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Conselleria de Hacienda y Economía

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Asociación Española de Fabricantes de Azulejos y Pavimentos Cerámicos

ASCER
Spanish Ceramic Tile Manufacturers Association
US Industry Overview
November 2025

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Who is JLC?

- Industry consultant for the past eleven years in the ceramic market for nearly forty years.
- The majority of my expertise in strategic planning, new product development and marketing strategy was developed in my twenty-seven-year career at Dal-Tile, a subsidiary of Mohawk Industries.
- I served as VP of Marketing where I was responsible for the Daltile, American Olean branding and products, as well as all Ceramic products for the Mohawk brand.
- In addition, I was responsible for all products sold through the Home Center Channels including Home Depot, Lowes and Menards.
- I directed marketing operations that included new product introduction, product life cycle management, branding strategy, competitive analysis, pricing tools, and international buying policies and strategies.
- I led and authored Dal-Tile's strategic planning that included a product and manufacturing roadmap, sales plans, core competency analysis, and marketing plans. In addition, I led the company's joint ventures in China, Italy and Mexico.

www.josephlundgrenconsulting.com

Topics of discussion

- Industry Indicators
- US Floor Covering by Type
- The US Ceramic Tile Market
  - Size
    - Square Meters/Dollars
  - Import vs Domestic
  - Imports by Country
  - Market prices
  - Industry Mix of Products
  - Trends
- Consumption by State
- US Distribution Channel
- Channel Progression
- The Market by Channel and Segment
  - Home Centers
  - Distributors
  - Company Owned Stores
  - Mega Distributors
  - Retail
  - The impact on the construction market in relation to tariffs imposed by the US government and current status with key importing countries to the US.
  - Update on the AD/CVD investigation against India
- What to expect in 2026
  - Floor Focus Survey

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Economic Indicators
November 2025

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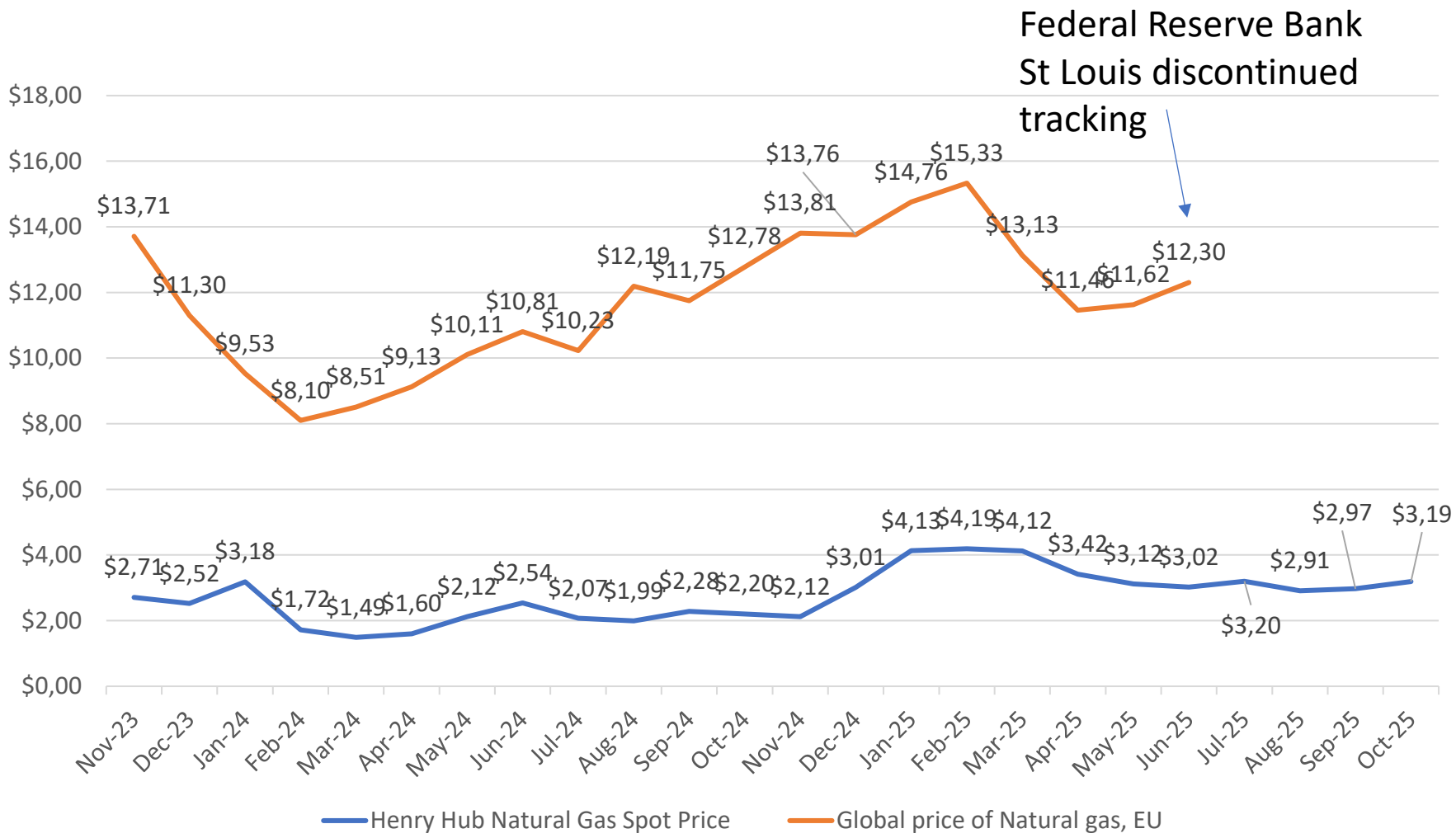
European vs US Natural Gas Prices



Remember the peak of $69.98 in August 2022 in Europe

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General Economy

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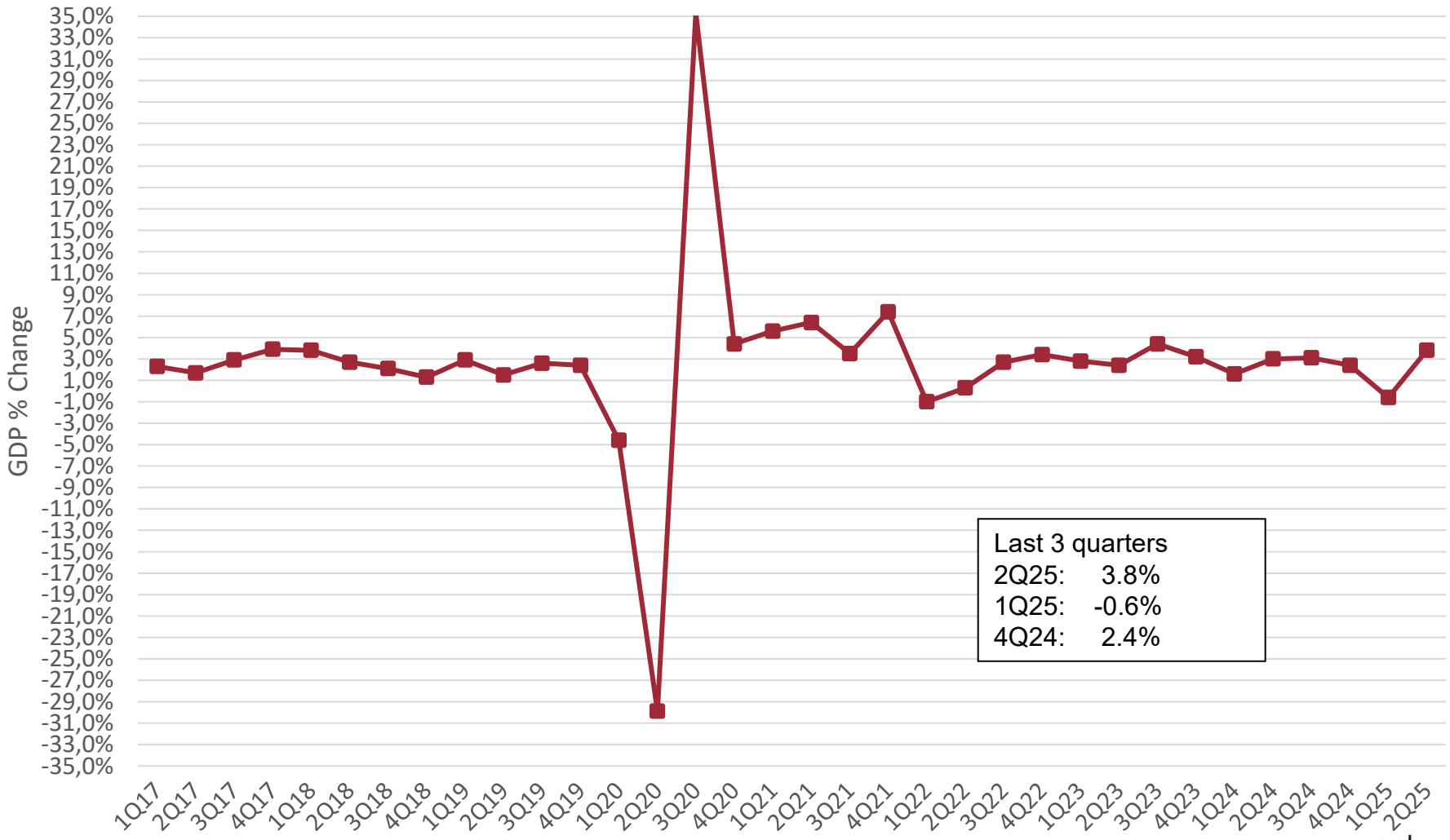
U.S. GDP Growth

The Federal Reserve Bank of Atlanta "GDPNow" model estimates real GDP growth of about 4.0% for Q3 2025



Source: Bureau of Economic Analysis (Real GDP). Prior quarters subject to revision. Seasonally adjusted annual rate

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GDP Global Comparison

Growth expected worldwide in 2026, with rates in Europe generally slower

% GDP Growth	2018	2019	2020	2021	2022	2023	2024	2025E	2026E
Mexico	2.0	-0.4	-8.4	6.0	3.7	3.4	1.4	1.0	1.5
Italy	0.8	0.4	-8.9	8.9	4.7	0.7	0.7	0.5	0.8
Canada	2.7	1.9	-5.0	5.3	3.8	1.5	1.6	1.2	1.5
China	6.7	6.0	2.2	8.4	3.0	5.4	5.0	4.8	4.2
Brazil	1.8	1.2	-3.3	4.8	3.0	3.2	3.4	2.4	1.9
Spain	2.4	2.0	-10.9	6.7	6.2	2.7	3.5	2.9	2.0
Turkey	3.0	0.8	1.9	11.4	5.5	5.0	3.3	3.5	3.7
India	6.5	3.9	-5.8	9.7	7.0	9.2	6.5	6.6	6.2
Vietnam	7.5	7.4	2.9	2.6	8.1	5.1	7.1	6.5	5.6
Malaysia	4.8	4.4	-5.5	3.3	8.9	3.5	5.1	4.5	4.0
United States	3.0	2.6	-2.2	6.1	2.5	2.9	2.8	2.0	2.1
European Union	2.2	2.0	-5.6	6.4	3.7	0.4	0.9	1.2	1.1
World	3.6	2.9	-2.7	6.6	3.6	3.5	3.3	3.2	3.1

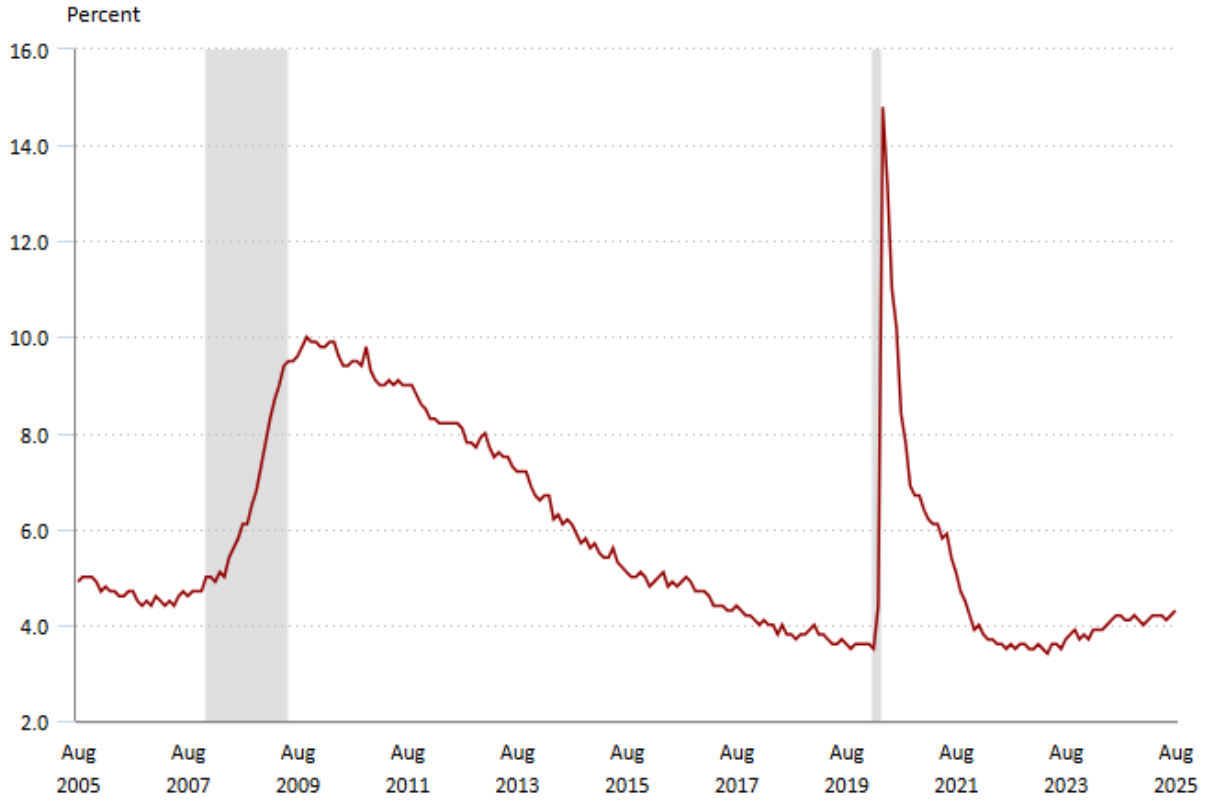
Source: IMF World Economic Outlook update as of October 2025 – constant prices % change (updated semi-annually)

US National Unemployment Rate

This is really a “late cooling” with hiring freezes, slower additions to headcount, additional more layoffs, but not a collapse in the labor market.

U.S. national unemployment rate

Civilian unemployment rate, seasonally adjusted



Selected State Data

Better than average:

Virginia:	3.6%
Georgia:	3.4%
Florida:	3.8%
Pennsylvania:	4.0%

Worse than average:

Illinois:	3.6%
California:	5.5%
Michigan:	5.2%

Other key states:

New York:	4.0%
Texas:	4.1%
Ohio:	5.0%

Last 3 months:

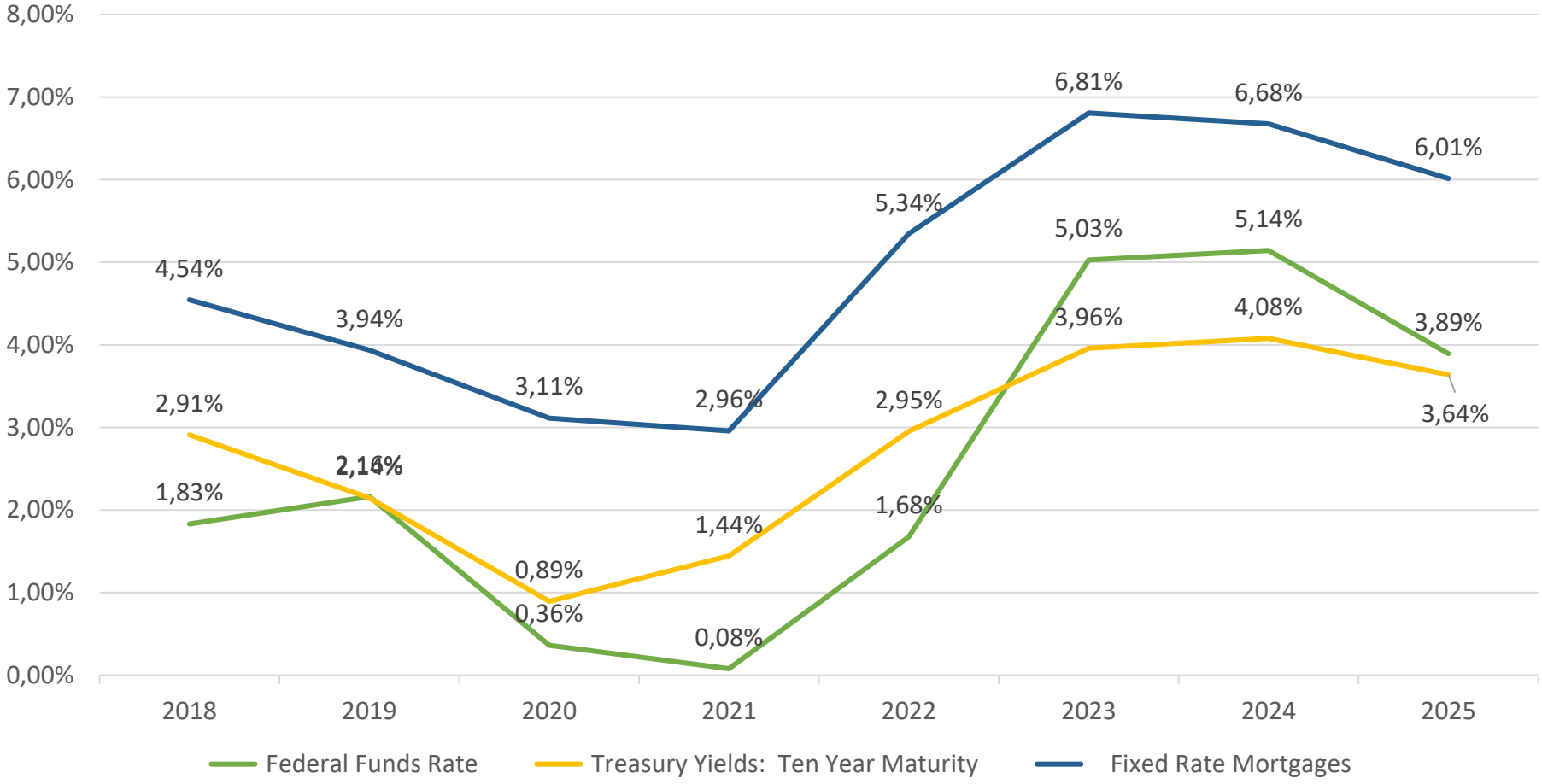
Aug 2025:	4.3%
July 2025:	4.2%
June 2025:	4.1%

Gray vertical bars represent periods of recession

Source: Bureau of Labor Statistics

Key Historical U.S. Interest Rates

With 30-year mortgage rates around 6.2%, high mortgage rates can slow consumer spending in home improvement, and that has implications for demand for tile. However, if the Fed continues to cut rates and long yields drop, we could see some stimulus to housing and related sectors.



