). The four main countries are responsible for 79.1% of total porcelain tile exports.

The **USA** are the main world porcelain importing country both in volume and value (116.1 million sqm, 62.5% of total country imports, 1.27 billion euros), followed by **Germany** (80.5 million sqm), **France** (72.5 million sqm) and **Russia** (57.5 million sqm).



PORCELAIN

Table 1 - PORCELAIN TILE EXPORT BY GEOGRAPHICAL AREA - % Values

Values in thousand sqm, euro million and €/sqm

Rank	Area	SQM	% on tot sqm (*)	€	% on tot € (*)	€/sqm porcelain	€/sqm total
1	Asia	839,855	56.6%	4,044,067	65.4%	4.8	4.2
2	EU	471,480	31.2%	2,201,482	35.7%	4.7	4.0
3	Other Europe	80,733	5.3%	488,288	7.8%	6.0	5.1
4	Africa	24,275	1.6%	128,288	2.1%	5.3	4.5
5	South America	20,788	1.4%	108,288	1.7%	5.2	4.4
6	Middle East	5,488	0.4%	28,288	0.5%	5.1	4.3
7	Oceania	487	0.0%	788	0.0%	1.6	1.4
TOTAL		1,486,401	100.0%	6,169,401	100.0%	4.1	3.7

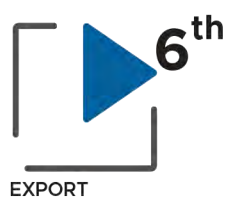
* Porcelain shares on total tile export for each area or country listed

Table 2 - TILE EXPORT OF PORCELAIN TILES (INDIVIDUAL COUNTRIES) - % Values

Values in thousand sqm, euro million and €/sqm

Rank	Country	SQM	% on tot sqm (*)	€	% on tot € (*)	€/sqm porcelain	€/sqm total
1	India	442,401	78.3%	1,712,492	85.3%	3.9	3.6
2	China	288,888	52.7%	1,188,188	58.0%	4.1	3.8
3	Italy	288,787	52.6%	1,088,888	52.0%	3.8	3.5
4	Spain	207,888	38.4%	1,088,788	52.0%	5.2	4.8
5	Turkey	88,178	15.9%	478,888	23.0%	5.4	5.0
6	France	28,488	5.2%	288,888	14.0%	10.1	9.5
7	Other Europe	21,888	4.0%	188,888	9.0%	8.6	8.1
8	Iran	18,888	3.4%	28,888	1.4%	1.5	1.4
9	Brazil	17,888	3.2%	128,888	6.2%	7.2	6.7
10	Bulgaria	14,178	2.6%	87,888	4.2%	6.2	5.8
11	Malaysia	13,888	2.5%	78,888	3.8%	5.7	5.3
12	Portugal	12,888	2.3%	128,888	6.2%	9.9	9.3
13	South Korea	11,788	2.2%	128,888	6.2%	10.9	10.3
14	USA	10,887	2.0%	78,888	3.8%	7.2	6.8
15	Germany	9,488	1.8%	178,888	8.6%	18.8	18.1
16	United Kingdom	9,488	1.8%	87,888	4.2%	9.2	8.7
17	Belgium	8,178	1.5%	87,888	4.2%	10.7	10.1
18	Austria	7,888	1.4%	28,888	1.4%	3.6	3.4
19	Colombia	7,888	1.4%	28,888	1.4%	3.6	3.4
20	Sweden	7,888	1.4%	28,888	1.4%	3.6	3.4
TOTAL		1,486,401	100.0%	6,169,401	100.0%	4.1	3.7

C3 Latin America BRAZIL



Brazil is the **world's third largest ceramic tile producer and consumer, and the sixth largest exporter**. Exports increased in the last decade, from 94.3 million sqm in 2013 to 96 million sqm in 2025, corresponding to an average annual increase of 0.2%, and they registered a 11.8% increase in 2025 with respect to 2024.

Brazilian **exports** have always been focused on the **American continent** (Table 2). While the NAFTA region was the top destination for exports until 2006 (41.8% of total exports, now only 19.6%), since then it has gradually been replaced by South American countries.

In 2025 Brazil exported 74.4 million sqm to South America (77.5% of the total) and 18.8 million sqm to the NAFTA region (19.6% of exports).

The fall in exports towards the USA, from 9.3 million sqm in 2011 to 7.4 million sqm in 2014, has been completely recovered thanks to the fact that Chinese import almost disappeared; the current figure is now 18.2 million sqm (+15% with respect to 2024), corresponding to an average annual increase of 6.7% over the period 2016-2025.

