

## Ceramic Tiles: Inc Impact of COVID-19 - UK - September 2020

Report Price: £995.00 | \$1343.55 | €1119.77

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“The ceramic tile sector has been strongly impacted by COVID-19, with demand expected to fall by almost 24% in 2020, before returning to 2019 levels in two years’ time. Thereafter, demand changes are inevitable in what was a mature market.”

– Terry Leggett, Senior Analyst

This report looks at the following areas:

- The impact of COVID-19 on the development of the ceramic tiles market
- How the mature market has been impacted but why long-term growth can be expected
- How and why the UK tile industry is confined
- How highly-important imports are heavily reliant on EU sources, a major concern with Brexit trade negotiations yet to be resolved
- How demand breaks down between diverse market sectors, and the varied influences on those demand sectors
- The profile of the distribution sector and how e-commerce is seen to be complementary to bricks and mortar outlets

Approximately 90% of the UK market for ceramic tiles is accounted for by imports, with only one remaining volume manufacturer. Moreover, 67% of imports are derived from the EU, principally Spain and Italy, making Brexit a critical issue to the sector after 2020. Substitute products such as splashbacks are gaining traction in the wall tile sector, while a range of substitute products are affecting flooring applications. For this reason, any imposition of tariffs could have a major impact on demand.

COVID-19 has majorly impacted what was a mature market in 2020. Imports fell by 10% in Q1 2020 and by a much stronger 52% in Q2, resulting in a first half decline in imports of 31%. The severe disruption in the current year is affecting both the critical markets of residential accommodation and commercial properties.

In the commercial sector, COVID-19 is expected to have some long-term demand implications, with office demand falling due to greater levels of remote working, while demand from the beleaguered retail sector has also been affected, causing further retail casualties. In the longer term, the opportunity to re-purpose such buildings to residential accommodation might go some way to solving the housing shortage, which has long been a feature of the UK.

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 A complex demand profile  
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