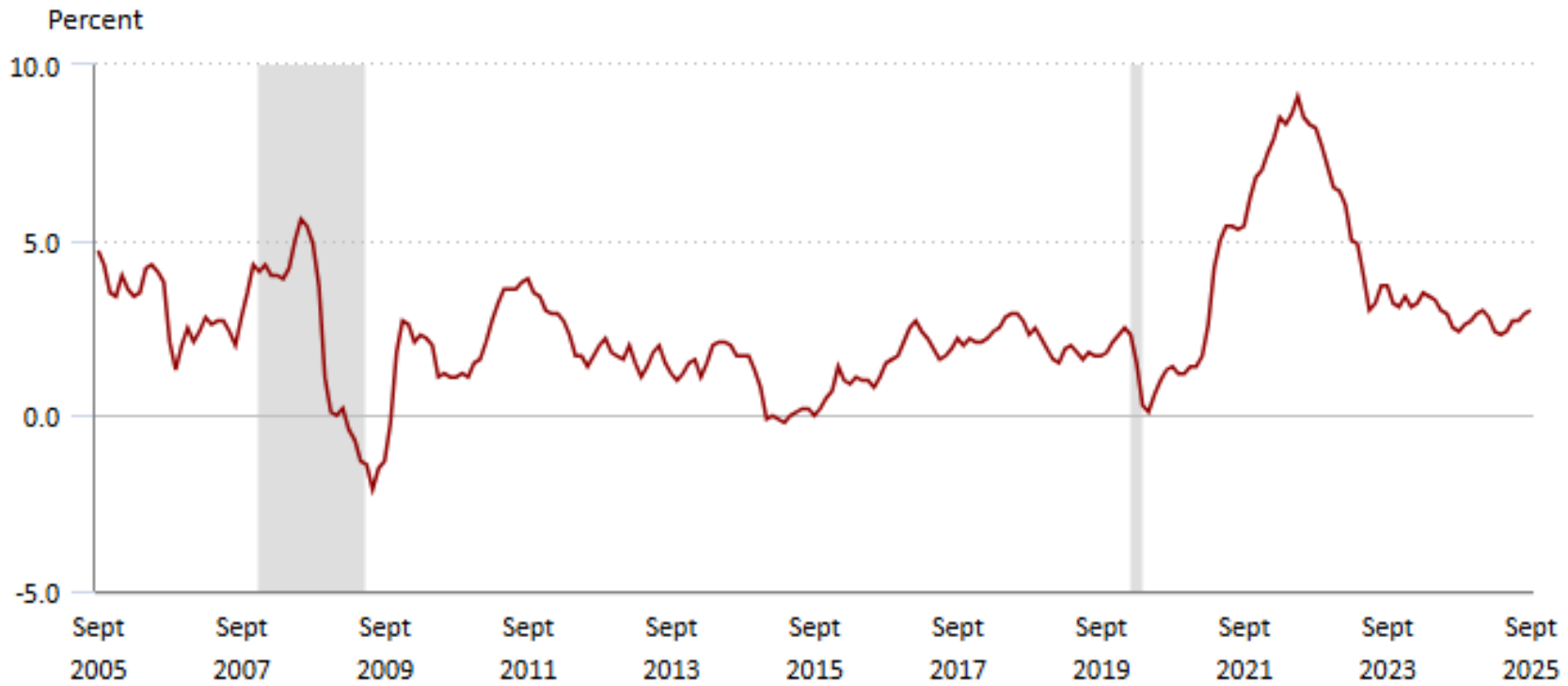
Source: NAHB Forecast

Inflation

With inflation currently at 3% in the US I recommend building that into your budgets for the next 12-18 months. However, be ready for inflation "surprises" within import duty changes, commodity shocks, freight disruptions.

Selected categories (September 2025)	
Energy:	0.2
Transportation commodities:	2.6
Household furnishings/supplies:	2.8

Last 3 months:	
Sept 25:	3.0
Aug 25:	2.9
July 25:	2.7



12-month percentage change, Consumer Price Index, not seasonally adjusted. Gray vertical bars represent periods of recession
Chart/historical source: https://www.bls.gov/charts/consumer-price-index/consumer-price-index-by-category-line-chart.htm
Category source: BLS Economic Releases, CPI, Table 2

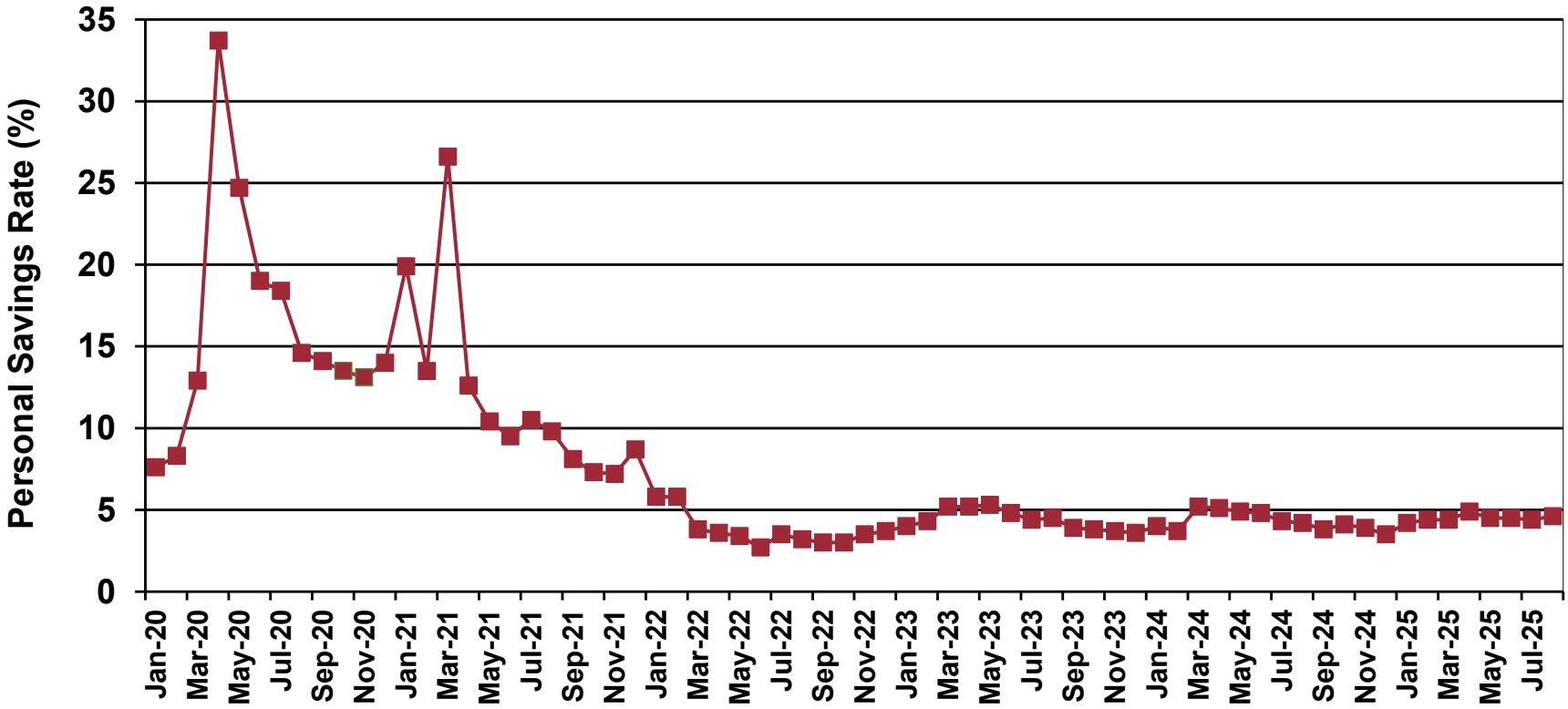
Containerized Freight Index

While spot rates have eased, volatility remains a significant concern. Your landed-cost calculations should continue to include a freight-risk factor, as the market has not shown sustained stability at any point since before the pandemic.

Source: https://tradingeconomics.com/commodity/containerized-freight-index

Personal Savings Rate

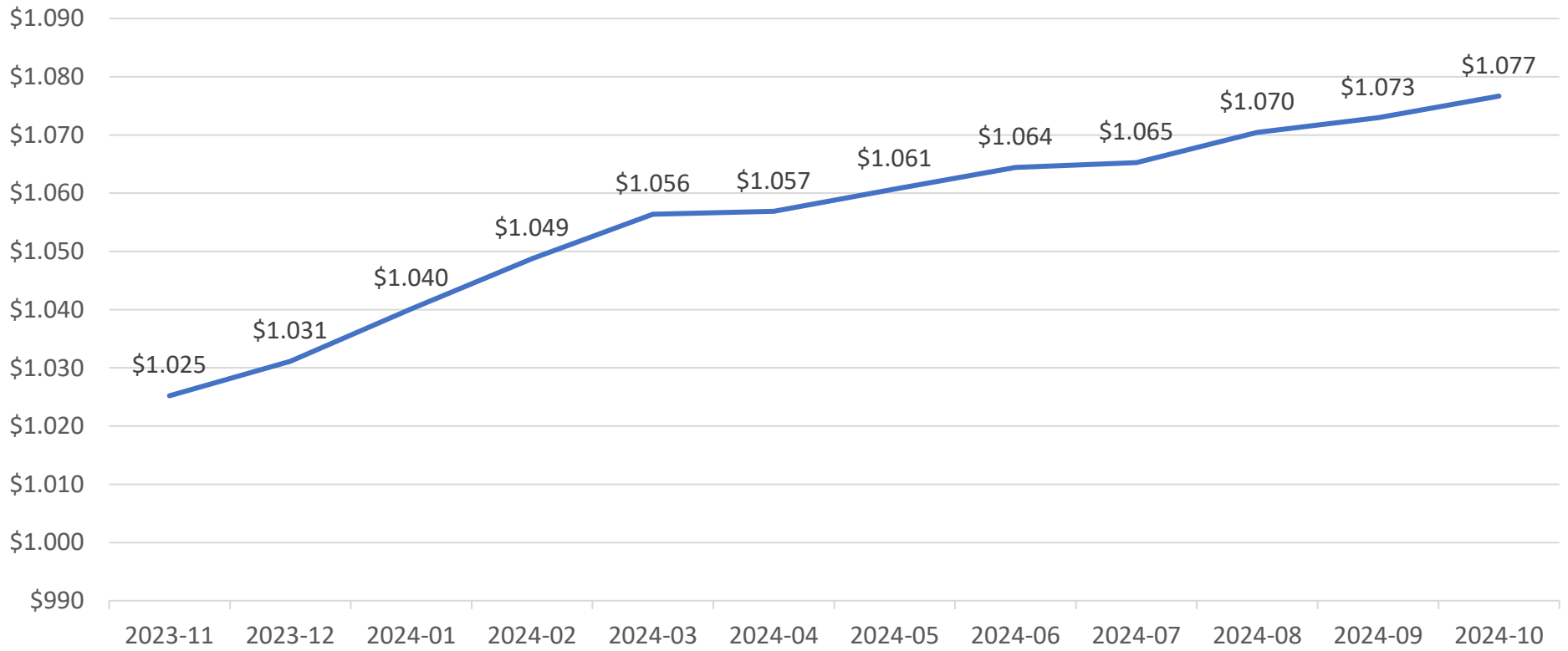
The long-term U.S. savings rate averages about 8.4%, but as of August 2025 it's just 4.6% — significantly below the historical norm.



Source: Bureau of Economic Analysis, Monthly Personal Income and Outlays, Table 1: personal savings as a % of disposable personal income. Prior months subject to revision.

US Consumer Credit Card Debt

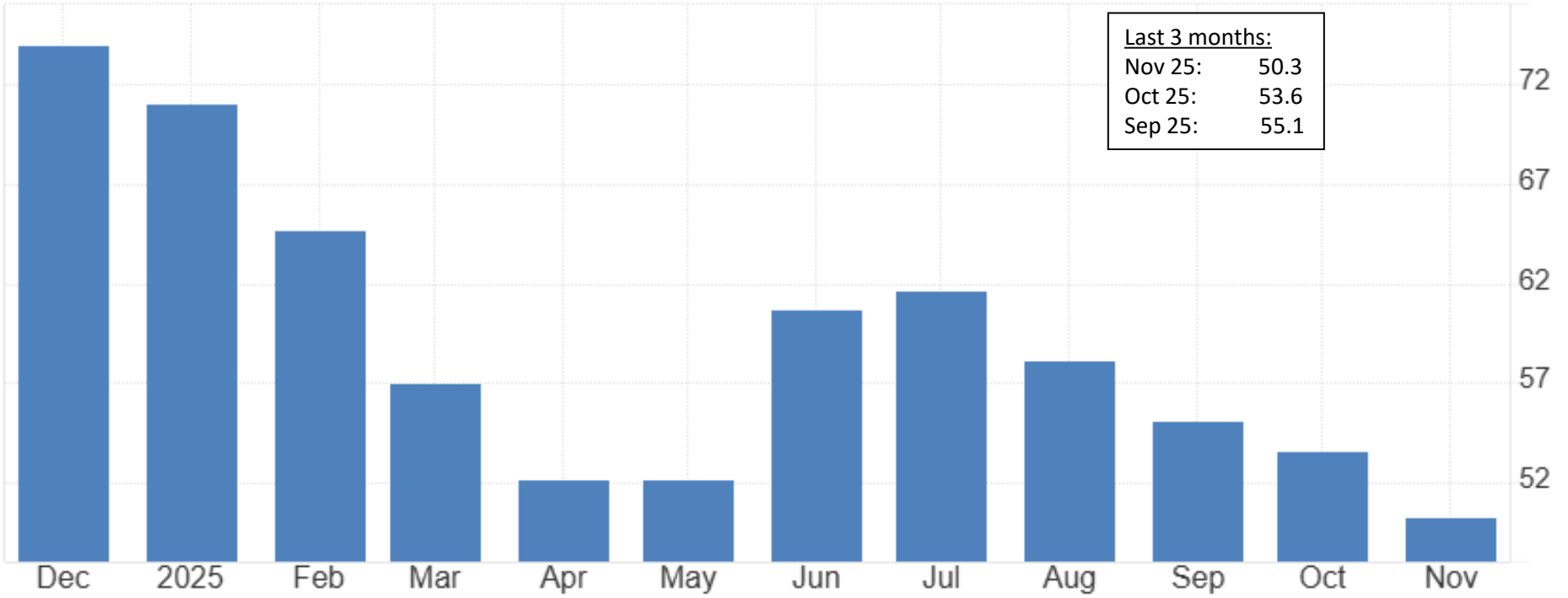
This chart shows the kind of smooth, upward turnover trend we wish we had, unfortunately, its U.S. credit card balances climbing to over a trillion dollars with delinquency rates near recent highs. Consumers are stretched, and that means more volatility in discretionary, nice-to-have projects.



Source: Federal Reserve of St. Louis (fred.stlouisfed.org)

Consumer Sentiment Index

Consumer sentiment is one of the most important indicators we have, not because it's data-driven, but because it reflects how people feel. With the index dropping to 50.3 in November from 53.6 in October, consumers are pulling back on nice-to-have upgrades and focusing on essentials. The upside: this also builds pent-up demand.



Source: University of Michigan Survey of Consumer Sentiment . Previous months subject to revision

Residential Housing Economy / Residential Remodel

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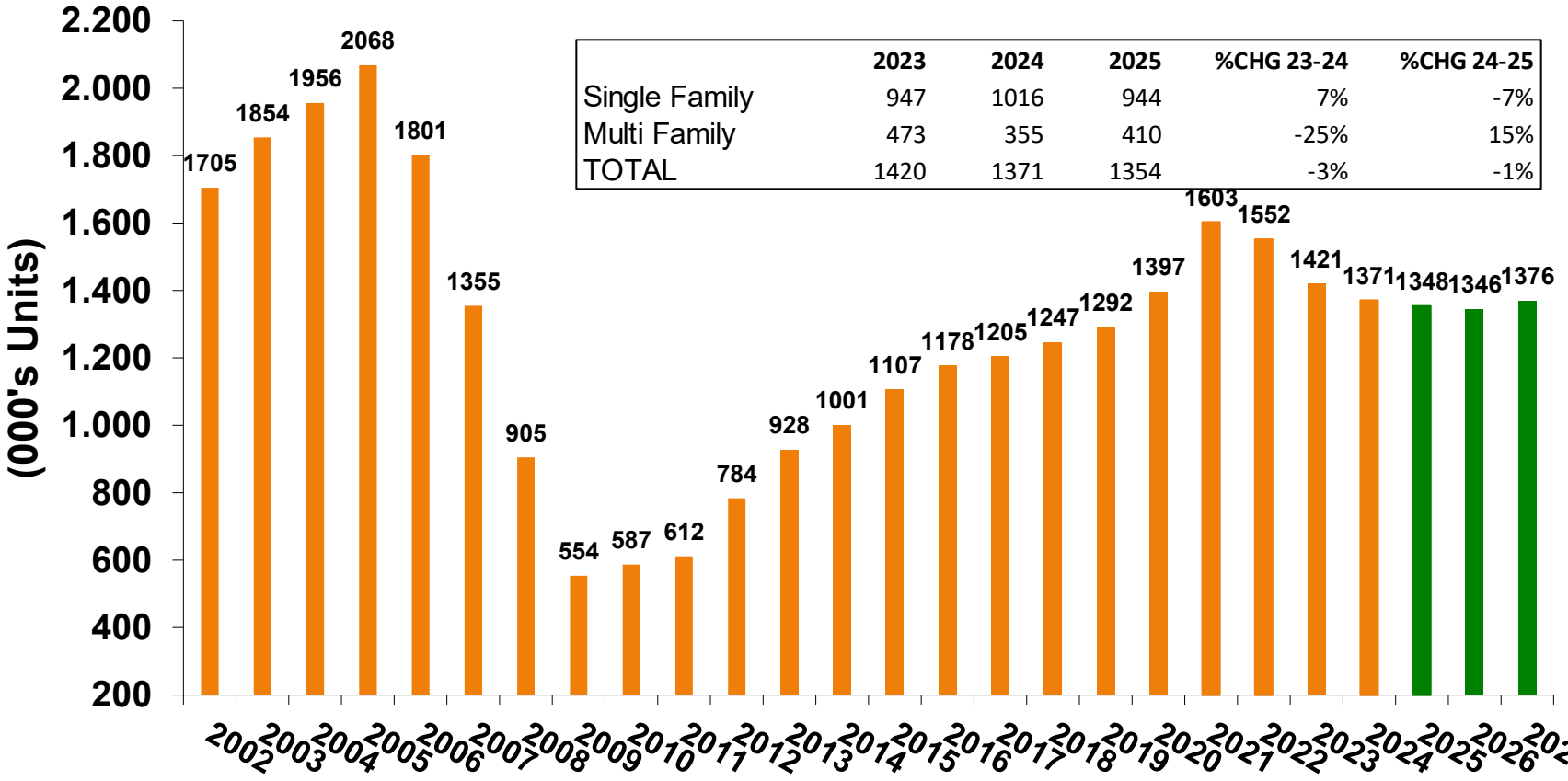
Annual Housing Starts

U.S. housing starts slipped to about 1.307 million in August 2025 which is down 8.5% from July and 6% year over year this shows builder caution and softer demand. Once again, higher interest rates are a key driver of the slowdown.