Moreover, markets where Brazil achieved positive average annual growth include Paraguay, the favourite destination for Brazilian exports with 19.9 million sqm (5.2% average annual growth and 5.9% year-on-year increase on 2025), and Argentina, third with 7.8 million sqm, up 85.5% with respect to 2024.

Table and Chart 1 - BRAZIL: KEY INDICATORS

Values in million of sqm and Var.% YoY

sqm

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Var. 25/24	Var. 24/23	Var. 23/22
Production	971	981	995	998	998	1,006	997	1,010	995	997	+0.2%	+0.2%	+0.2%
Consumption	811	811	860	871	879	880	870	888	890	890	+0.1%	+0.1%	+0.1%
Export	110	110	111	111	111	111	111	111	111	111	+0.0%	+0.0%	+0.0%
Import	10	10	10	10	10	10	10	10	10	10	+0.0%	+0.0%	+0.0%

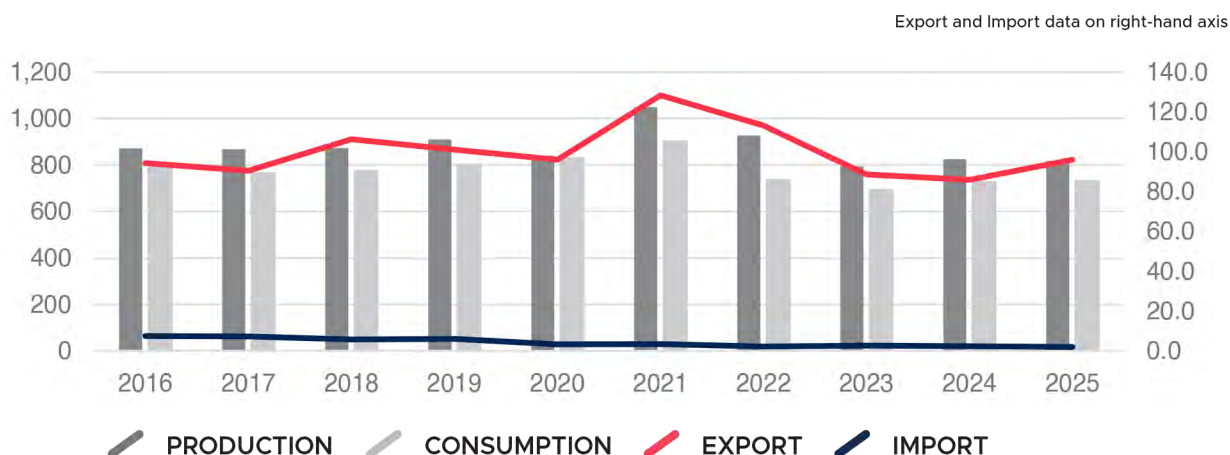




Table 2 - BRAZIL: TILE EXPORT BY GEOGRAPHICAL AREA - % Values
Values in million of sqm and Var.% YoY

sqm

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Shares	Var. 25/24	CAGR 25/16
Asia	0.6	0.6	0.6	0.5	0.4	0.3	0.5	0.4	0.3	0.3	0.3%	7.6%	-7.1%
Africa	4.7	5.4	5.7	5.8	5.5	5.8	5.5	5.5	5.5	5.4	0.3%	-18.7%	-17.4%
AMFTA	11.2	10.8	10.8	10.8	10.8	10.2	10.5	10.7	10.8	10.8	10.8%	10.4%	8.0%
South America	14.2	15.2	15.2	15.8	16.7	16.2	16.5	16.5	16.4	16.4	17.2%	12.0%	9.0%
EU	3.8	3.5	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.8	0.3%	8.8%	-14.3%
Other Europe	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	0.3%	11.3%	27.8%
Others	3.2	3.4	3.4	3.2	3.2	3.2	3.2	3.2	3.2	3.2	0.3%	15.0%	8.0%
TOTAL	40.2	40.2	40.2	40.1	40.2	40.2	40.2	40.2	40.2	40.2	100.0%	11.8%	9.0%