	2023	2024	2025	%CHG 23-24	%CHG 24-25
Single Family	947	1016	944	7%	-7%
Multi Family	473	355	410	-25%	15%
TOTAL	1420	1371	1354	-3%	-1%

Source: NAHB Housing and Interest Rate Forecast (most recent update as of July 2024)

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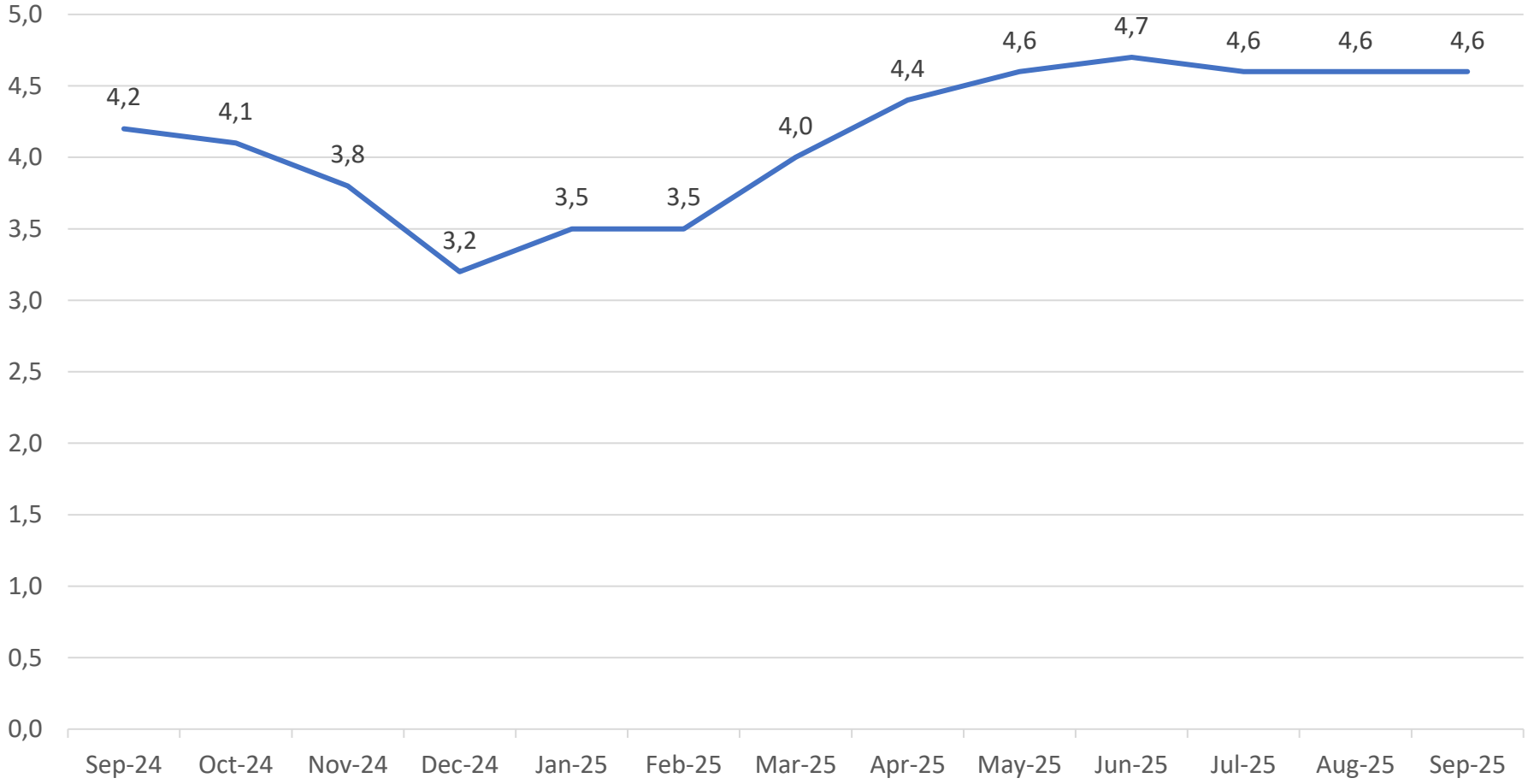
Existing Home Supply

Existing-home sales rose to about 4.06 million units (SAAR) in September 2025, up 1.5% from August and roughly 4% year-over-year. However, inventory increased about 14% year-over-year, giving more choice to buyers and signaling some softening in demand despite the increase.



Source: Federal Reserve of St. Louis (fred.stlouisfed.org/series/HOSSUPUSM673N and HOSINVUSM495N)

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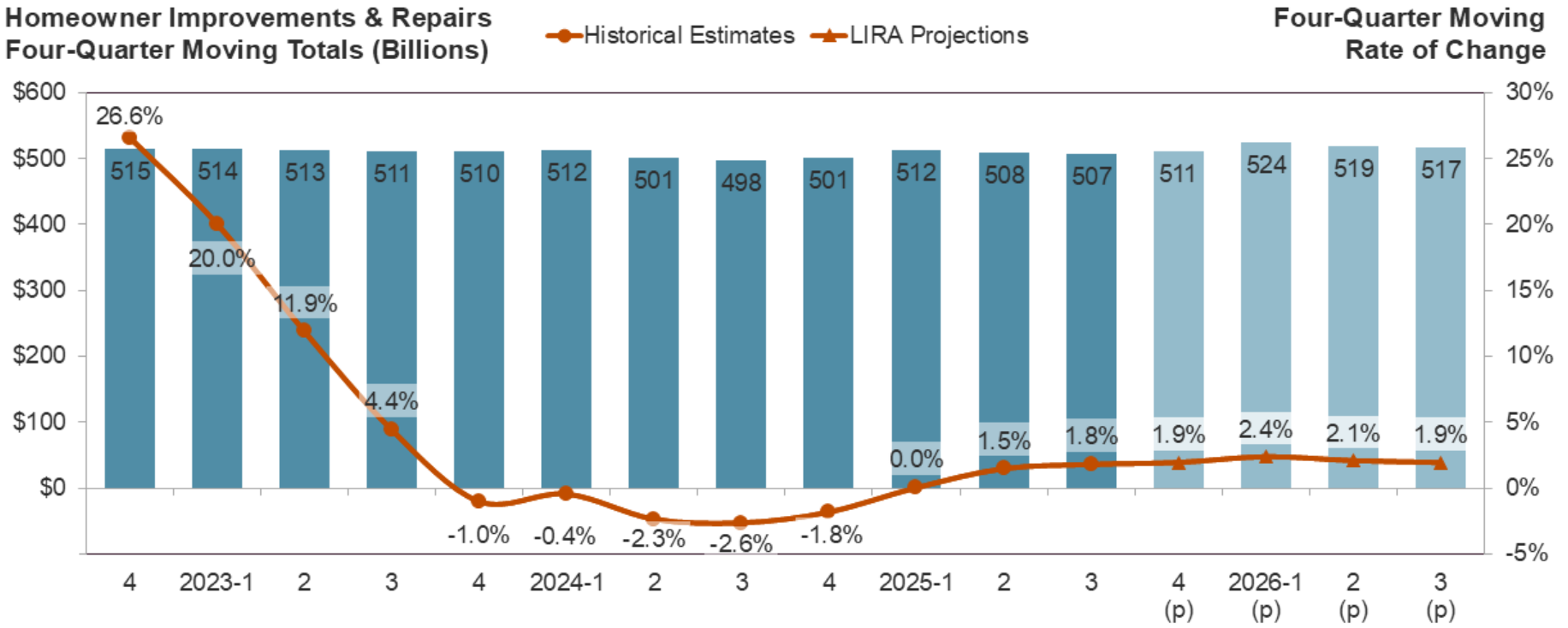
LIRA Remodeling Index

Leading Indicator of Remodeling Activity – Third Quarter 2025



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2023 are produced using the LIRA model until American Housing Survey benchmark data become available.

Joint Center for Housing Studies of Harvard University JCHS

Factors in Harvard's LIRA Index:

- *Pending home sales*
- *Building material shipments*
- *Contractor sentiment and hours worked*
- *Cash out refinancing data*
- *General economic indicators*

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LIRA Remodeling Index

- Harvard's Leading Indicator of Remodeling Activity points to slow but positive growth: after a dip in 2024, homeowner remodeling and repair spending is projected to edge up only 1–2.5% through 2025 into early 2026, but still reach record-dollar levels above $500 billion.
- In other words, the market is cooling, not collapsing!!

Commercial Construction Economy

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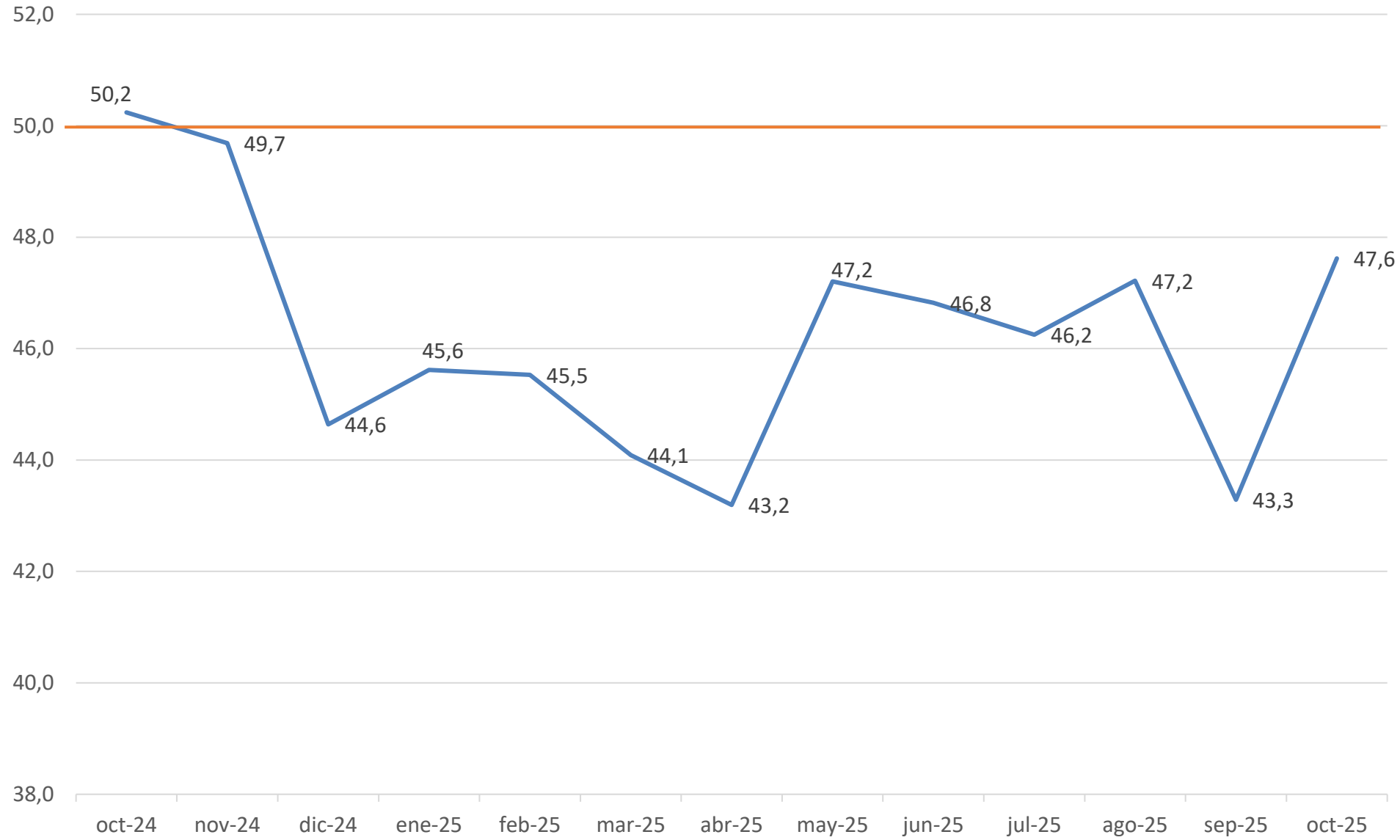
October ABI National Data



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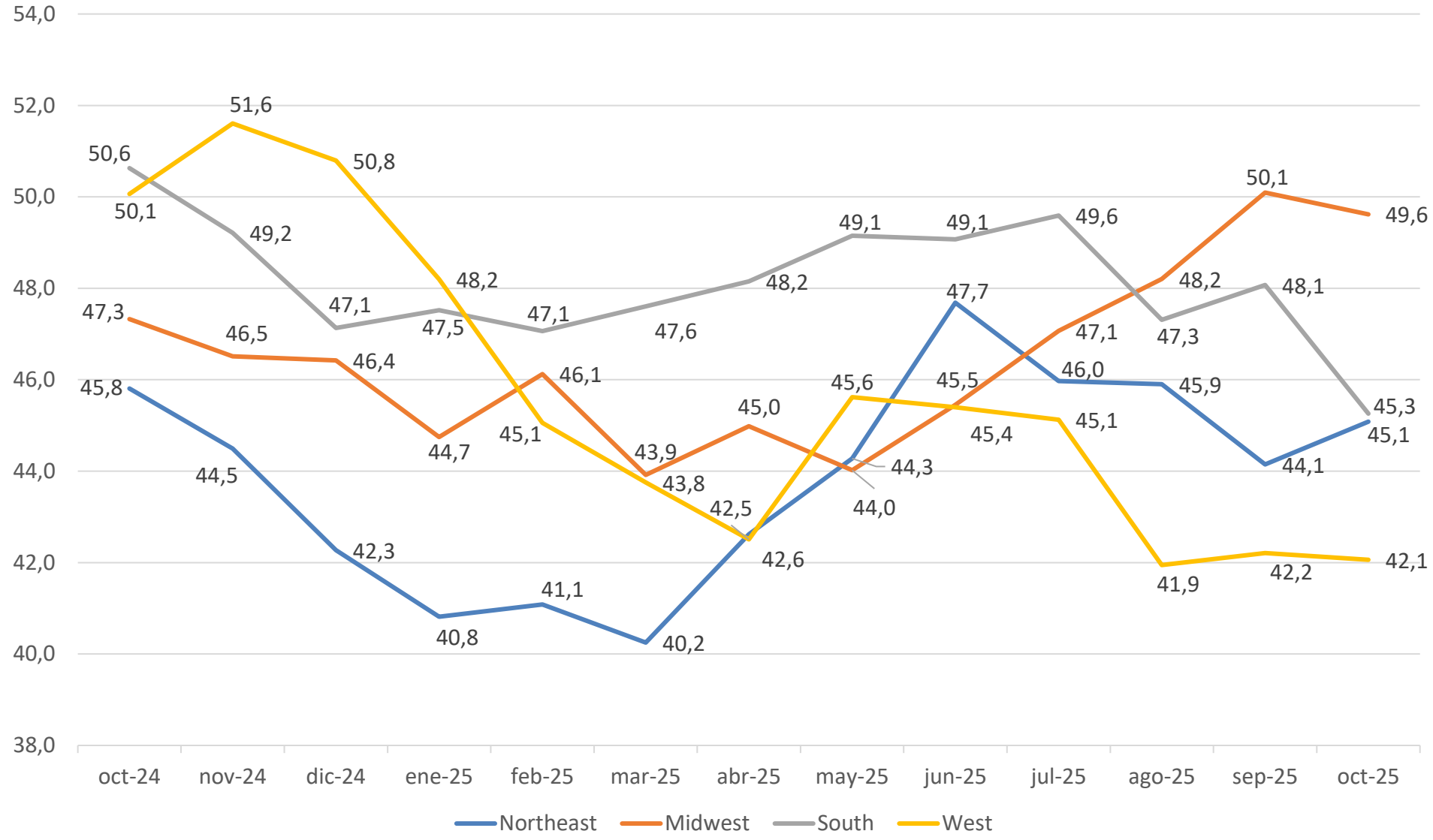
October ABI Regional Data



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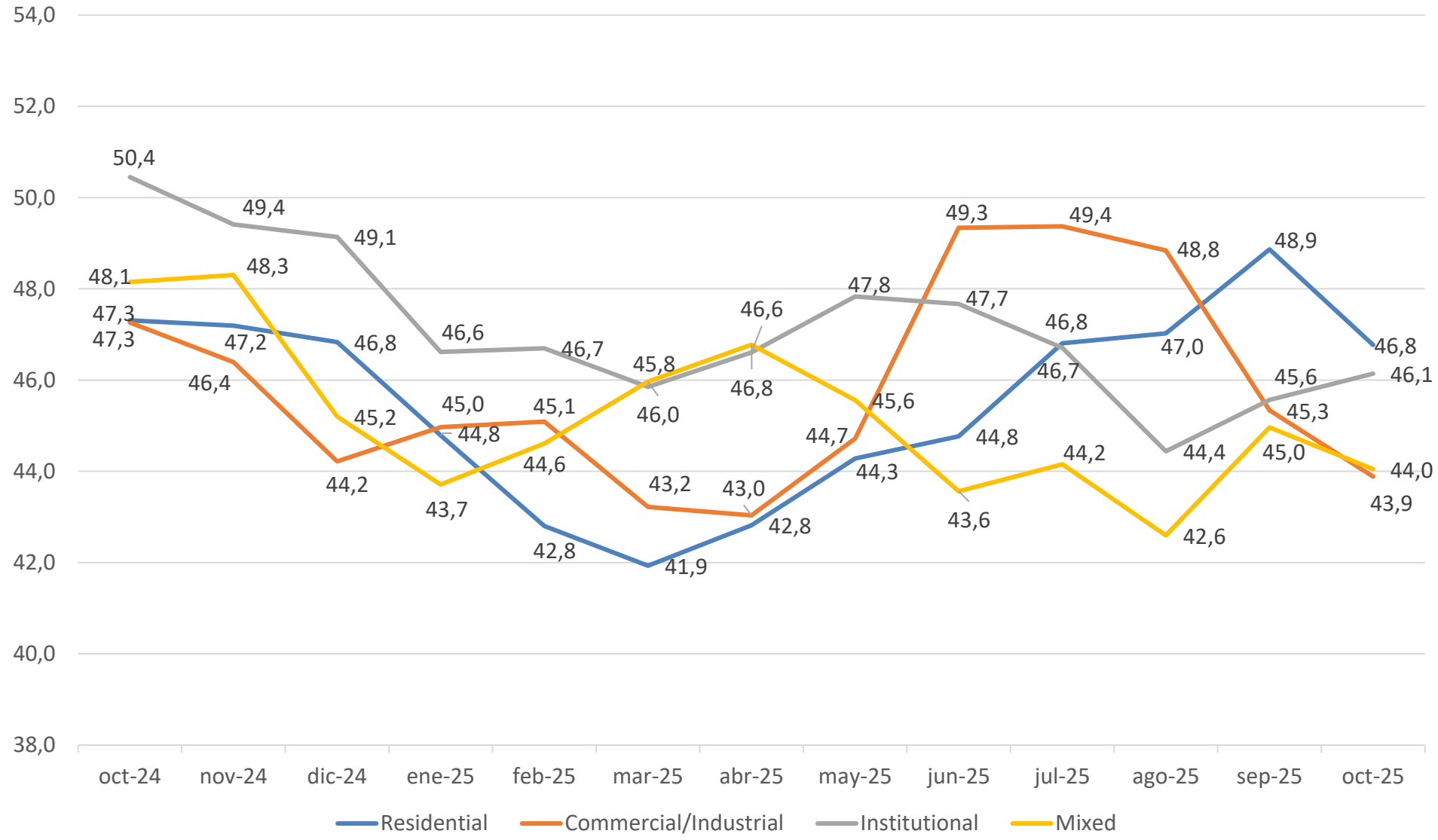
October ABI Sectors



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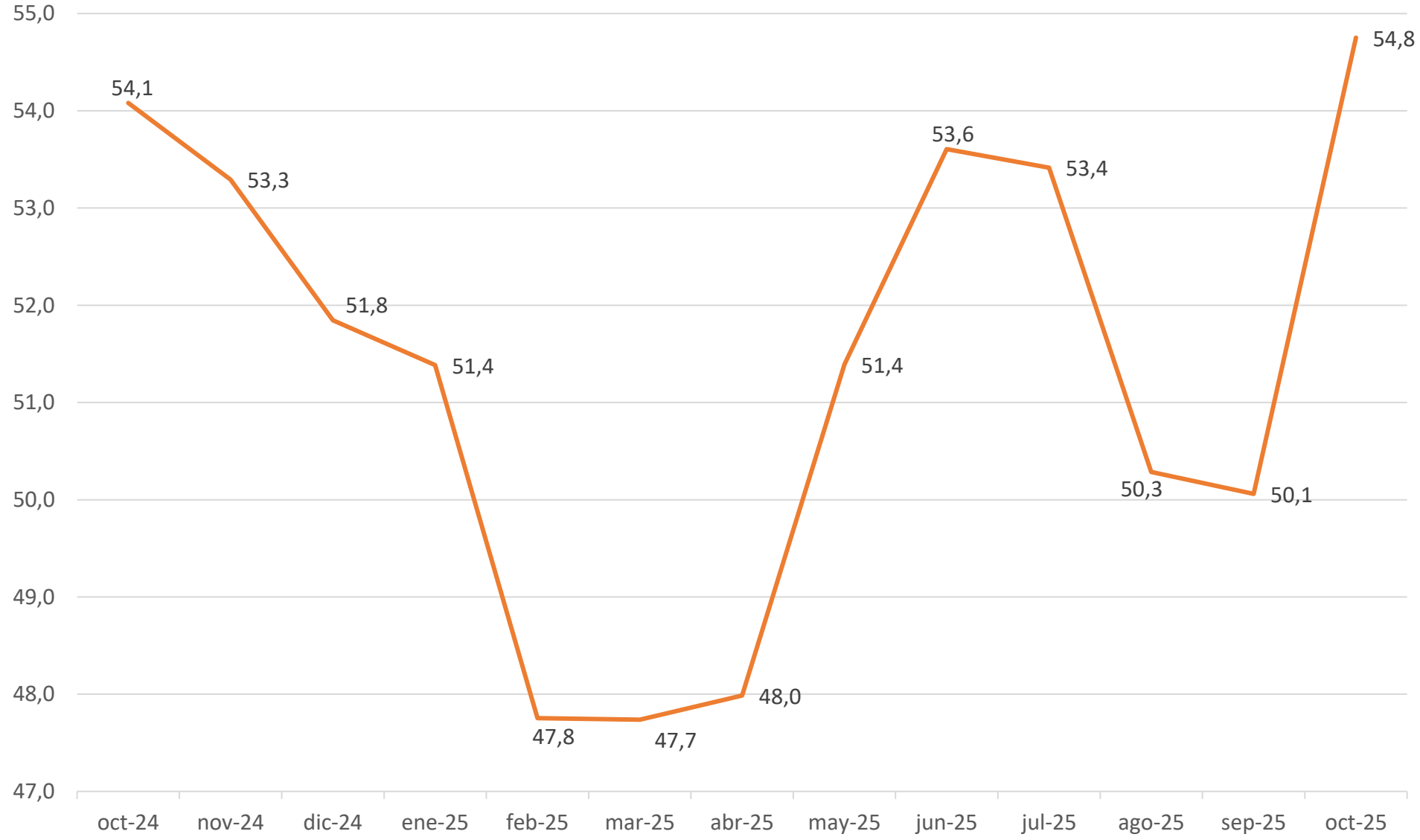
October ABI Inquiries