Table 3 - BRAZIL: TILE EXPORT

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Shares	Var. 25/24	CAGR 25/16
Paraguay	12.6	15.6	17.5	18.6	15.1	19.8	17.3	16.0	18.8	19.9	20.7%	5.9%	5.2%
USA	10.1	11.2	10.8	10.2	10.2	10.2	10.8	11.2	10.8	10.2	10.8%	10.0%	8.7%
Argentina	4.2	4.7	5.2	5.2	4.2	5.2	5.8	5.8	4.2	7.8	0.3%	26.0%	8.0%
Colombia	4.2	5.0	5.2	5.8	5.7	11.1	6.8	5.8	4.7	6.8	0.3%	41.8%	9.0%
Uruguay	4.2	4.8	5.1	5.2	5.4	6.2	5.8	5.7	5.4	5.8	0.3%	8.4%	3.4%
Guatemala Reg.	6.4	7.8	14.2	8.2	7.1	10.2	6.2	5.2	5.8	5.2	0.4%	-13.8%	8.3%
Brazil	5.2	5.2	5.8	7.4	7.1	5.8	5.8	5.8	5.2	4.2	0.4%	20.0%	26.7%
Chile	4.8	5.0	5.1	5.8	5.8	10.2	6.4	4.2	5.8	5.8	0.7%	8.4%	8.8%
Peru	6.4	5.8	4.2	5.8	5.8	4.8	5.7	5.7	5.8	5.2	0.4%	10.0%	-7.2%
Jamaica	5.2	5.2	5.2	5.2	5.8	5.2	5.7	5.4	5.2	5.7	0.4%	8.7%	-1.8%
Honduras	7.1	5.8	4.8	4.2	3.7	4.2	4.7	5.8	7.8	5.8	0.7%	40.7%	-18.8%
Bolivia	5.8	5.8	5.8	5.1	5.4	5.2	5.7	5.1	5.2	7.4	1.4%	-25.8%	8.3%
Ecuador	7.2	5.8	5.8	7.1	5.8	5.8	7.8	7.8	7.2	7.4	1.4%	20.8%	7.2%
Trinidad Tobago	5.2	5.2	5.1	5.2	7.8	7.8	5.8	7.2	7.4	7.2	1.4%	8.8%	8.3%
Costa Rica	5.1	5.8	5.8	5.8	5.8	5.1	5.8	7.2	5.7	7.1	1.7%	26.7%	-7.2%
Guatemala	7.8	7.1	7.4	7.2	7.2	7.2	6.7	7.2	7.4	7.4	1.4%	-25.4%	8.3%
Costa Rica	5.2	7.8	7.7	7.4	7.8	7.8	5.4	7.8	7.8	7.8	1.2%	-25.4%	8.7%
Peru	5.2	7.4	5.4	7.8	5.1	5.8	7.8	7.8	5.8	5.8	0.4%	-1.8%	-15.7%
Colombia	5.1	5.2	5.2	5.4	5.1	5.1	5.1	5.2	5.2	5.8	0.4%	100.0%	26.7%
El Salvador	5.1	5.1	5.1	5.1	5.2	5.2	5.4	5.4	5.7	5.7	0.4%	7.8%	26.0%
Other Countries	10.8	10.4	9.8	9.8	7.8	8.2	7.8	8.2	8.8	8.2	0.4%	-1.8%	-7.2%
TOTAL	100.2	100.2	100.2	100.1	100.2	100.2	100.2	100.2	100.2	100.2	100.0%	11.8%	9.0%

Chart 2 - BRAZIL: CERAMIC TILE EXPORTS BY GEOGRAPHICAL AREA - Values in millions of sqm and in %

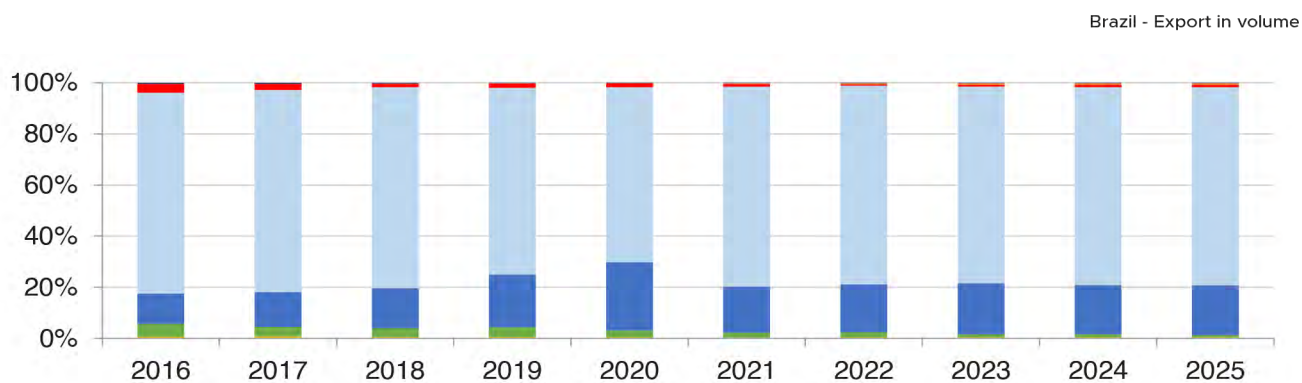
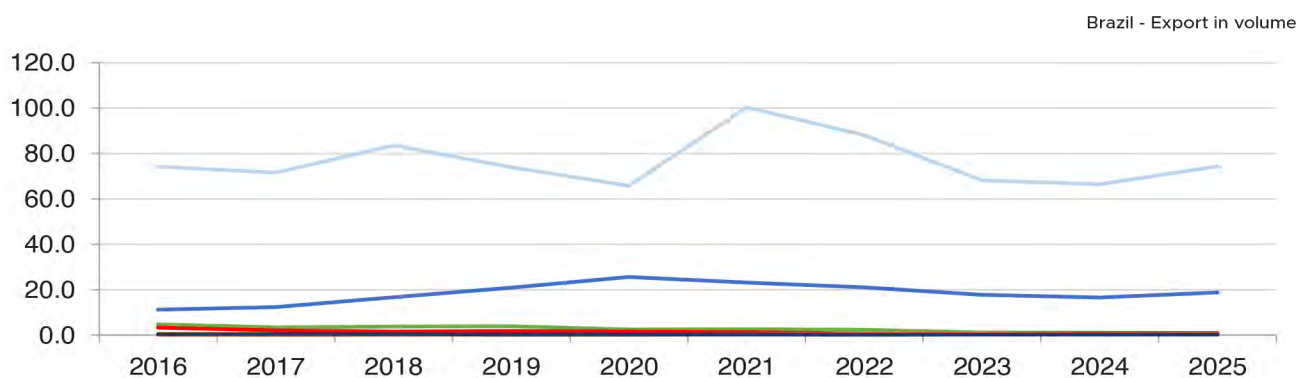
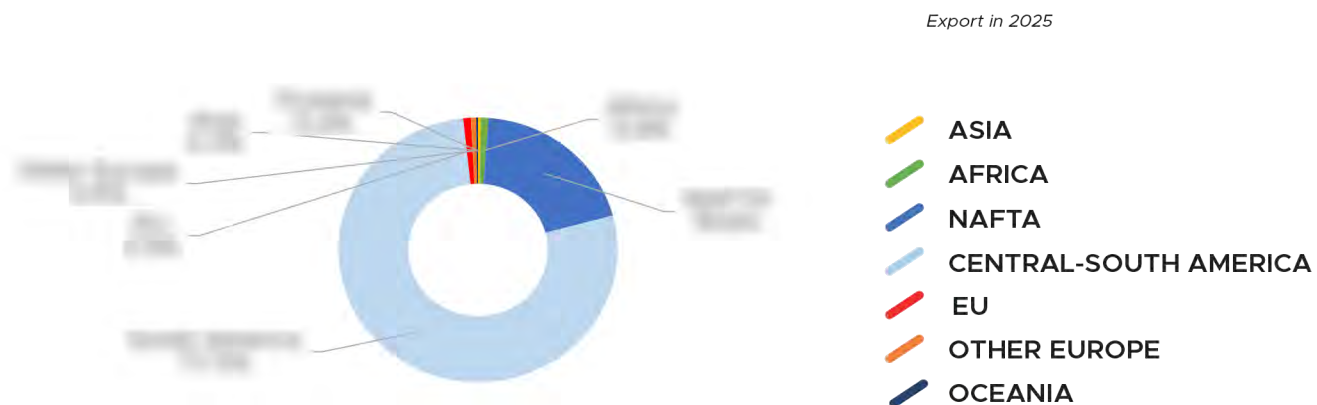




Table 4 - BRAZIL: TILE IMPORT
Values in million of sqm and Var.% YoY

sqm

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Shares	Var. 25/24	CAGR 25/16
China	2.8	1.6	1.0	0.6	0.3	0.4	0.3	0.5	0.6	0.6	32.1%	-2.5%	-15.2%
India	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-0.0%	-0.0%
Italy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-0.0%	-0.0%
Spain	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-0.0%	-0.0%
Portugal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-0.0%	-0.0%
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	-0.0%	-0.0%
TOTAL	7.9	7.6	6.7	6.6	6.3	6.4	6.3	6.7	6.6	6.6	100.0%	-0.0%	-0.0%