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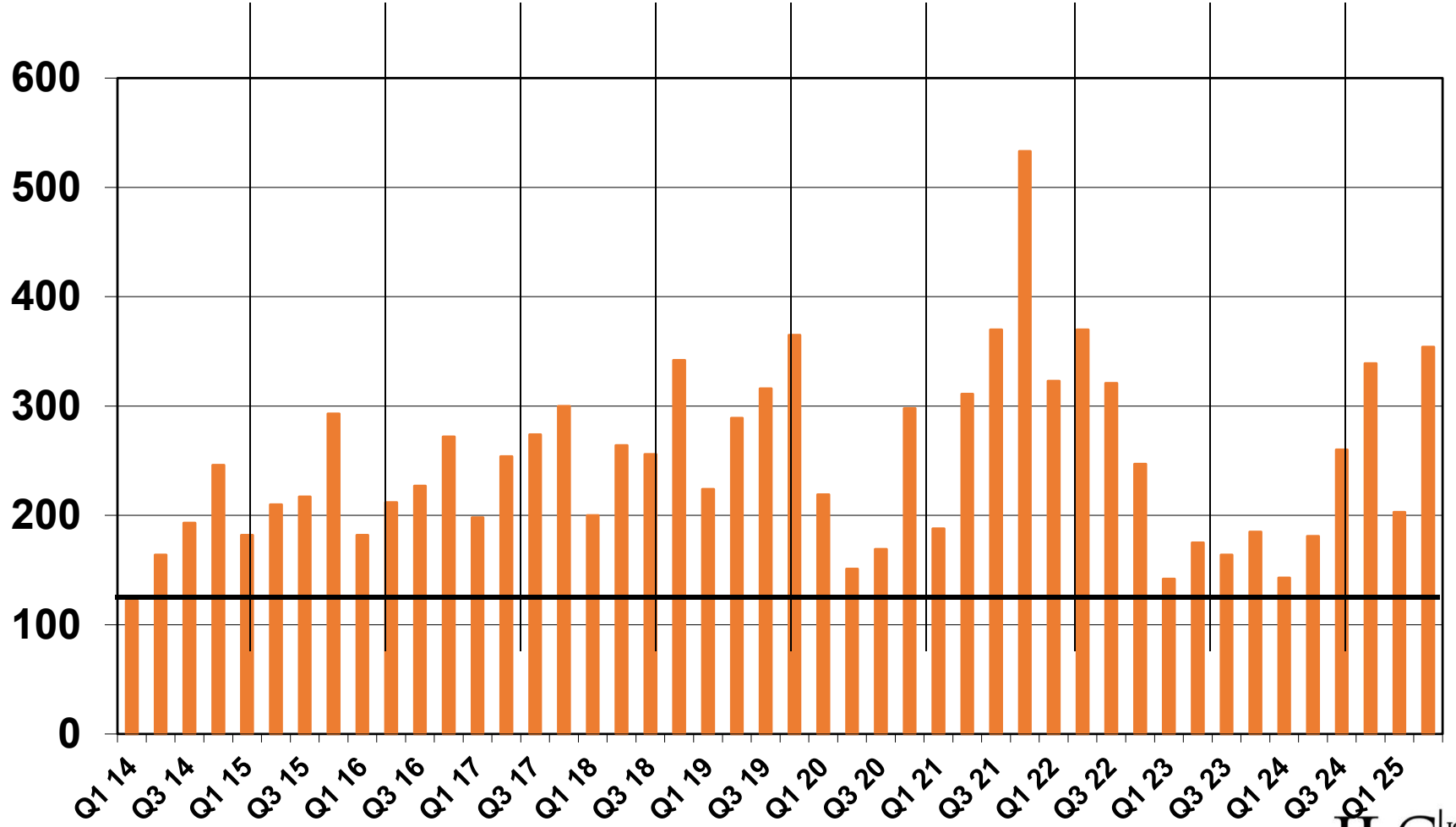
Commercial Lending Market

The U.S. Commercial Lending Index remains weak, reflecting tighter credit standards and soft loan demand from businesses. Banks are more cautious, and approval rates are lower than in the pre-pandemic expansion meaning projects are harder to finance and lenders are favoring only the strongest credits



Source: Mortgage Bankers Assoc. (mba.org) Quarterly index: 2001 = 100.

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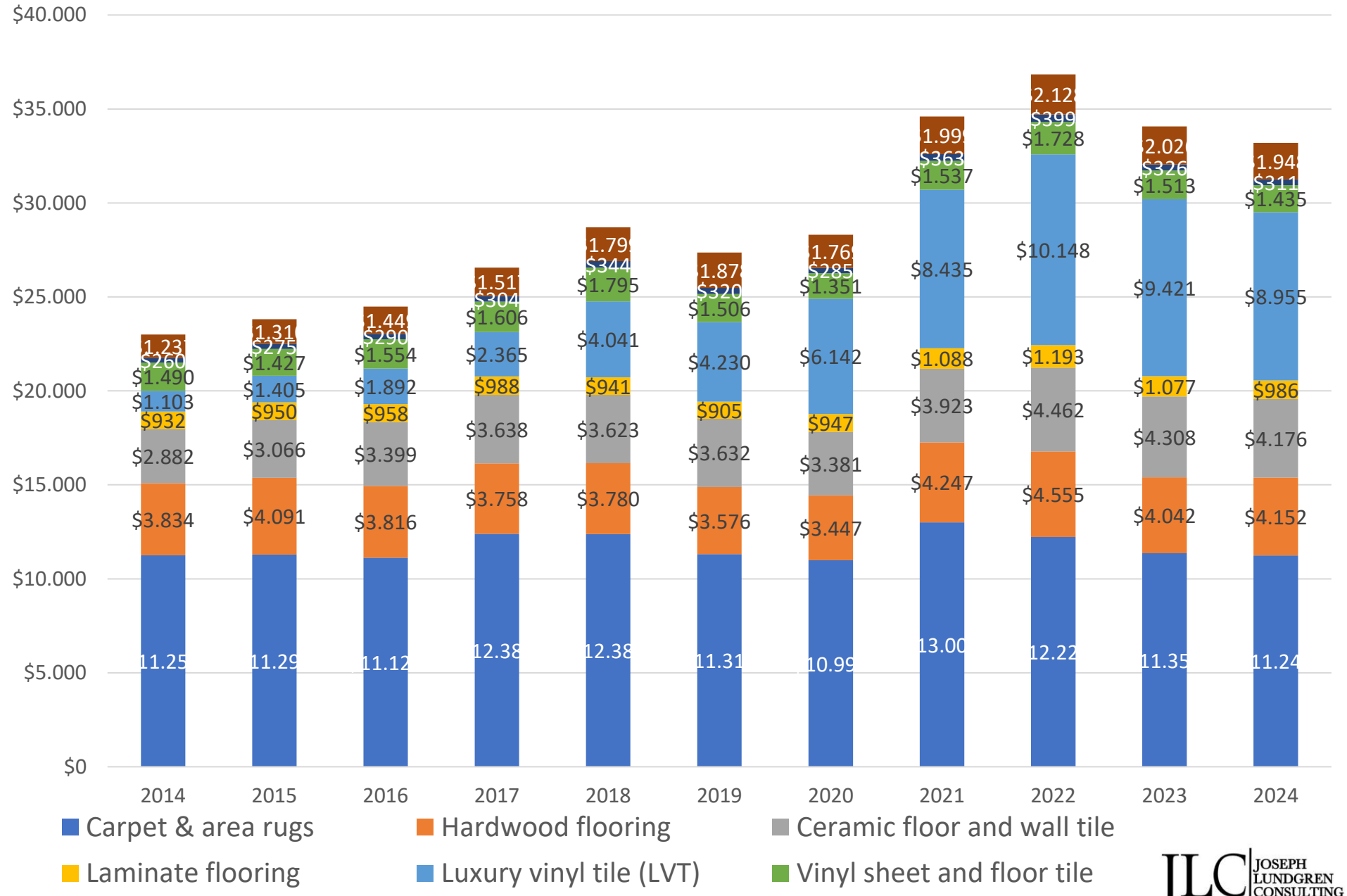
Floor Covering by Type in US $'s (In Millions of dollars)



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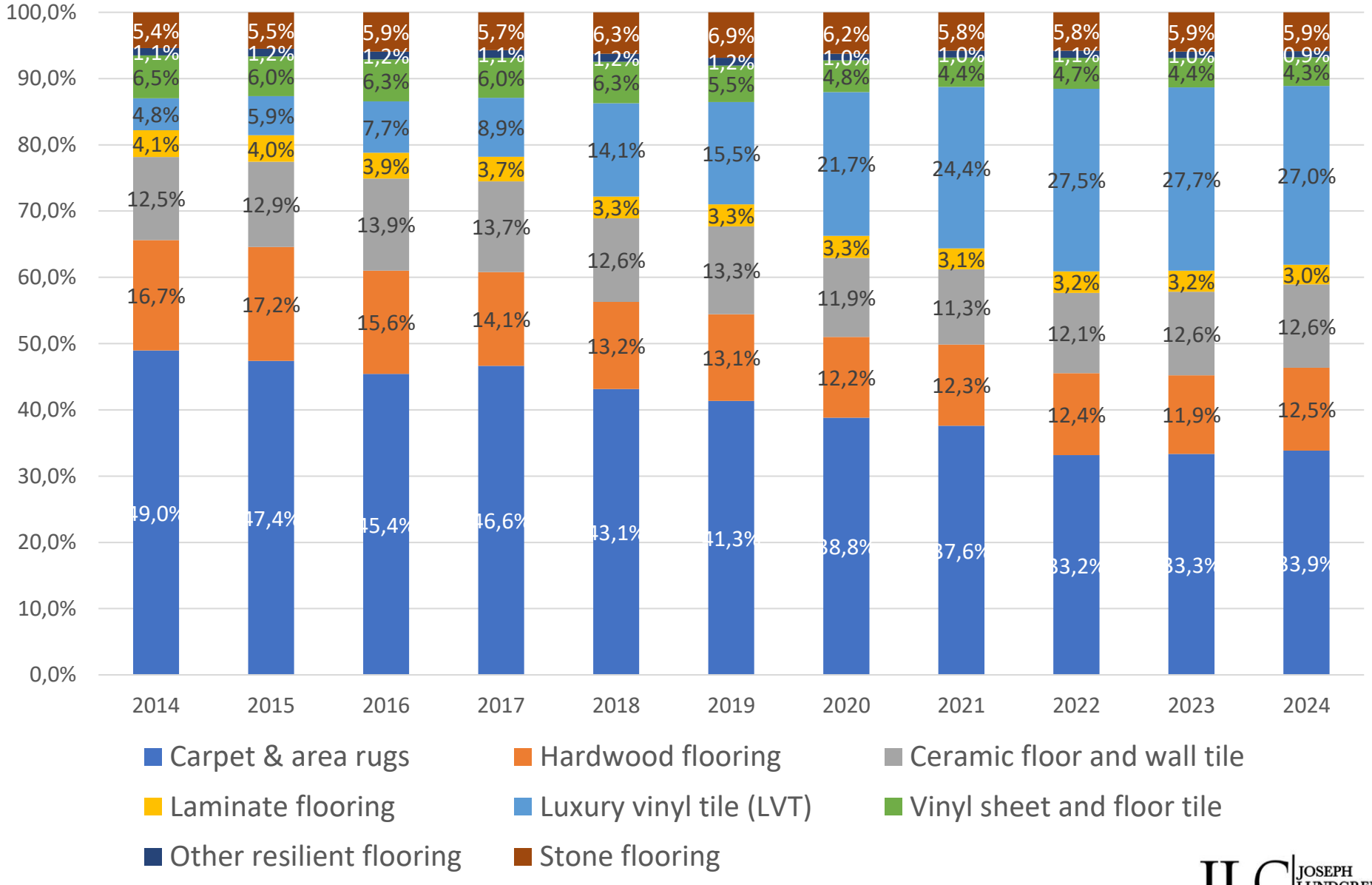
Floor Covering by Type % share in US $'s



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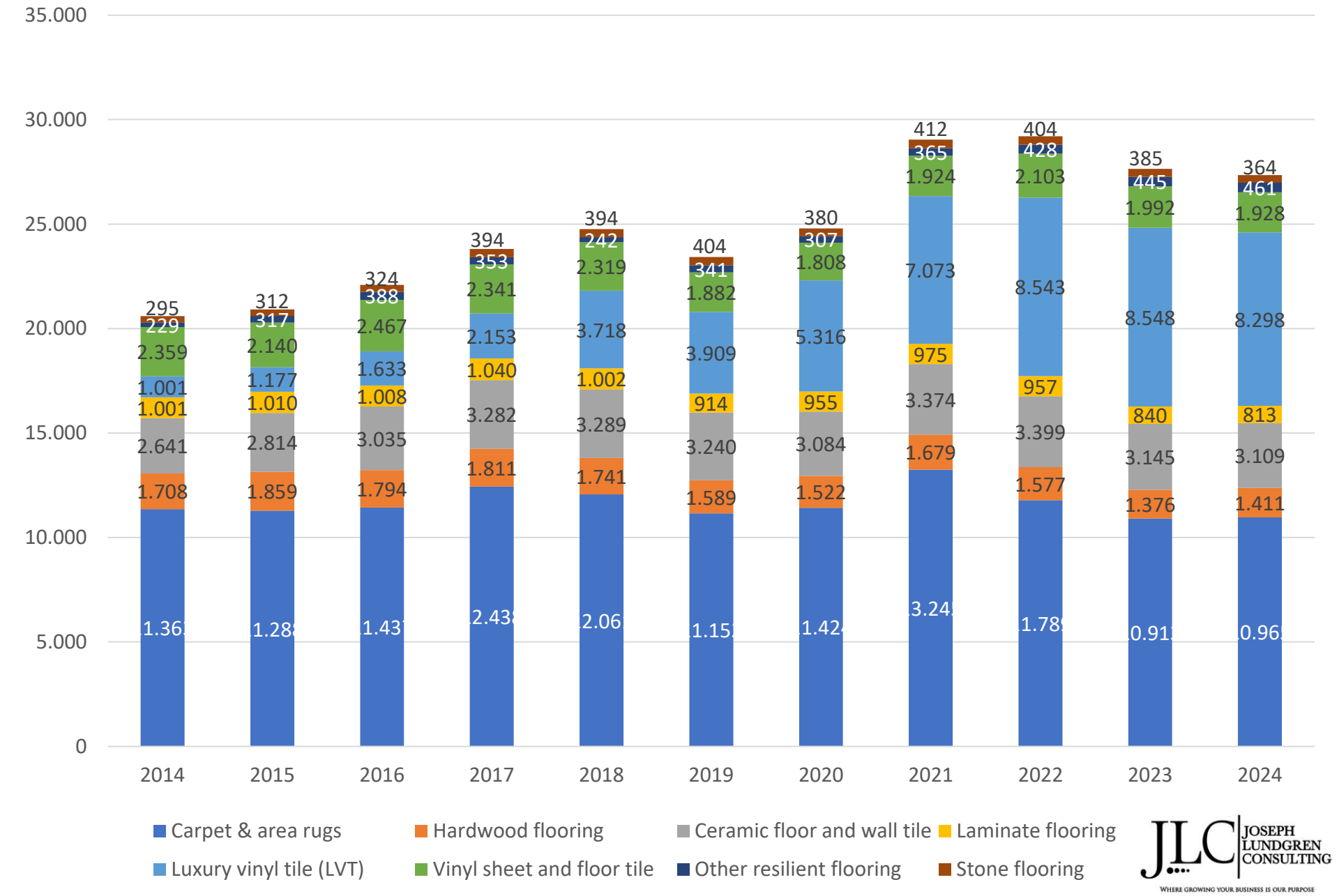
Floor Covering by Type in Square Footage (In Millions of square feet)



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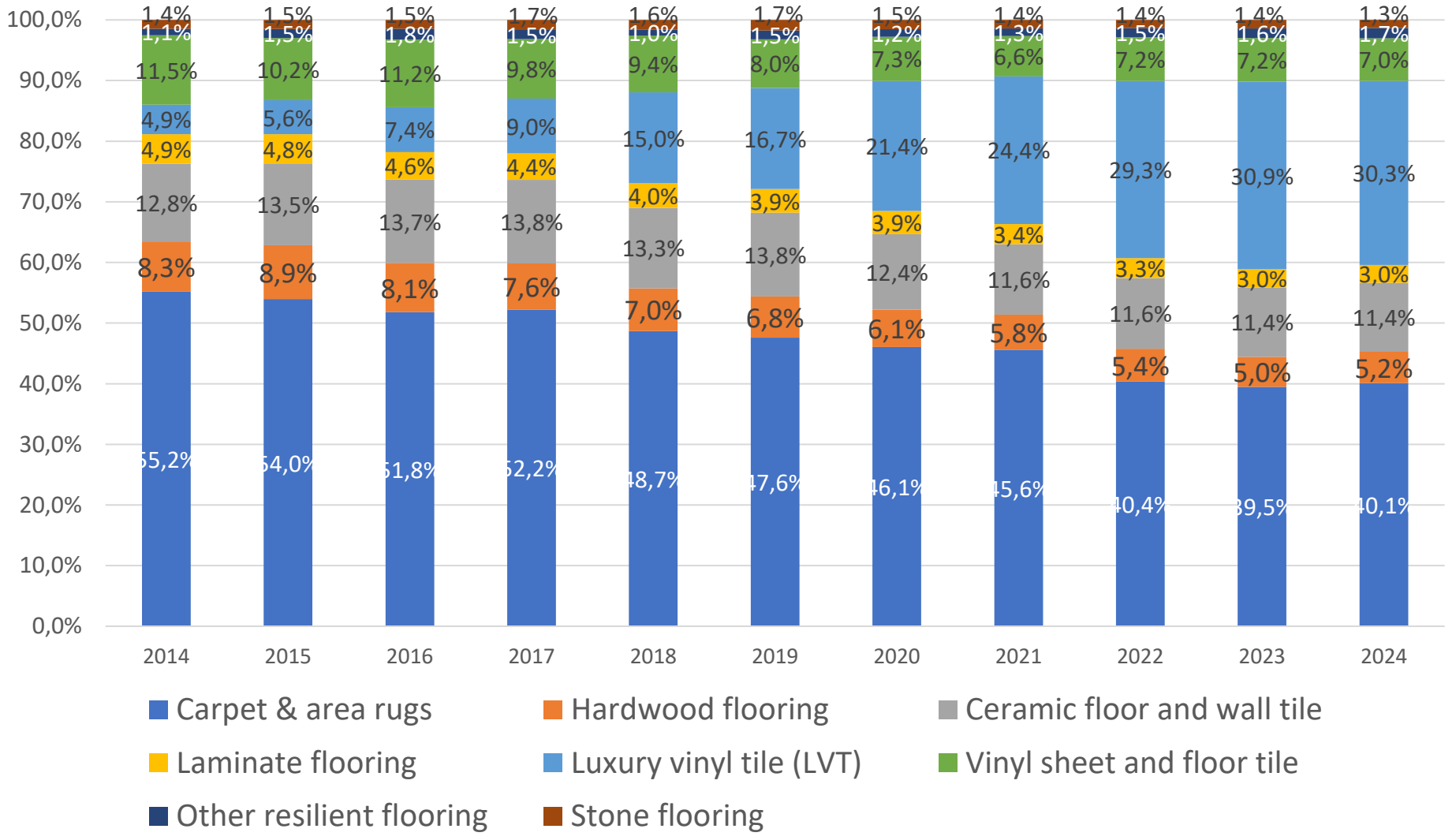
Floor Covering by Type % share in Volume



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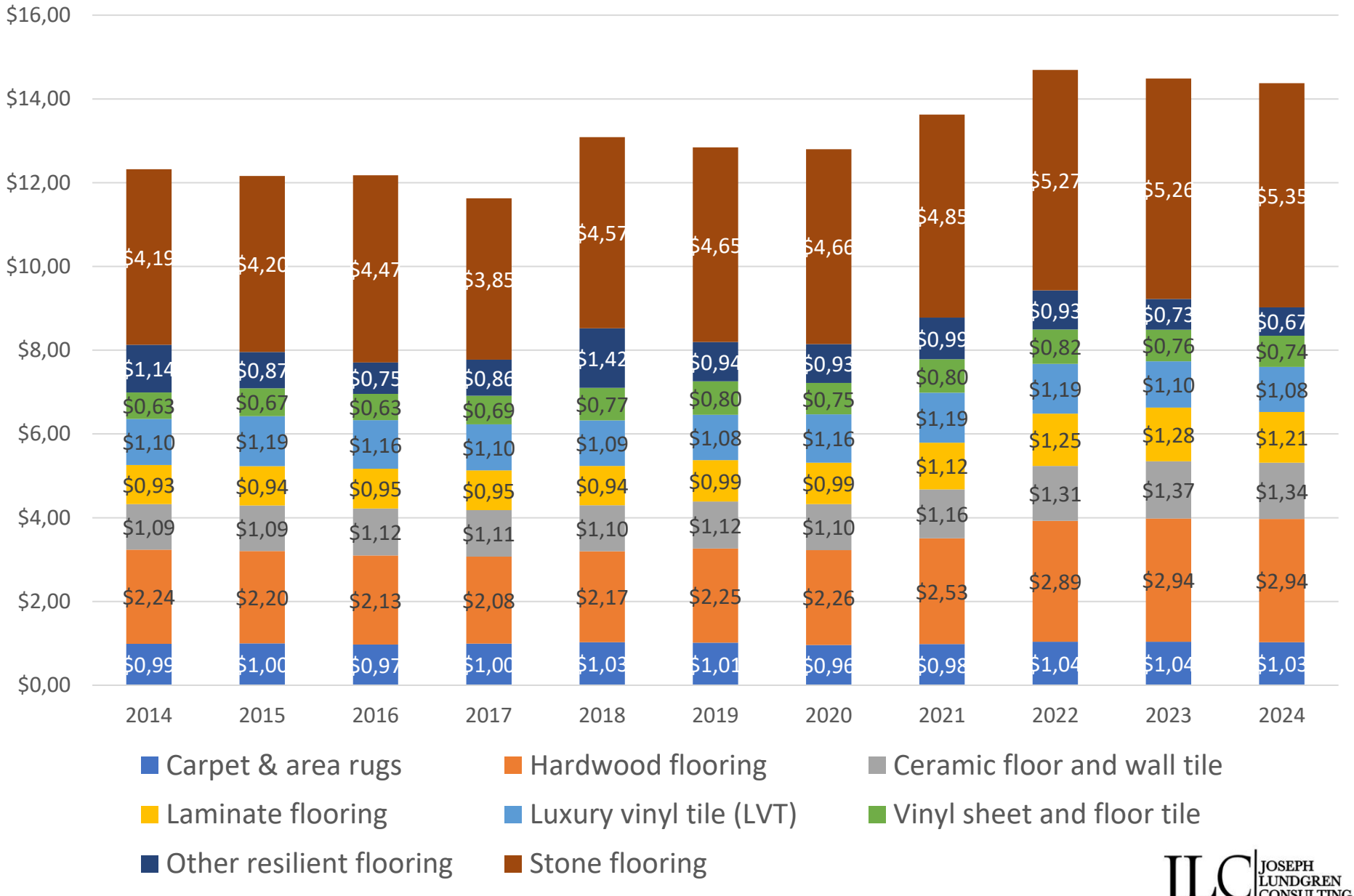
Floor Covering ASP



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US Ceramic Tile Industry

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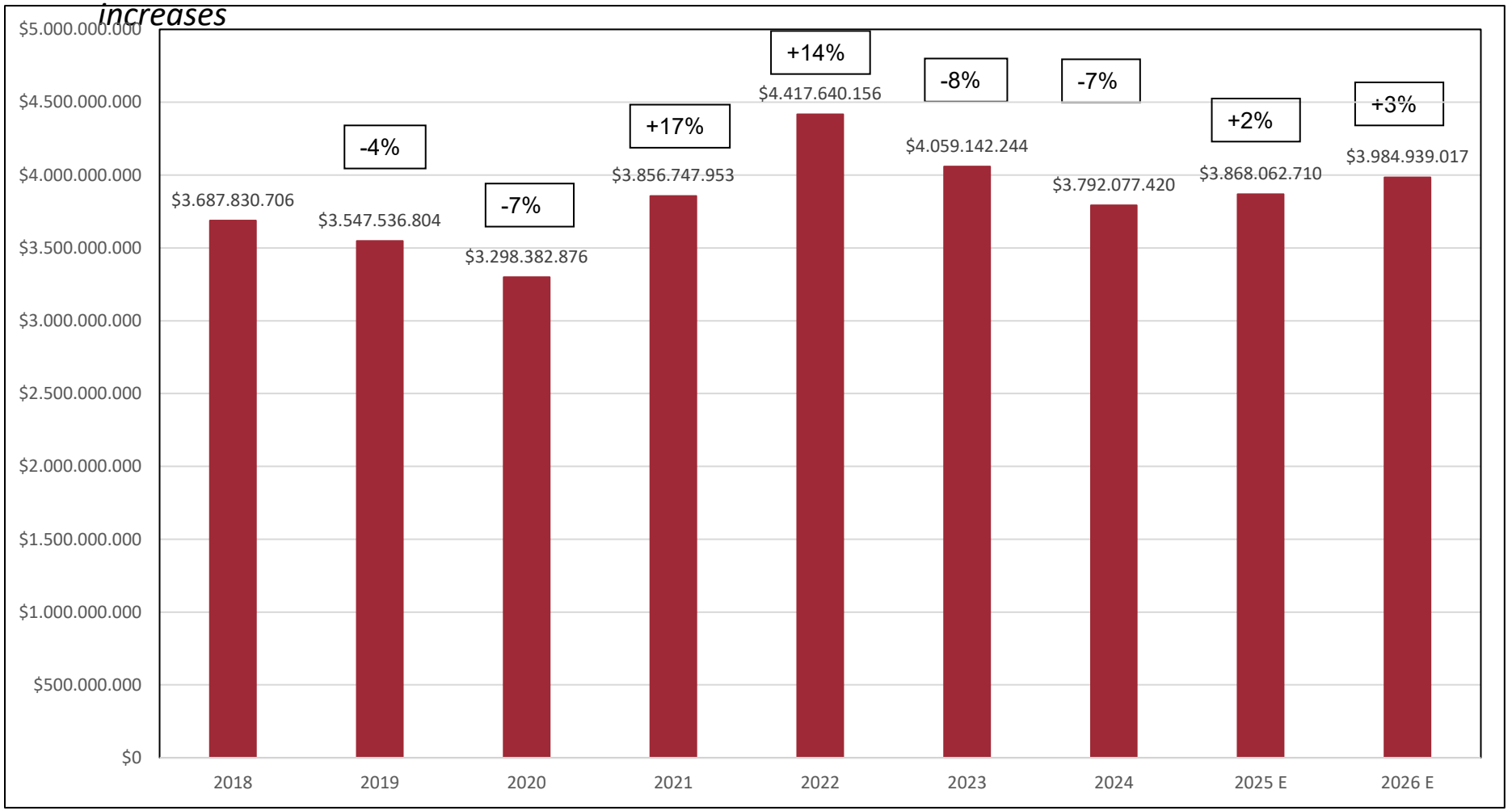
U.S. Ceramic Tile Market ($)

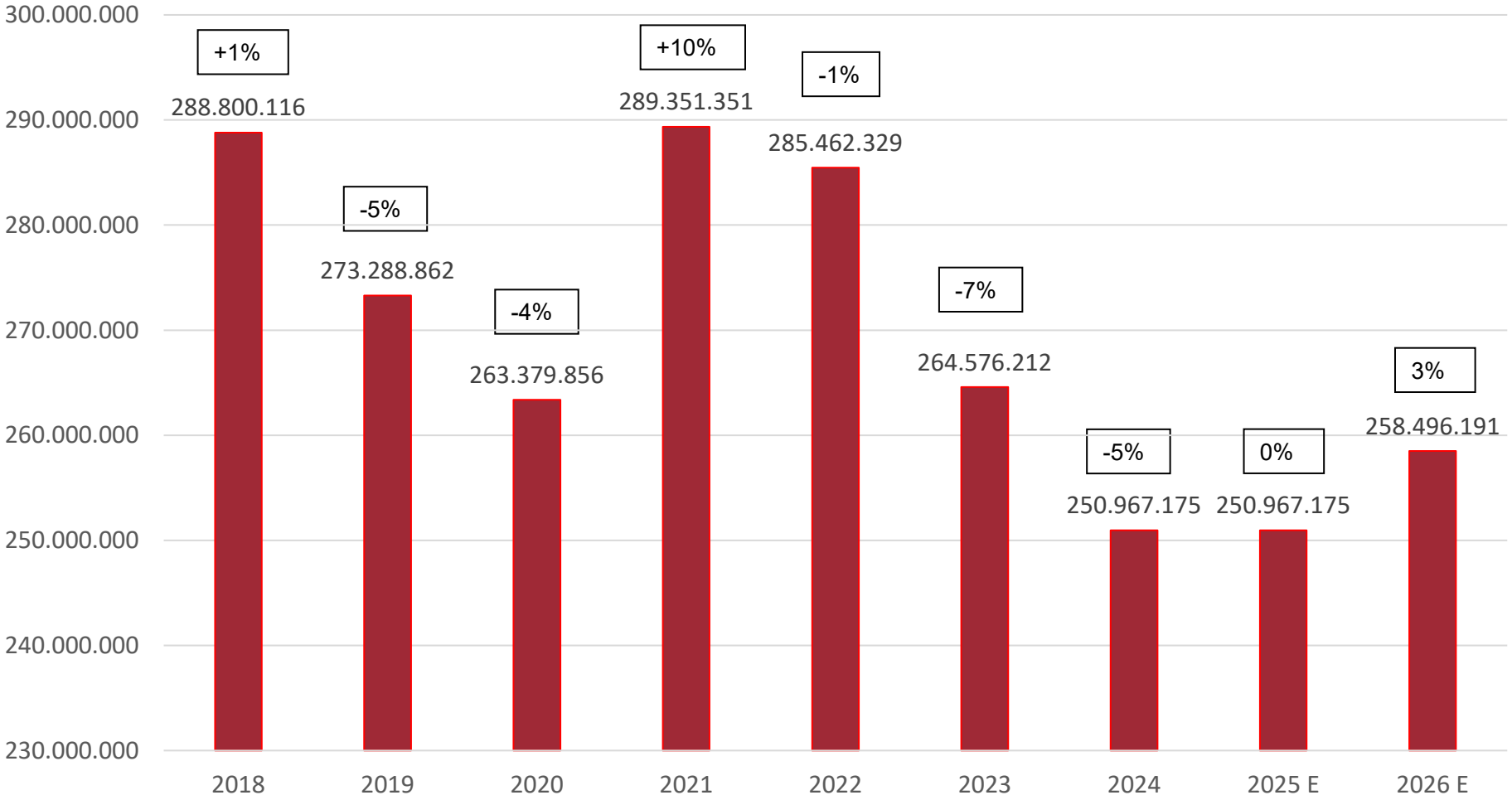
While interest rates are imperative for growth we will see a small increase in $ due to price increases



Source: Floor Covering Weekly, TCNA and internal estimates. Prior year data subject to periodic restatement.

U.S. Ceramic Tile Market (SQM)

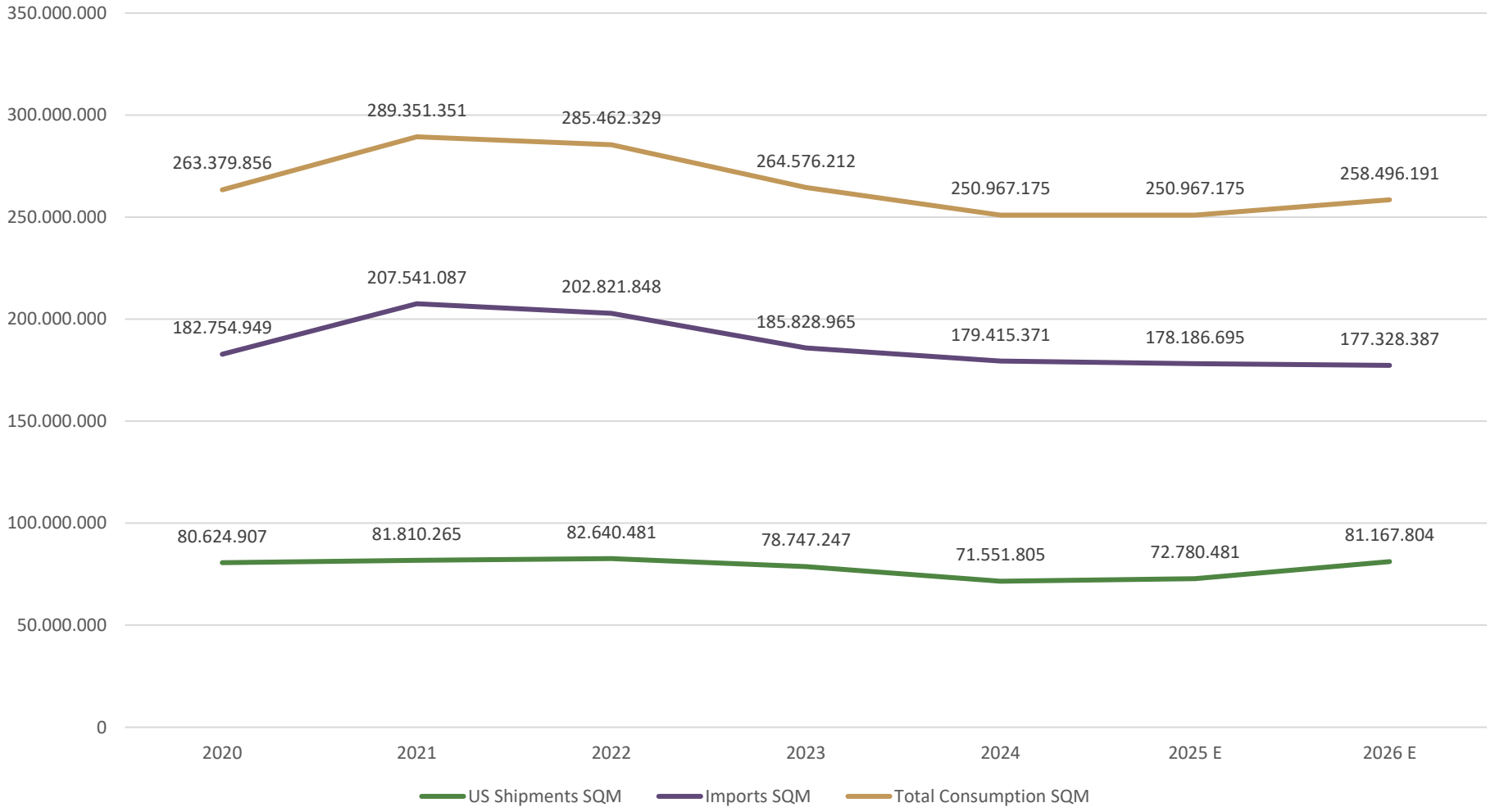
Volume will be flat to a little down in 2025, but optimistic growth of 3% in 2026, primarily in the back half



Source: Floor Covering Weekly, TCNA and internal estimates. Prior year data subject to periodic restatement.

US Market Square Meters

Currently at 2014/2015 levels



- 2024 is estimated to be the lowest volume in since 2014

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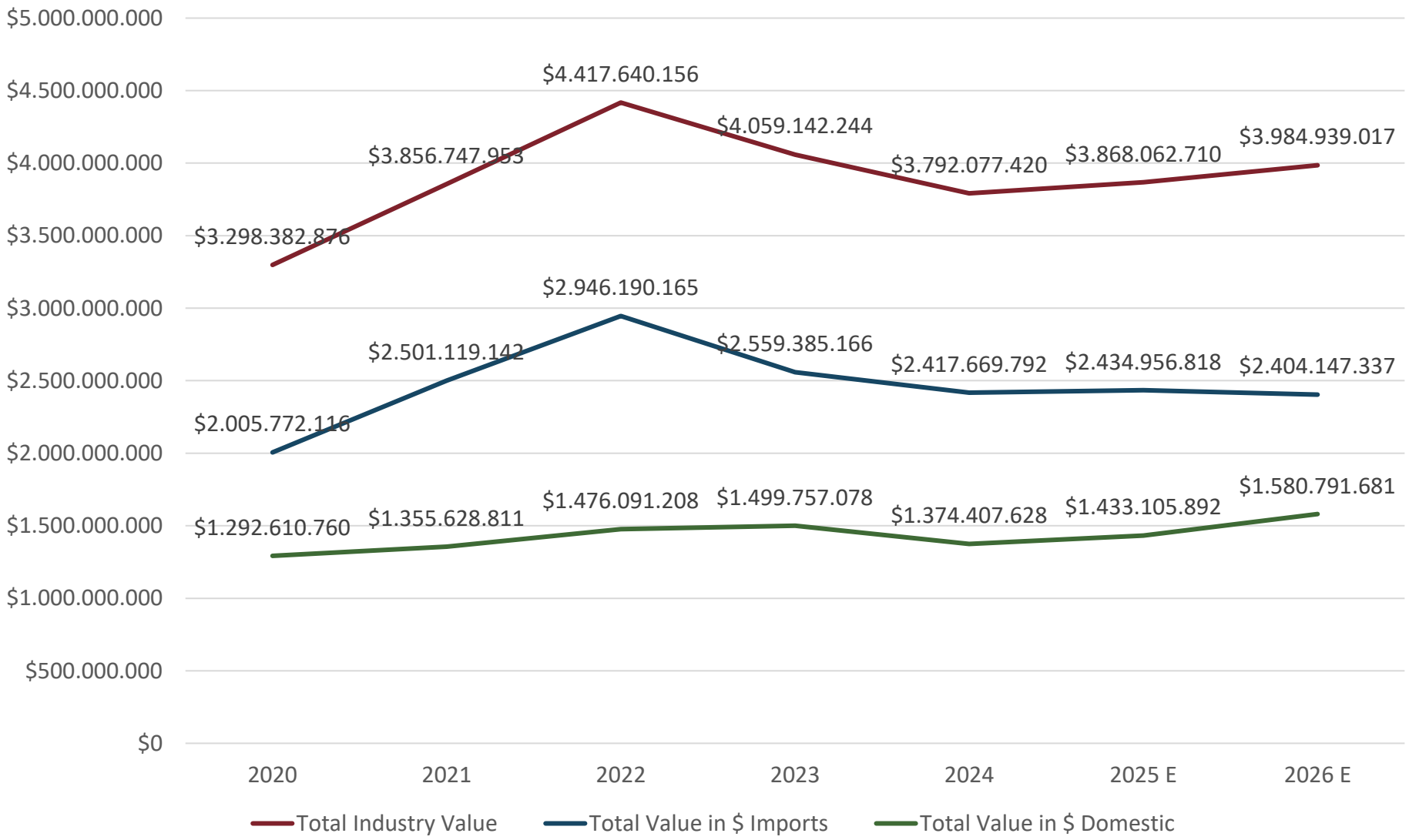
US Market in Wholesale $'s