Brazil - Import in %

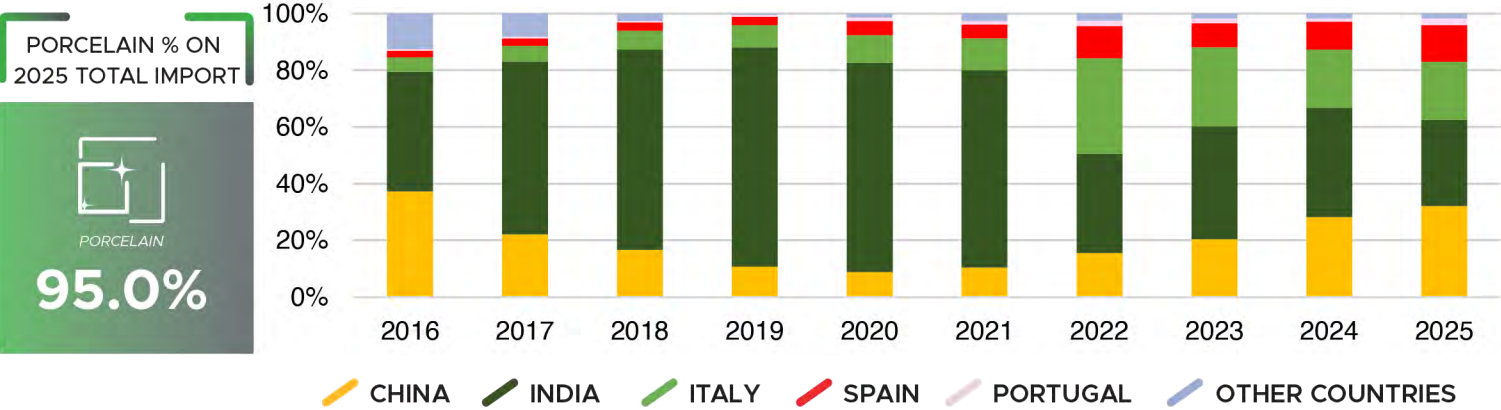


Chart 3 - TILE EXPORT (INDIVIDUAL COUNTRIES). SHORT AND MEDIUM TERM - Var. %

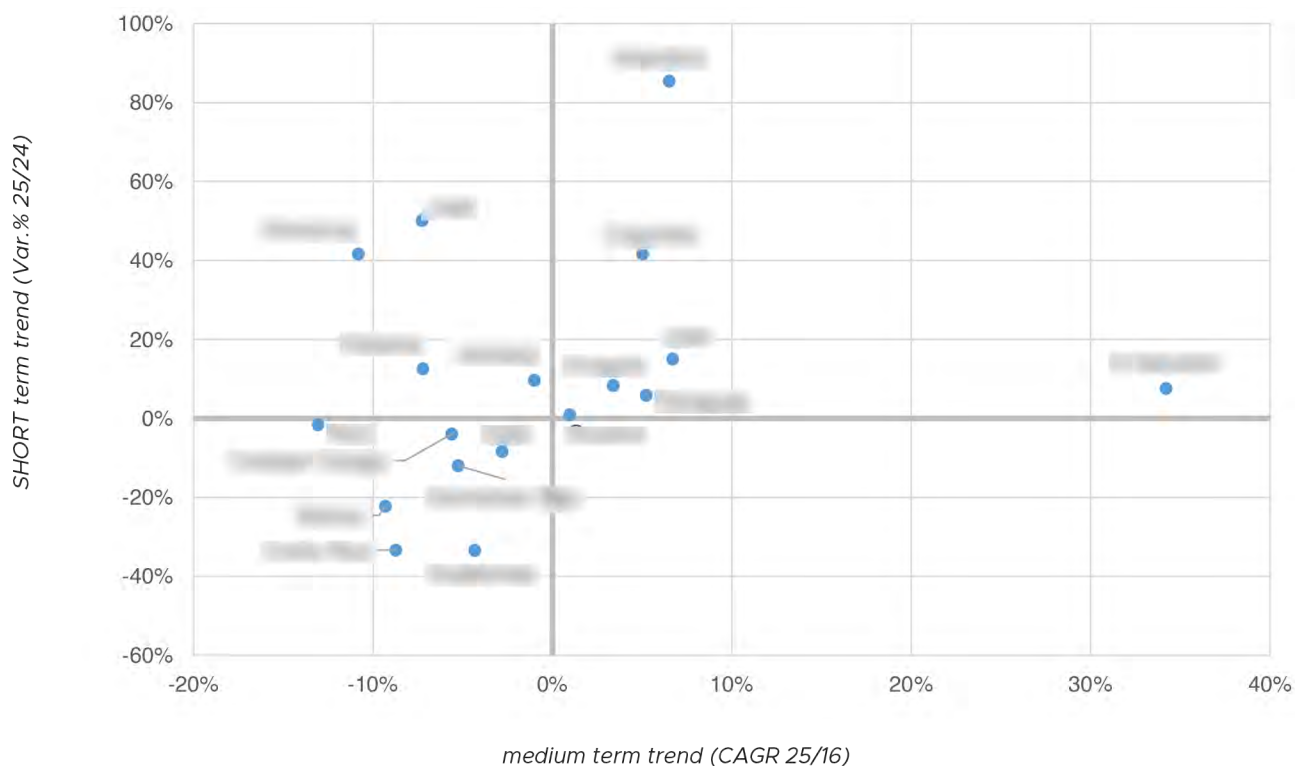
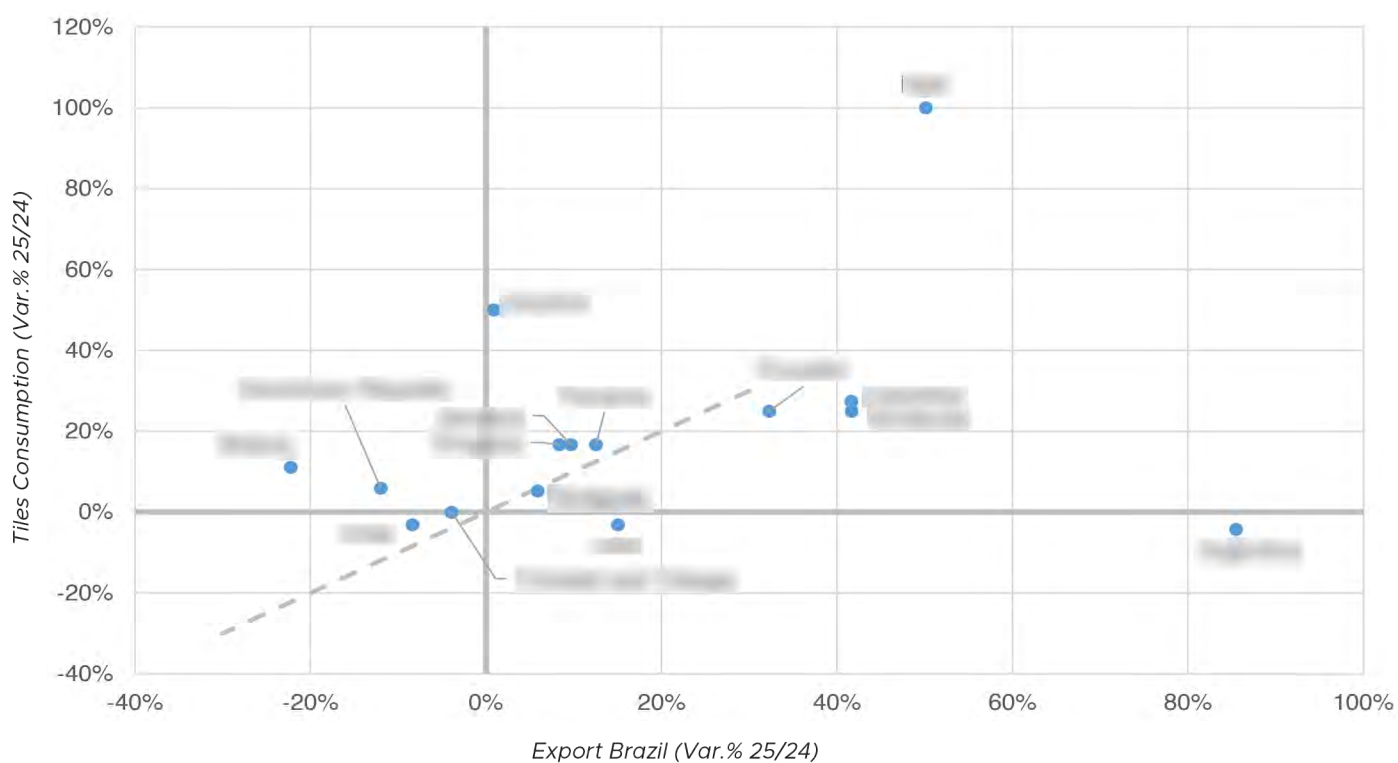


Chart 4 - BRAZILIAN EXPORT AND TILE CONSUMPTION TRENDS, VAR. 25/24 - % Values





BRAZIL AVERAGE PRICES

Brazil is the eighth exporter in terms of revenue, with a total value of 327 million euro (1.8% of the total world export in value).

The Brazilian exports decreased by 3.1% on the last year and the average price decreased to 3.41 €/sqm as well (with exports to Latin America at an average price of 3.29, and those to the NAFTA region at 3.44 euro/sqm).