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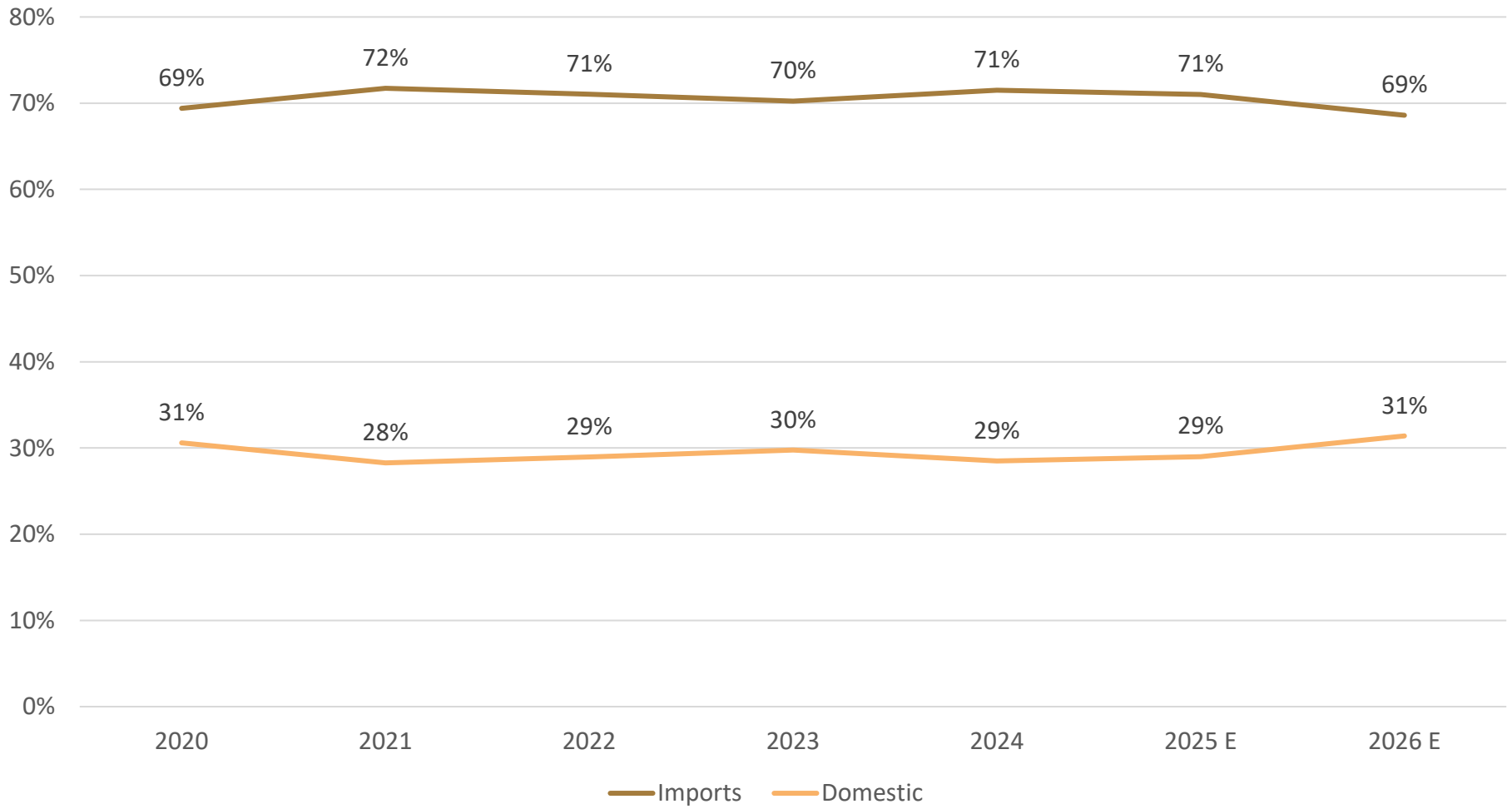
Imports vs. Domestic



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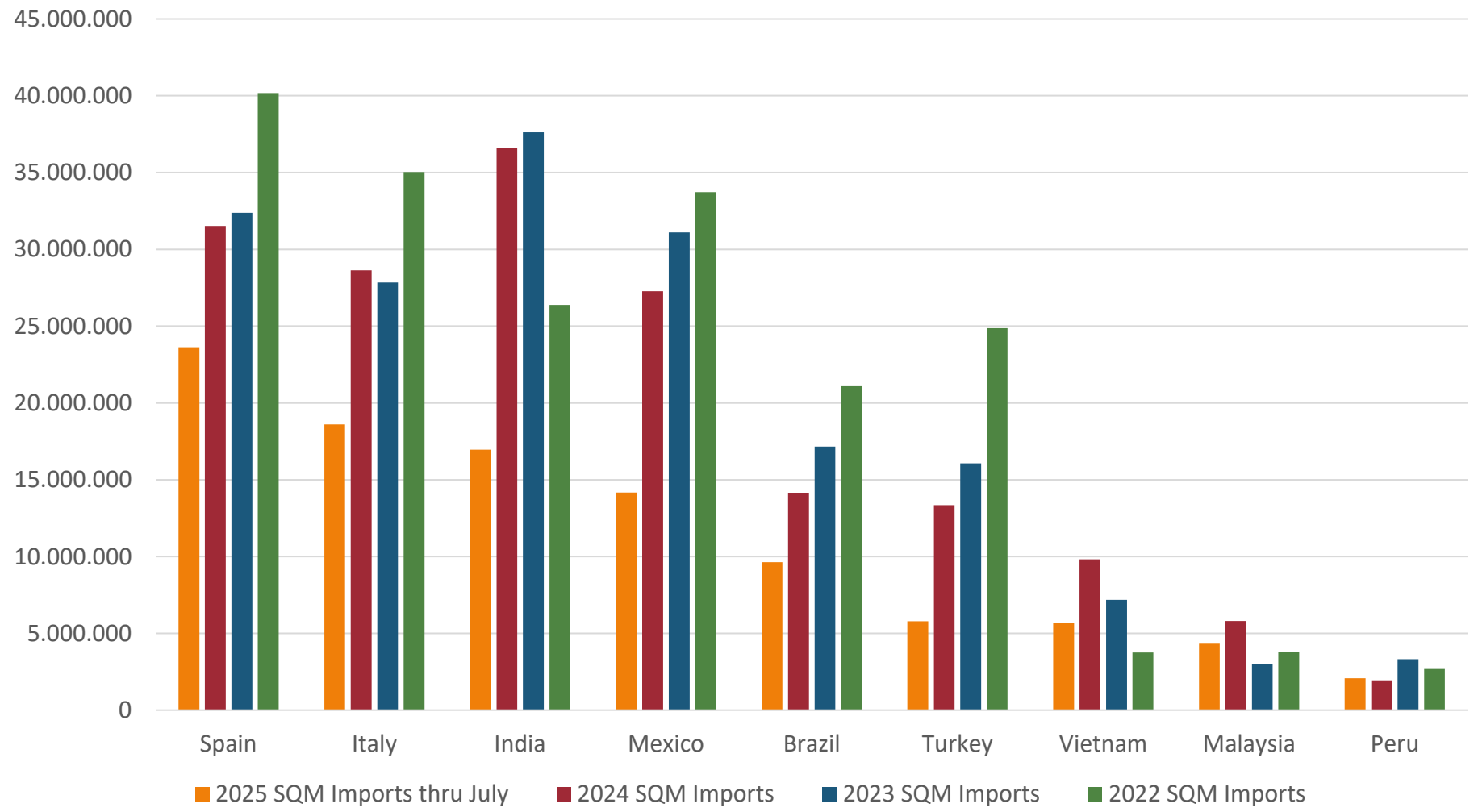
Imports by Country



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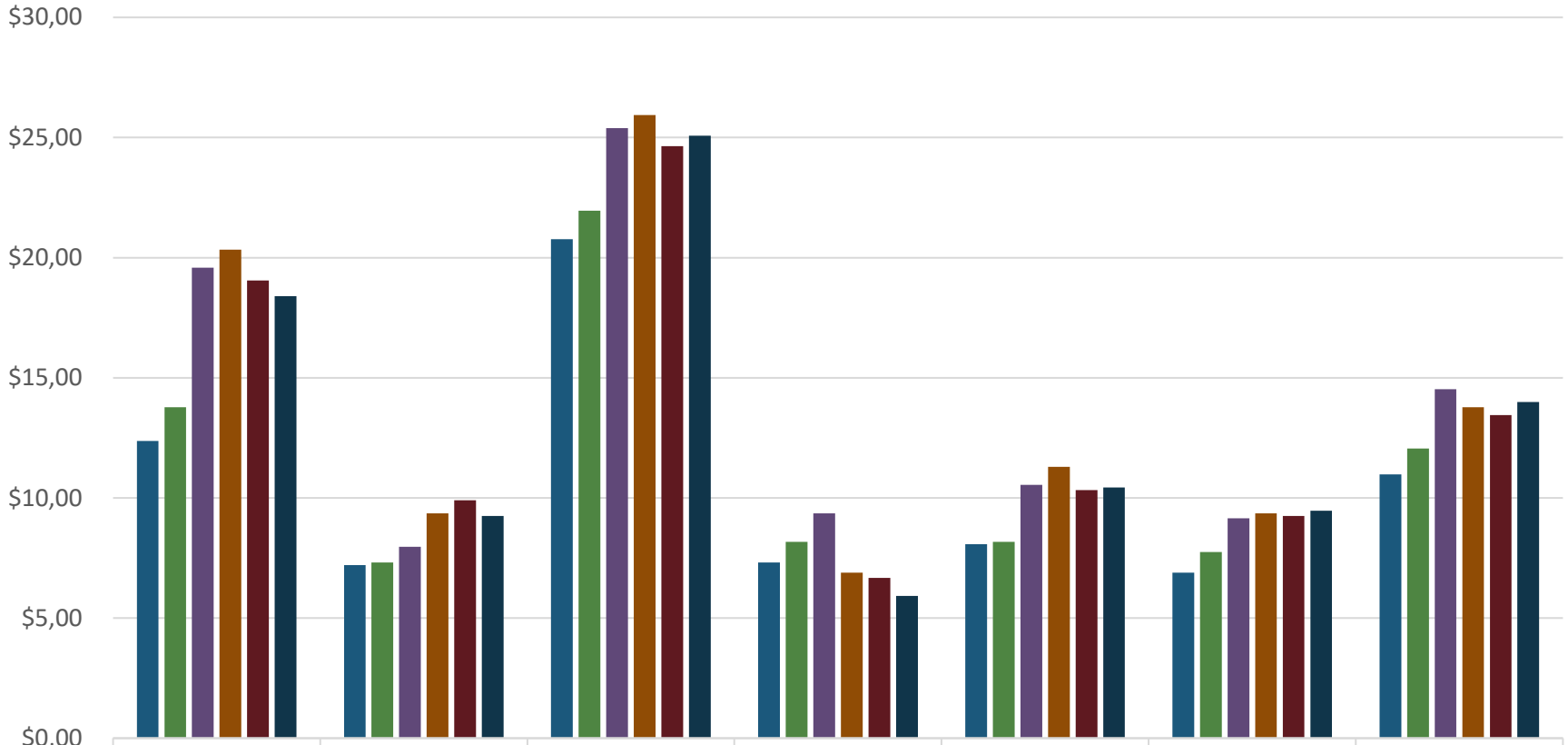
Import Costs SQM including CIF



	Spain	Mexico	Italy	India	Turkey	Brazil	All Imports
2020	$12,37	$7,21	$20,77	$7,32	$8,07	$6,89	$10,98
2021	$13,77	$7,32	$21,95	$8,18	$8,18	$7,75	$12,05
2022	$19,58	$7,96	$25,39	$9,36	$10,54	$9,15	$14,53
2023	$20,34	$9,36	$25,93	$6,89	$11,30	$9,36	$13,77
2024	$19,05	$9,90	$24,64	$6,67	$10,33	$9,25	$13,45
YTD July 2025	$18,40	$9,25	$25,07	$5,92	$10,44	$9,47	$13,99

2020 2021 2022 2023 2024 YTD July 2025

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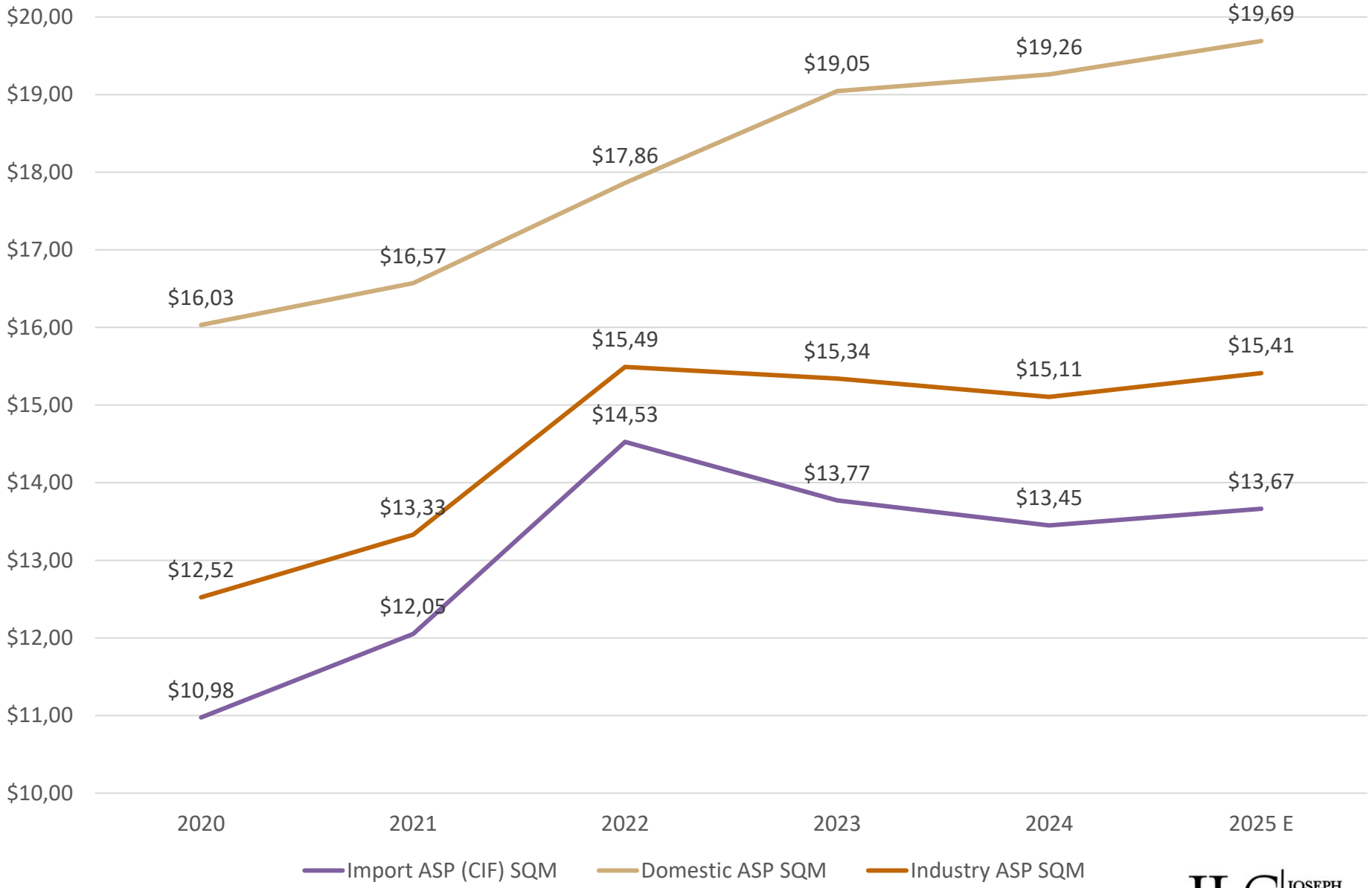
Wholesale Industry ASP SQM



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The Industry Mix

2024 The Industry in SQM		
250,967,175		
Product Type	Mix Sold in US	SQM Volume
Glazed Porcelain	47%	117,954,572
Colorbody/Technical	20%	50,193,435
Red	14%	35,135,405
Wall	14%	35,135,405
Quarry	0.7%	1,756,770
Mosaics	2.3%	5,772,245
Ceramic	2.0%	5,019,344
Total	100%	250,967,175

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Size Trends

Residential Ranking	
1	30x60 12"x24"
2	43x43/45x45/50x50* 17"x17"/18"x18"/20"x20"
3	** 15x90/20x120 6"x36"/8"x48"
4	*** 30x30 ` 12"x12"
5	60x60 24"x24"
6	60x120 24"x48"
*45x45 18"x18" Primarily	
** 20x120 8"x48" Primarily	
*** Still used as a base for builders in red body	

Commercial Ranking	
1	30x60 12"x24"
2	60x120 24"x48"
3	60x60 24"x24"
4	* 15x90/20x120 6"x36"/8"x48"
5	** Larger sizes
* 20x120 8"x48" Primarily	
** Due to the mix of Gauged Porcelain Tile and Gauged Porcelain Tile Panels/Slabs	

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Trends

- Large Format
  - While the 30x60 is the primary size in the US market for floor tile, the 60x120 is still strong while the 60x60 is declining.
  - Still moving larger overall, but with a split between super large and small unit wall.
  - No change year over year is ranking, except for what is the “new” square size?
    - 80x80 (32”x32”)
    - 100x100 (40”x40”)
    - 120x120 (48”x48”)
  - It’s important to note the US labor pool does not have enough qualified installers for large format tiles.
  - The focus of associations such as Ascer (Tile of Spain) support our training program Ceramic Tile Education Foundation which ensures we will have qualified installers to continue to grow the market share of tile in the US.
    - https://www.ceramictilefoundation.org/ctef-sponsors

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Trends

- Sizes & Formats
  - Gauged porcelain panels / slabs – thin panels for shower walls, feature walls, and countertops; pushed heavily as a trend at Coverings (Porcelain Panels / “seamless installations”).
  - 2 cm porcelain pavers – continuing growth for patios and outdoor living.
  - Small & specialty shapes – 5x25, 5x45 and 5x50 are evolving but the 10x30 and 10x40 remain the core wall sizes.
  - So, big formats for floors, small formats for walls with more texture and detail

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Trends

- The US market continues to focus on three core visuals for ceramic tile
  - Marble
  - Concrete
  - Wood
  - 2 CM exterior products
  - Porcelain slabs continue to grow, but at a slow rate accounting for less than 5% of US sales

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Trends

- Technology & Performance
  - A lot of what's "new" is really refinements of digital printing plus performance coatings.
  - High-definition digital inkjet - glue/grit, 3D and continuous graphics are now standard at the high end.
  - Textured/structured surfaces – 3D sculpted faces, fluting is hot and micro-relief designs made possible by digital glaze application.
  - Improved slip-resistance & outdoor performance – R-rated / DCOF-compliant finishes, especially on 2 cm pavers and "indoor–outdoor" lines that carry one visual from great room to patio.
  - Sustainability messaging – U.S. and imported lines leaning hard on low-VOC, recycled content, long lifecycle, and EPD/HPD documentation as the U.S. market pushes greener materials.
  - There's also ongoing development of "invisible functionality" (antimicrobial, anti-pollution, photocatalytic, etc.), but that's more niche and brand-specific.

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Warm Naturals & Earth Tones

- Sand, beige, camel, honey tones
- Typical neutrals for the US Market

Tilebar “Basic Travertine Cotton” 24x48 matte porcelain (warm travertine-look).

24x48 “Travertine Bone Natural” porcelain tile (American Tile Depot).

Terrazzo

- Large-chip & micro-terrazzo
- Demand in hospitality + residential baths
- Opportunity: warm terrazzo LF with coordinating mosaics

Tilebar Terrazzo & Terrazzo-Look series in warm and neutral chip blends.

Mirrella “Arctic” Terrazzo-Look Porcelain collection (matte & polished).

Daltile Terrazzo-look tile ranges from their On-Trend ‘Terrazzo Look’ program.

Stone Looks: Travertine & Limestone

- Big return of warm, calm stones
- Honed / matte finishes preferred
- Opportunity: panel-ready continuous graphics

MSI “Livingstyle Travertino” matte porcelain (18x36, 24x24) in warm cream/beige.

Tilebar “Era” limestone-look 24x48 matte porcelain in soft gray neutrals.

Zellige / Handmade Glossy Looks

- Tone variation
- Feature walls, kitchen backsplashes

Floor & Decor “Zellige Antique Sage” and similar glossy, wavy-wall series (i.e.: Zellige Glacier”)

Lili Tile “Sage Dust Zellige” 4x4 handmade Moroccan wall tile.

Otto Tiles “Sage Zellige” handcrafted Moroccan zellige for walls/floors.

7. 2 cm Paver Systems

- Continued growth in outdoor living
- Indoor-outdoor matched visuals
-

MSI “Livingstyle Travertino” Arterra 2cm porcelain pavers (24x24, 18x36) with matching interior tile.

Florida Tile 2cm porcelain paver systems designed for indoor–outdoor continuity. Shown Above: “High Ridge” Stardust White

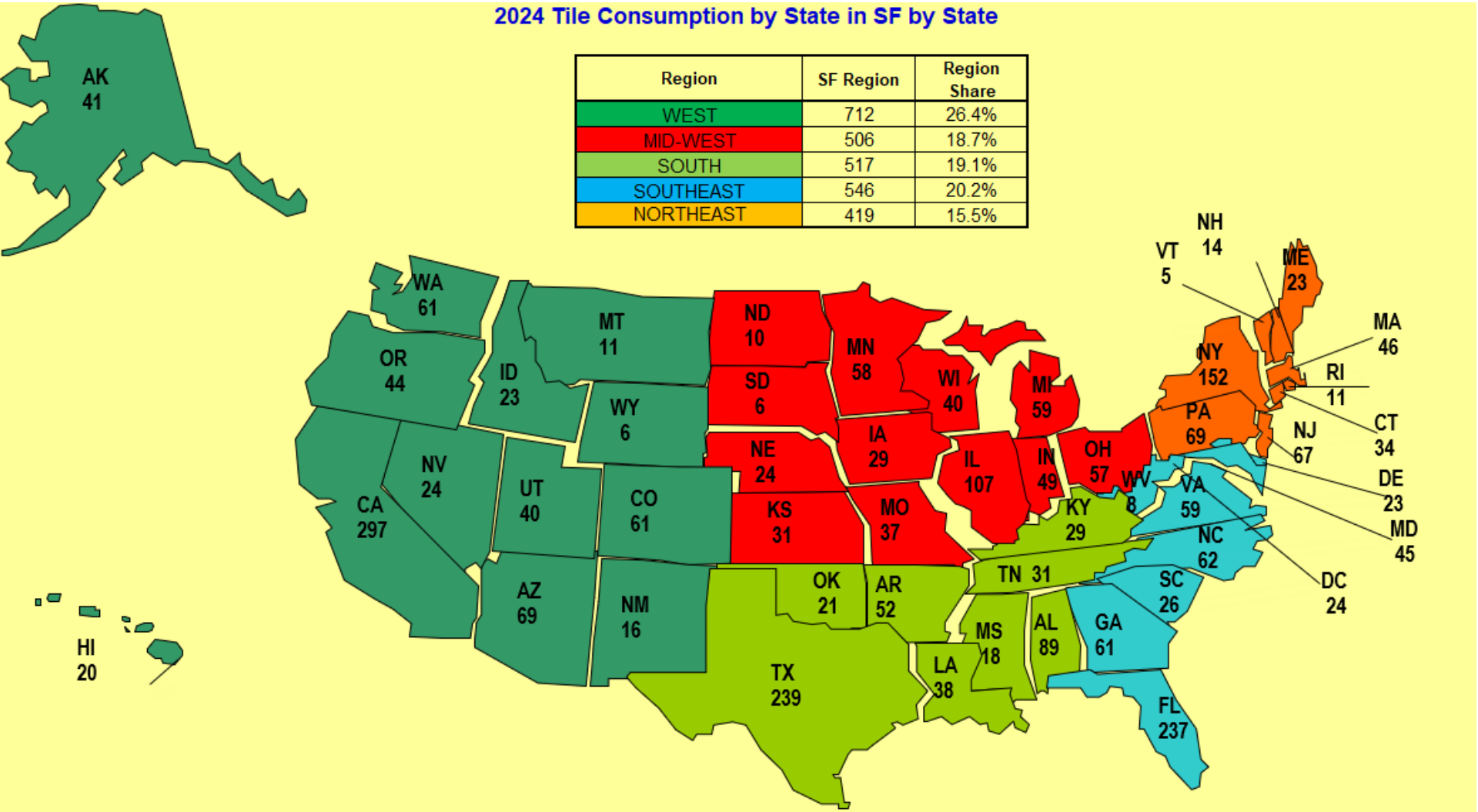
Consumption by State

- The criteria to develop the consumption by state
  - Population
  - Construction forecast
    - New Housing
    - Residential Remodel
    - Commercial
  - Labor
  - State expenditures
  - Value of construction projects

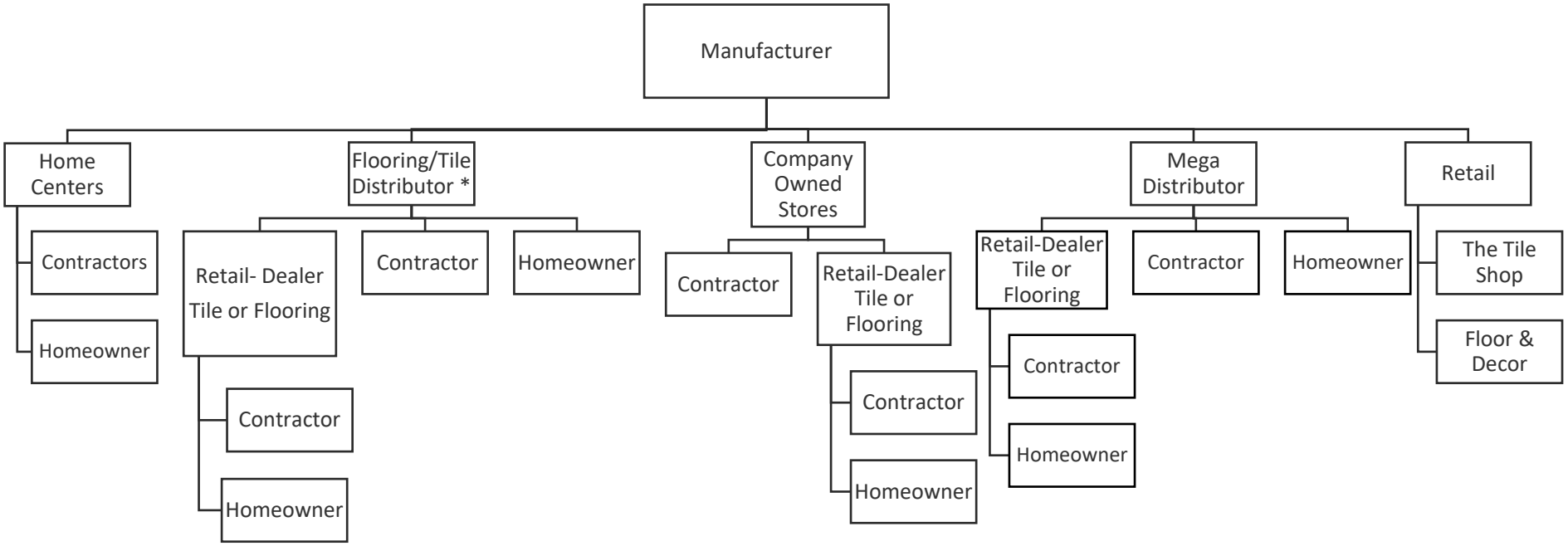
2024 Consumption by State

2024 Tile Consumption by State in SF by State

Region	SF Region	Region Share
WEST	712	26.4%
MID-WEST	506	18.7%
SOUTH	517	19.1%
SOUTHEAST	546	20.2%
NORTHEAST	419	15.5%



US Tile Distribution Channels



* Includes Specification companies

Definition of US Distributors

- There are five major distribution channels in the US ceramic tile market.

1. Home centers - this is made up of the Home Depot, Lowe's and Menards. They are also known as big box stores and carry a wide range of products and market to the consumer.
2. Flooring/Tile distributor - These are distributors that can vary in who they sell to, typically the distributor sells to the dealer and also to the contractor and homeowner (retail). The distinction between flooring and tile is as follows:
    a. Flooring Distributor – initially carried all or most of other floor coverings except ceramic tile, over the past 25 years they have added ceramic into their mix.
    b. Tile Distributor – typically carries only tile products and sells dealers, contractors and homeowners in some cases.
    c. Flooring Dealer – buys from both Flooring Distributor and Tile Distributor. Also, will do installations (turnkey).
    d. Tile Dealer – buys primarily from Tile Distributor and sells to contractor or homeowner, traditionally does not do installations.

Definition of US Distributors

3. Company owned stores-these are manufacturers who have their own stores that typically sell wholesale only and target distributors, contractors, dealers and work with specifiers (architects and designers) in order to specify their tile for commercial and national account projects.

4. Mega distributors - these are typically nationally recognized distributors or have a strong regional footprint. sales are $50 million plus.

5. Retail-this consists of two different distribution companies currently floor and decor and the tile shop. These are considered retail because they market primarily to the pro who influences the consumer. However, we do see Floor and Decor increasing their focus on advertising to the consumer.

Company Owned Stores

Company owned stores-these are manufacturers who have their own stores that typically sell wholesale only and target distributors, contractors, dealers and work with specifiers (architects and designers) in order to specify their tile for commercial and national account projects.

	Locations
• Daltile	212 *
• Not included in above number	
• Stone Centers – 40	
• Design Galleries - 19	
• Porcelanosa	33 **
• Florida Tile	22
• Crossville Studios	27 ***
• Roca	9 **

* Any existing AO and Marazzi stores are being consolidated into Daltile stores.

** Only foreign manufacturers with company locations

*** Crossville had 36 locations, but has closed some since acquiring DMI, Capco & Contempo

Note: Interceramic closed all locations in 2023

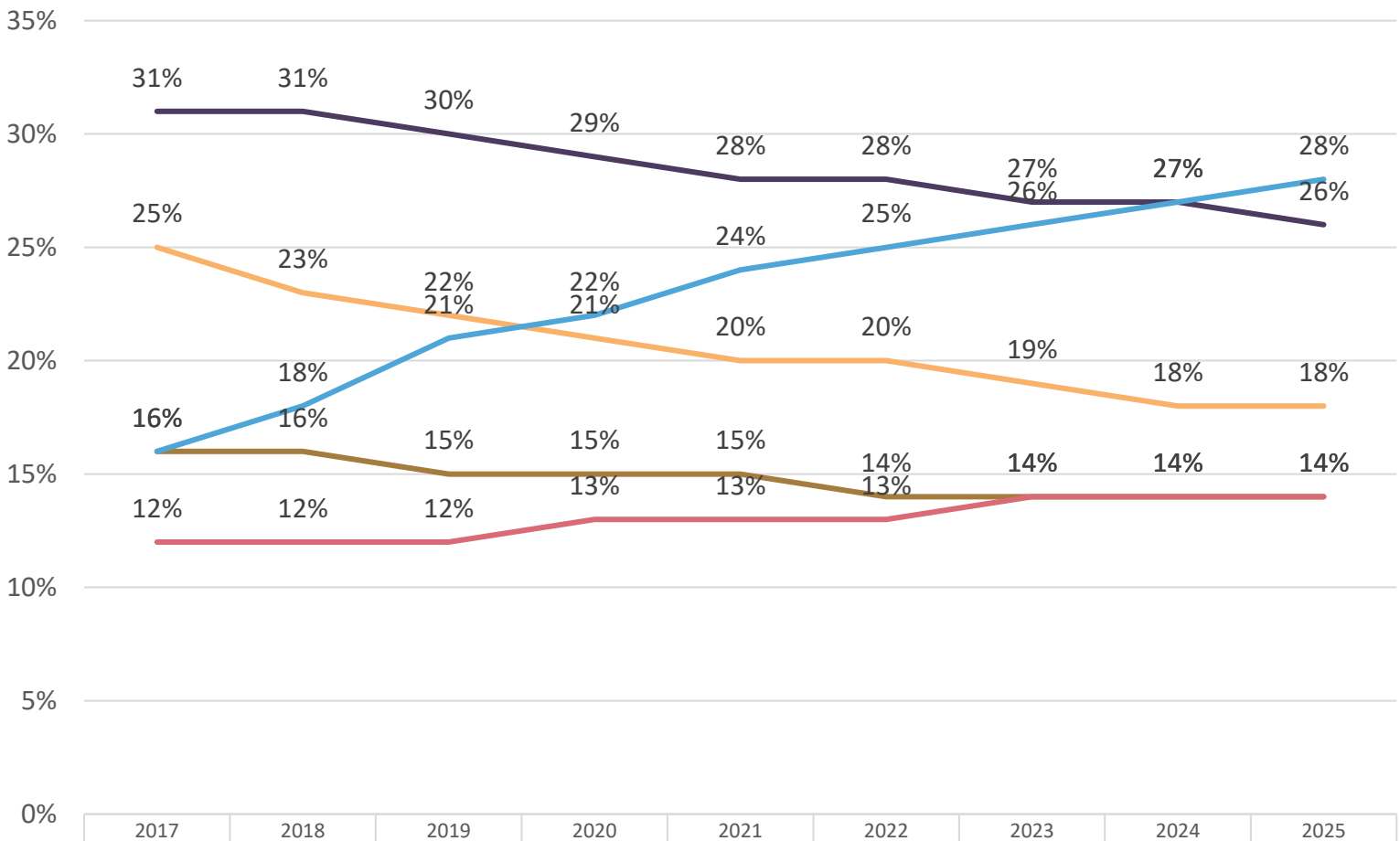
Specification Companies

- Platinum Equity
  - Happy Floors
  - Ceramic Techniques
    - http://ceramictechnics.com/
    - https://www.platinumequity.com/paramount-global-surfaces
  - Stone Source
    - http://www.stonesource.com/
    - https://www.prnewswire.com/news-releases/platinum-equity-portfolio-company-paramount-global-surfaces-acquires-stone-source-301515788.html#:~:text=LOS%20ANGELES%20and%20MIAMI%2C%20April,Financial%20terms%20were%20not%20disclosed.
- Pantheon
  - http://www.pantheontile.com/
- Concept Surfaces
  - http://conceptsurfaces.com/
- Spec Ceramics
  - http://specceramics.com/
- Autostone
  - http://autostoneusa.com/
- Creative Materials Corporation
  - http://creativematerialscorp.com/
- Nemo Tile
  - https://www.nemotile.com/

Mega Distributors Examples

- Bedrosian
- Emser Tile
- Longust
- MS International
- Arizona Tile
- Virginia Tile
  - ISC/RBC/Galleher/Tom Duffy – 81 locations
- Happy Floors
- Shaw
- East Coast Tile/Bestile
- Anatolia
- JJ Haines
- Conestoga Tile
- Louisville
- Garden State
- D&B

Channel Progression



	2017	2018	2019	2020	2021	2022	2023	2024	2025
Home Centers	31%	31%	30%	29%	28%	28%	27%	27%	26%
Distributors	16%	16%	15%	15%	15%	14%	14%	14%	14%
Company Owned Stores	25%	23%	22%	21%	20%	20%	19%	18%	18%
Mega Distributors	12%	12%	12%	13%	13%	13%	14%	14%	14%
Retail	16%	18%	21%	22%	24%	25%	26%	27%	28%

Home Centers Distributors Company Owned Stores Mega Distributors Retail

The Market by Channel/Segment

2024 Total Industry SQM
250,967,175

Segments	Segment Share	
New Home	36%	90,348,183
Residential Remodel	27%	67,761,137
Commercial	37%	92,857,855
Total	**100%**	**250,967,175**

Wholsesales ASP	2024 Total Industry $
$15.11	$3,792,114,014

Segments	Segment Share	
New Home	36%	$ 1,365,161,045
Residential Remodel	27%	$ 1,023,870,784
Commercial	37%	$ 1,403,082,185
Total	**100%**	**$3,792,114,014**

* Assuming ASP is equal in each segment

Home Centers by Channel/Segment

2024 Total Industry SQM	% Channel	HOME CENTERS
250,967,175	27%	67,761,137

Segments	% Segment	Square Feet
New Home	11%	7,453,725
Residential Remodel	56%	37,946,237
Commercial	33%	22,361,175
Total	**100%**	**67,761,137**

Wholsesales ASP	% Channel	HOME CENTERS
$15.11	27%	$1,023,870,784

Segments	% Segment	USD $
New Home	11%	$115,018,851
Residential Remodel	56%	$571,253,971
Commercial	33%	$337,597,962
Total	**100%**	**$1,023,870,784**

Distributors by Channel/Segment

2024 Total Industry SQM	% Channel	DISTRIBUTORS
250,967,175	16%	40,154,748

Segments	% Segment	Square Feet
New Home	29%	11,444,103
Residential Remodel	13%	5,019,344
Commercial	59%	23,691,301
Total	**100%**	**40,154,748**

Wholsesales ASP	% Channel	DISTRIBUTORS
$15.11	16%	$606,738,242

Segments	% Segment	USD $
New Home	29%	$172,920,399
Residential Remodel	13%	$75,842,280
Commercial	59%	$357,975,563
Total	**100%**	**$606,738,242**

Company Owned Stores by Channel/Segment

2024 Total Industry SQM	% Channel	COMPANY OWNED STORES
250,967,175	18%	45,174,092

Segments	% Segment	Square Feet	% Mix
New Home	23%	10,390,041	12%
Residential Remodel	12%	5,420,891	8%
Commercial	65%	29,363,159	32%
Total	**100%**	**45,174,092**	**18%**

Wholsesales ASP	% Channel	COMPANY OWNED STORES
$15.11	18%	$682,580,523

Segments	% Segment	USD $	Channel Share %
New Home	23%	$155,653,263	11%
Residential Remodel	12%	$79,786,579	8%
Commercial	66%	$447,140,681	32%
Total	**100%**	**$682,580,523**	**18%**

Mega Distributors by Channel/Segment

2024 Total Industry SQM	% Channel	MEGA DISTRIBUTOR
250,967,175	15%	37,645,076

Segments	% Segment	Square Feet
New Home	29%	10,728,847
Residential Remodel	13%	4,705,635
Commercial	59%	22,210,595
Total	**100%**	**37,645,076**

Wholsesales ASP	% Channel	MEGA DISTRIBUTOR
$15.11	15%	$568,817,102

Segments	% Segment	USD $
New Home	29%	$162,112,874
Residential Remodel	13%	$71,102,138
Commercial	59%	$335,602,090
Total	**100%**	**$568,817,102**

Retail by Channel/Segment

Floor and Décor – 262 stores
The Tile Shop – 142 stores

2024 Total Industry SQM	% Channel	RETAIL
250,967,175	24%	60,232,122

Segments	% Segment	Square Feet
New Home	10%	6,023,212
Residential Remodel	70%	42,162,485
Commercial	20%	12,046,424
Total	**100%**	**60,232,122**

Wholsesales ASP	% Channel	RETAIL
$15.11	24%	$910,107,363

Segments	% Segment	USD $
New Home	11%	$100,111,810
Residential Remodel	56%	$509,660,124
Commercial	33%	$300,335,430
Total	**100%**	**$910,107,363**

Tariffs

- The U.S. reciprocal tariffs policy remains in limbo.
- Lower courts ruled broad duties under the International Emergency Economic Powers Act (IEEPA) unlawful,
- The Supreme Court of the United States heard arguments on the matter on November 5, 2025, but has yet to issue its decision.
  - Until that date is set, uncertainty continues for importers.