Table 5 - BRAZIL: TILE EXPORT BY GEOGRAPHICAL AREA - % Values

	2023	2024	2025	Var. 25/24	Shares	€/sqm 2023	€/sqm 2024	€/sqm 2025
Asia	2,962	2,682	3,021	12.6%	0.9%	8.46	8.88	9.30
Africa	1,000	1,000	1,000	-27.0%	1.0%	3.40	3.30	3.40
AMFTA	86,277	86,000	86,277	-86.0%	86.0%	3.30	3.30	3.40
Latin America	247,240	246,740	246,240	7.0%	74.0%	3.40	3.40	3.40
EU	1,000	1,000	1,000	86.0%	1.7%	3.40	3.40	3.40
Other Europe	1,000	1,000	1,000	71.0%	1.1%	3.40	3.40	3.40
Rest of the world	1,000	1,000	1,000	-8.0%	0.0%	3.40	3.40	3.40
TOTAL	90,140	89,140	89,140	-1.1%	100.0%	3.40	3.40	3.40

Table 6 - BRAZIL: TILE EXPORT - % Values

Values in euro thousands and €/sqm

	2023	2024	2025	Var. 25/24	Shares	€/sqm 2023	€/sqm 2024	€/sqm 2025
USA	96,235	90,545	62,722	-30.7%	19.2%	5.68	5.73	3.45
Peru	10,000	10,000	10,000	1.0%	10.1%	3.40	3.40	3.40
Argentina	10,000	10,000	10,000	86.0%	10.1%	3.40	3.40	3.40
Uruguay	10,000	10,000	10,000	3.0%	3.0%	3.40	3.40	3.40
Colombia	11,000	11,000	11,000	86.0%	3.0%	3.40	3.40	3.40
Brazilian Reg.	10,000	10,000	10,000	-10.0%	3.1%	3.40	3.40	3.40
India	10,000	10,000	10,000	-10.0%	3.0%	3.40	3.40	3.40
Brazil	10,000	10,000	10,000	86.0%	3.0%	3.40	3.40	3.40
Paraguay	10,000	10,000	10,000	3.0%	3.1%	3.40	3.40	3.40
Bolivia	11,000	11,000	11,000	-10.0%	3.0%	3.40	3.40	3.40
Germany	10,000	10,000	10,000	86.0%	3.0%	3.40	3.40	3.40
Russia	10,000	10,000	10,000	86.0%	3.0%	3.40	3.40	3.40
Spain	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
France	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
United Kingdom	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
Italy	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
Japan	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
China	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
South Korea	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
USA	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
Other countries	10,000	10,000	10,000	-10.0%	1.0%	3.40	3.40	3.40
TOTAL	90,140	89,140	89,140	-1.1%	100.0%	3.40	3.40	3.40



Brazil exported 17.1 million sqm of porcelain tiles in 2025, equal to 17.8% of its total exports. This share is particularly low in the export towards South American countries (15.7% of tiles exported to the region are porcelain tiles), and slightly higher for what concerns NAFTA region, with 21.9% of the total exports.

Interesting to notice that the average selling price of Brazilian porcelain tiles is almost double of the total export from the country, with 7.3 euro/sqm against the average of 3.4.

Table 7 - BRAZIL: TILE EXPORT OF PORCELAIN TILES BY GEOGRAPHICAL AREA- % Values

Values in euro million and €/sqm

* Porcelain shares on total tile export to each importing area listed

	€ 2024	€ 2025	Var. 25/24	sqm 2024	sqm 2025	Var. 25/24	€/sqm 2024	€/sqm 2025	% on tot. € 2025	% on tot. sqm 2025
Asia	2.3	2.6	12.8%	0.2	0.2	-3.2%	9.2	10.7	85.5%	74.5%
Africa	0.0	0.0	-100.0%	0.0	0.0	-100.0%	0.0	0.0	0.0%	0.0%
NAFTA	18.0	20.7	15.0%	1.0	0.7	-30.0%	1.8	2.9	40.0%	21.9%
South America	17.4	16.1	-7.5%	10.7	11.2	4.7%	1.6	1.3	24.0%	16.7%
EU	0.1	0.1	0.0%	0.0	0.0	0.0%	1.7	0.0	16.1%	0.0%
Other Europe	0.7	0.0	-100.0%	0.1	0.1	0.0%	7.0	0.0	14.0%	10.0%
Russia	1.1	0.0	-100.0%	0.1	0.1	0.0%	0.0	0.0	0.0%	0.0%
TOTAL	19.6	29.4	50.0%	11.2	12.2	9.0%	1.7	2.4	100%	100%

Table 8 - BRAZIL TILE EXPORT OF PORCELAIN TILES (INDIVIDUAL COUNTRIES)