Tariffs

Ceramic Tile Tariffs						
	* MFN	Reciprocol	Countervailing	+ IEEPA	Penalty	Total
Spain (EU)	15%	0%	0%	0%	0%	15%
Italy (EU)	15%	0%	0%	0%	0%	15%
Turkey	8.5%-10%	15%	0%	0%	0%	23.5%-25%
***** Mexico**	0%	0%	0%	0%	0%	0%
Vietnam	8.5%-10%	20%	0%	0%	0%	28.5%-30%
Malaysia	8.5%-10%	19%	0%	0%	0%	27.5%-29%
Brazil	8.5%-10%	10%	0%	40%	0%	58.5%-60%
**** India**	8.5%-10%	25%	3.5%	0.0%	25.0%	62%-63.5%
* Most Favored Nation						

** Indian ceramic tile combining the MFN rate (8.5–10%) with a 25% reciprocal and as of August 27th an additional 25% penalty tariff (due to import of Russian Oil) and also countervailing of 3%+ (Antiqua Minerals -3.45%, Win-Tel - 3.06%, All other manufacturers 3.18%)

*** Mexico is free of both MFN and Reciprocal if a USMCA certificate is filed with the Customs Entry. If not the regular 8.5-10% MFN, a 10% Reciprocal and 25% IEEPA Fentanyl would apply.

+ International Emergency Economic Powers Act (IEEPA) is a U.S. law passed in 1977. It gives the President authority to regulate commerce, including imposing tariffs or sanctions, in response to an “unusual and extraordinary threat” to U.S National Security

What to expect in 2026

- In the U.S. market, 2026 is shaping up as a slow-to-moderate growth year for ceramic tile:
- Growth will lean heavily on residential remodeling, Smile States construction.
- The winners in 2026 will be brands that offer complete systems for the American customer
  - Large-format porcelain
  - Small unit wall
    - You have to think about the “ease” to fill containers

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Floor Focus

Designer Survey

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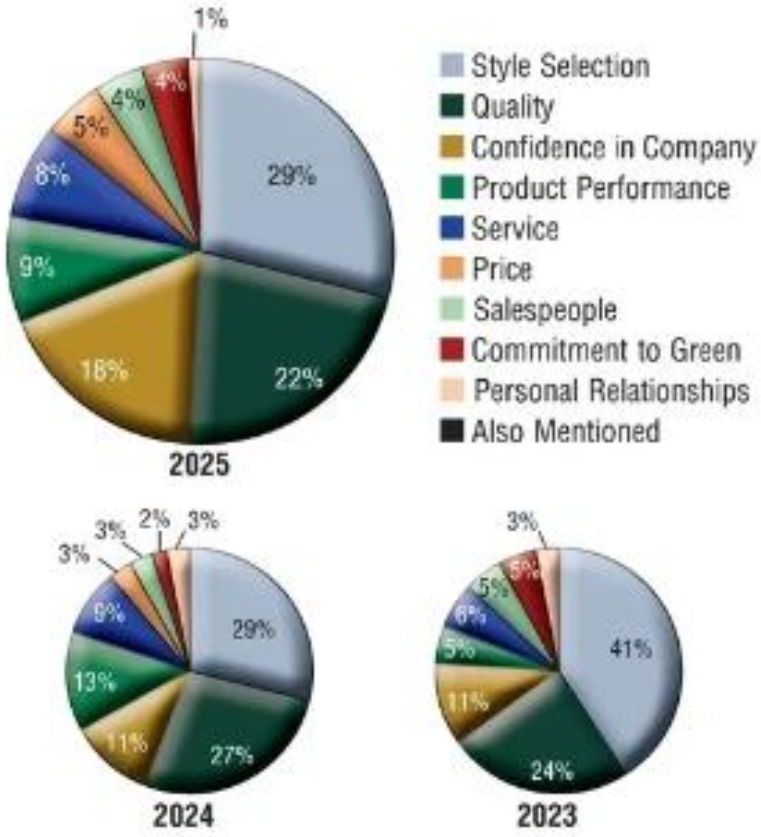
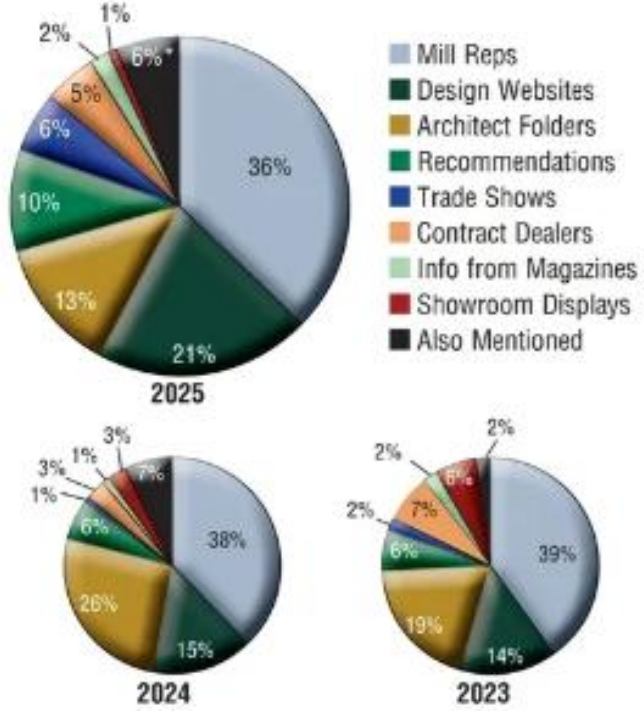
■ DESIGNERS' PRIORITIES

Style selection has trended down over the last couple of years, reflecting the end of the post-Covid bump, while an increasing priority is confidence in the company. Votes for price have also shot up.



■ WHAT INFLUENCES PRODUCT CHOICE

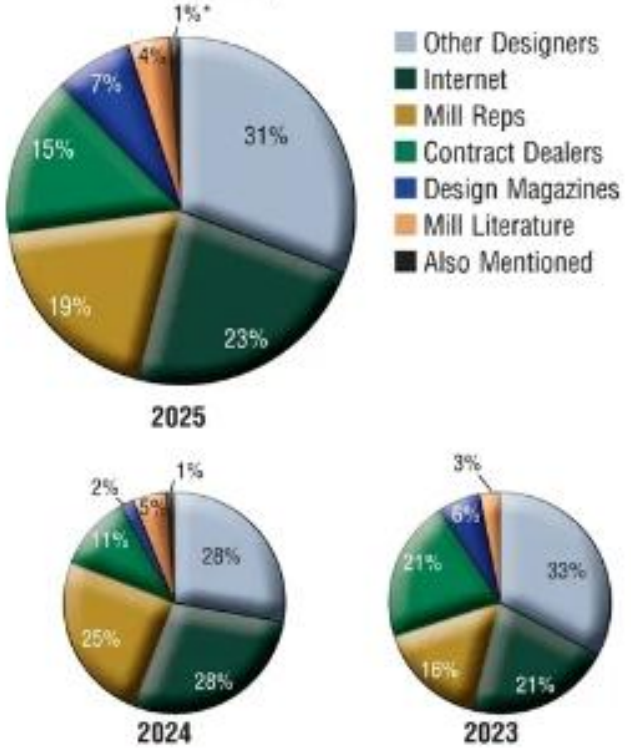
Votes for mill reps have drifted down over the last couple of years, though they still have easily the most influence over product choice. Design websites are up while architect folders are down, possibly reflecting interest in technologies like visualizers.



*Also mentioned: Physical samples, full-size samples, in-person product review, manufacturer websites (including design tools), product track record, online research, availability of specs and technical info, company brand and design concept

■ TECHNICAL ADVICE

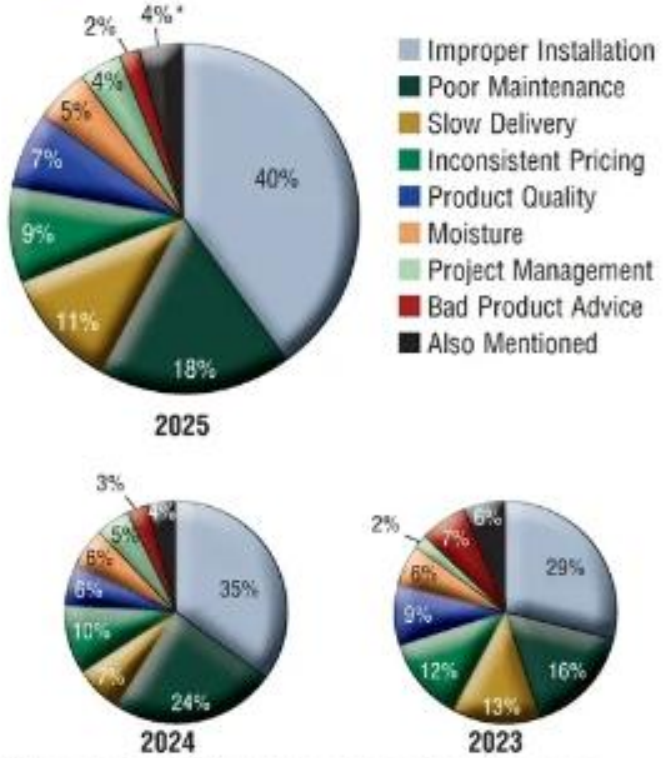
Designers continue to lean most on other designers when it comes to technical advice, followed by the internet. This year, votes were up for contract dealers and down for mill reps.



*Also mentioned: AI resources, ChatGPT

■ TOP PROBLEMS

Votes for improper installation surged this year to the highest point in five years. There was also a big jump in votes slow delivery as a top problem.



*Also mentioned: Contractors value engineering specs, discontinued products, not enough options

■ SPECIFICATION PROCESS WISH LIST

ON PRICING AND TRANSPARENCY: Clear pricing • Up-to-date pricing • More transparency • Pricing transparency • The pricing that different GCs get seems inconsistent • Upfront product pricing • Transparency in material cost to installed cost • "We can't design within budgets if we don't have access to accurate prices" • "There is always a disconnect from material cost from a rep to what the actual material cost ends up being from a dealer"

ON RENDERING AND VISUALIZING: Easier and faster floor product renderings • Easier mock-ups for clients • Better visualization tools of products installed • Have Revit materials for accurate renders • Better online tools for image downloading • Better visualizations on the website, especially with the various layout patterns • Improve designer online resources and tools

ON SUSTAINABILITY: Need transparent sustainability info on flooring books • Have EPD, HPD, Red List info readily accessible • Make the sampling process greener • Manufacturer takeback need to be less expensive and easier to accomplish • More third-party documentation; stop the greenwashing! • Better education for end users and A&D about sustainable products

ON INSTALLATION: Improved installation quality and training • Need qualified installers • Provide guidance on installation, approved adhesives, etc. • Better control over installation methods • Better integrate installation with product

ON MANUFACTURER RELATIONSHIPS: More direct communication with manufacturers; customer service in general had really declined in last few years • Better architectural reps • "Get educated, cogent reps in front of designers to develop rapport and trust"

ON LEAD TIMES: Better lead times • Consistency on delivery timing • Clear lead times • Need easier ways to obtain lead times

ON SAMPLES: Sampling delivery and return could be streamlined • Need bigger samples, making it easier to make selections with client based on look and feel • "More manufacturers should use sources like Material Bank, so samples can be overnighted for free"

■ WHAT'S IN NOW: COLORS

NEUTRAL TONES, The Takeaway: Warm greys and earth tones are the dominant trends, mostly ranging from light to medium shades— beige, greige, taupe— and also notable are warm browns, creams and warm whites, and hotter earth tones like burnt sienna and terra cotta.

FROM EARTHY TO GREY: Beige • Warm beige • Light clay • Oatmeal • Camel • Light, dusty earthen tones • Taupe • Ocher • Tan • Warm taupe • Caramel • Warm neutrals with dark accents • Burnt sienna • Browns • Terra cotta • Chocolate • Warm browns • Greige • Cream • Warm-tone whites • Off-white cream • Warm neutrals • Greys • Warm greys • Greys with pops of higher chroma • Marble grey • Steel • Blue grey • Charcoal grey • Charcoal • Black

---

COLOR TONES, The Takeaway: While fire colors are trending as accents in softened hues and in saturated jewel tones, the overwhelming color trend is still toward blues and greens. Notable are earthy greens like sage, along with muted teals, soft blues and navy. Also, mauve, peach and richer reds. And there's a developing niche trend of color drenching.

FROM COOL TO WARM TO HOT: Blues • Greens • Emerald • Dark greens • Olive • Sage • Earthy greens • Soft pine green • Mint green • Muted teals • Light green-blue • Aqua • Muted blue • Powdery blues • Earthy blues • Steel blues • Navy • Deep purple • Soft purple • Maroon • Wine reds • Burgundy • Lighter tone reds • Shades of pink • Mauve • Soft pinks • Peach • Coral • Mustard • Orange • Copper • Cider • Gold

■ WHAT'S IN NOW: PATTERNS

The Takeaway: Organic patterns are the strongest trend, with a movement toward representational biophilic looks and authentic natural materials. Textile designs and geometric installation patterns are trending. And textures in carpet are also gaining.

ABSTRACT TO ORGANIC TO BIOPHILIC TO AUTHENTIC: Abstract fields • Refined abstracts • Non-directional abstracts that feel organic • Abstract organic • Soft organic • Earthy patterns • Clean organic • Free-flowing organic • Refined organics • Organic and geometric • Organic curves • Natural patterns • Biophilic • Plant-inspired • Simple florals • Plant motifs • Simple patterns found in nature • Soft, rhythmic organic patterns • Natural woods • Hickory • Stone • Concretes • Veincut travertine • Terrazzo visuals

TEXTURAL TO TEXTILE TO LINEAR TO GEOMETRIC: Different heights of texture • Chunky textures • Loop/shear combos • Interesting textures • Bouclé • Woven/textural • Textured and layered patterns • Textile-inspired • Tweed • Plaids • Linen • Crosshatched • Herringbone • Chevron patterns • Stripes • Soft linears • Subtle stripes • Stripes and dots • Checkers • Geometrics • Geometrics/solid patterns • Subtle geometry • Retro curves • Arches • Rounded corners • Small/medium geometrics

■ WHAT'S IN NOW: LOOKS

The Takeaway: Clean, minimalist looks in a range of expressions still dominate, though through an increasingly biophilic POV. Unique, eclectic looks are another strong trend, balanced against classic, timeless styles. Residential styles are still strong, and on the more maximalist side, hospitality aesthetics are in vogue.

CLEAN TO MID-CENTURY MODERN TO RESTRAINED BIOPHILIA: Clean and simple • Minimal • Clean/updated • Mid-century modern • Cozy minimalism • Mid-century modern meets the 21st century • Not too busy • Earthy, minimal • Simple, clean lines, cool tones with warm woods

ECLECTIC TO BOHEMIAN TO RETRO: Mashed-up modern and vintage-traditional • Eclectic • Craft and handmade looks • Edgy chic natural • '60s/'70s/'80s retro • Retro with modern flair • Vintage • New take on classic patterns • Juxtaposed modern and vintage • Bauhaus retro

RESIMERCIAL TO HOSPITALITY TO TRADITIONAL: Homey • Modern, residential • Comfort focusing design • Resimercial aesthetics • Warm, inviting elevated interiors • Hospitality, luxury • Modern with a hospitality feel • Maximalist • Classic • Formal or universal • Sophisticated timeless • Tailored, timeless • Traditional • Timeless meets modern • Timeless organic

■ SOFT SURFACE PRODUCT WISH LIST

ON COLOR: More combinations of warm and cool together • More transition collections with warm and cold greys together • Need a broader range of color collections with softer saturation that is easy to mix and match across patterns • Everything is too grey and dull or too garish and saturated • Color options not elevated enough • Warm tones are not distinct enough • Need more color variety • Need to bring colorful life back into carpet designs • "I use color for wayfinding, so it is often hard to find all the colors that I would like in one pattern"

ON DESIGN: Lack of bold yet sophisticated design styles • Patterns are too mundane; need more innovative patterns that are not trendy but are fresh • "All of the me-too product design continues … still a good number of 'who spilled the bleach' patterns" • So many manufacturers seem to have the exact same pattern inspirations • Need more variation in standard products • Not enough variety for low quantities • "I don't need a hundred variations of similar patterns. I want a greater variety of patterns"

■ HARD SURFACE PRODUCT WISH LIST

ON FAUX LOOKS: Need more abstract, artistic patterns, not stone, wood and concrete visuals • Need fun LVTs that aren't wood or stone, more fun abstracts • More visual options other than wood and concrete looks • Need more fabric and botanical looks • Would like abstract patterns not mimicking wood and stone • Away from wood grains to subtle textures, "not bright kid-like patterns, just micro patterns that are more ambiguous"

ON COLOR IN GENERAL: Missing fresh colors in LVT that are natural • More colors in wood-look floors • More natural or rich wood colors in LVT • More lighter options like cool and warm whites • More color diversity • "Sometimes I'm looking for brighter colors, but they're not readily available" • Hardest to find are shades of green, yellow and orange • "When working with branding colors, there is a gap of color options— mostly gold tones"

ON DESIGN: Market is behind the times in terms of design • Need more patterns • Updated, refined patterns in rubber flooring • Would like to see more rubber products that imitate natural materials instead of typical fleck products • Need more variety in porcelain flooring • More choices in tile looks beyond big, bold natural patterns to subtle graining and overall looks • More patterns, like chevrons, herringbones, parquet looks, geometrics • More patterns like in carpet • "Abstract and/or stone patterns are too literal and feel 'stamped' or too strong for spaces that want to feel subtle and natural"

■ KUDOS

COMPANIES

1. Interface
2. Shaw Contract
3. Mohawk Group
4. Patcraft
5. Tarkett
6. Bentley Mills
7. Milliken
8. J+J Flooring
9. EF Contract
10. Mannington

PRODUCTS AND SERVICES

- Shaw Contract overall design improvements across last few years
- Interface's Flor styles, e.g. Parallel Reality
- Kinetex by J+J Flooring and EF Contract
- Mohawk designs, e.g. at DesignWeek 2025

■ DISAPPOINTMENTS

1. **LVT:** Endless wood looks • Minimal abstract or non-wood patterns • Need more looks like terrazzo, etc. • Not holding up in commercial applications • Performance seems unpredictable
2. **RUBBER:** Rubber flooring styling • Rubber fitness room flooring • Limited palette of rubber sheet flooring • Black rubber with speckles
3. **SUSTAINABILITY:** Lack of sustainable options for wood-look flooring • Vinyl marketed as sustainable • Durable PVC alternatives
4. **CARPET:** Pattern and color selection • Carpet selections across the board
5. **TOXIC CHEMICALS:** Forever chemical flooring • Any company that doesn't check whether its supply chain involves slave labor

■ HOT PRODUCTS

Flex LVT is still the hottest product, but it's down significantly from its recent high in 2022, when 69% of respondents cited growth in the category. Carpet tile and ceramic also slid last year, while area rugs, sheet vinyl and hardwood all saw vote increases.

	2025	2024	2023	Don't Use
1. FLEX LVT	47%	48%	60%	4%
2. CARPET TILE	36%	39%	48%	3%
3. CERAMIC	30%	32%	39%	2%
4. AREA RUGS	30%	23%	29%	33%
5. RUBBER	26%	24%	32%	13%
6. SHEET VINYL	18%	14%	14%	32%
7. HARDWOOD	17%	10%	16%	47%
8. RIGID LVT	13%	14%	19%	40%
9. LAMINATE	11%	12%	14%	42%
10. STONE	11%	12%	14%	23%
11. LINOLEUM	6%	12%	8%	53%
12. 6' ROLLS	6%	2%	4%	59%
13. BROADLOOM	5%	7%	5%	39%
14. VCT	5%	4%	1%	29%
15. BAMBOO	5%	5%	4%	76%
16. CORK	3%	6%	7%	70%
FIBERS				
1. NYLON	12%	7%	13%	30%
2. WOOL	8%	7%	11%	61%