Values in euro million and €/sqm

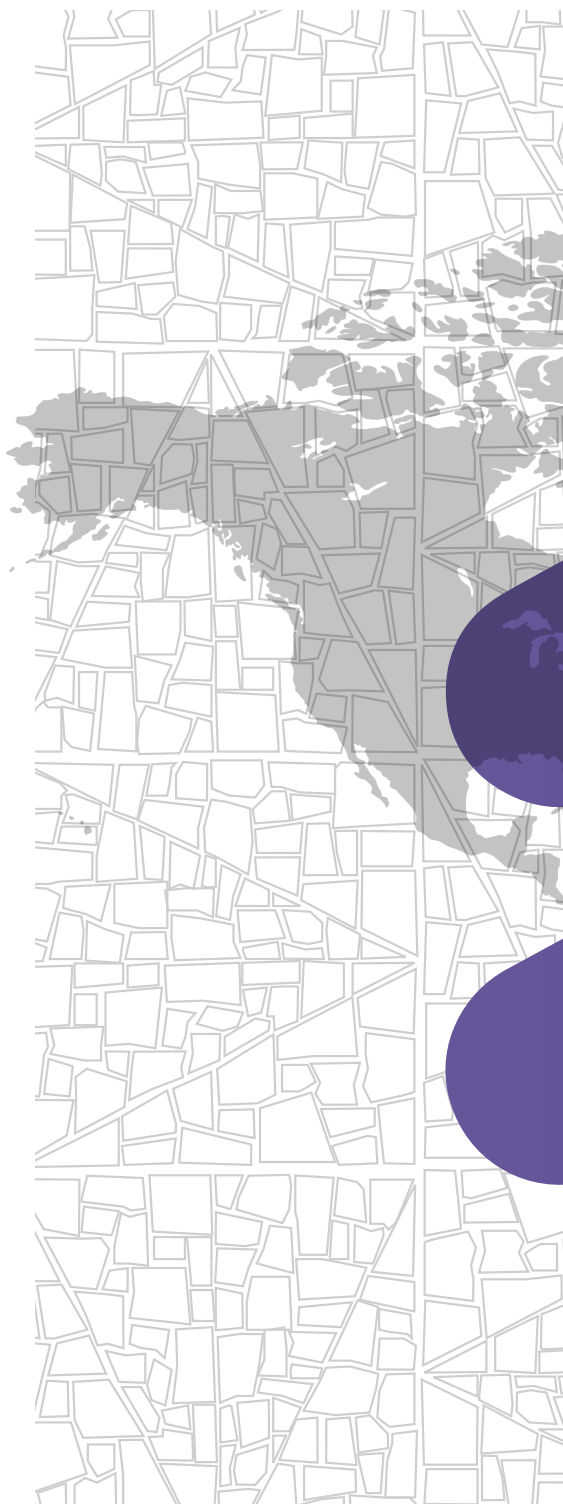
* Porcelain shares on total tile export to each importing country listed

	€ 2024	€ 2025	Var. 25/24	sqm 2024	sqm 2025	Var. 25/24	€/sqm 2024	€/sqm 2025	% on tot. € 2025	% on tot. sqm 2025
Paraguay	27.3	27.8	1.8%	4.2	4.7	11.1%	6.5	5.9	46.8%	23.5%
USA	10.0	10.0	0.0%	0.7	0.0	-100.0%	1.0	0.0	36.0%	0.0%
Argentina	10.0	10.7	7.0%	1.0	1.0	0.0%	10.0	10.7	40.7%	22.0%
Uruguay	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Bolivia	0.7	0.0	-100.0%	0.0	0.0	-100.0%	7.0	0.0	11.0%	0.0%
Venezuela	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Brazil	1.0	1.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Colombia	1.7	1.0	-41.2%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Trinidad and Tobago	1.0	1.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Belize	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Guatemala	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Honduras	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Nicaragua	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Costa Rica	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Panama	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Cuba	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Mexico	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Canada	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
USA	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Russia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ukraine	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Belarus	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Poland	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Czechia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Slovakia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Hungary	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Romania	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Bulgaria	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Greece	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Italy	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Spain	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
France	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Germany	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Netherlands	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Belgium	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Luxembourg	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Austria	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Sweden	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Denmark	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Finland	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Norway	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Iceland	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Turkey	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Japan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
China	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
India	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
South Korea	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
North Korea	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Vietnam	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Thailand	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Malaysia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Singapore	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Indonesia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Philippines	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Vietnam	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Cambodia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Laos	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Myanmar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Burma	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Nepal	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Bhutan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Tibet	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Mongolia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kazakhstan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Uzbekistan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kyrgyzstan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Tajikistan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Afghanistan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Pakistan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Bangladesh	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Sri Lanka	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Maldives	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Yemen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Oman	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
UAE	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Qatar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kuwait	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Saudi Arabia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Jordan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Lebanon	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Syria	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Iraq	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Iran	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Turkey	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Georgia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Armenia	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Azerbaijan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechnya	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Karachay-Cherkess	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabardin	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Chechen	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Dagestan	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Ingush	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0	0.0	0.0%	0.0%
Kabard-Balkar										



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