ARCHITONIC TREND ANALYSIS

# TILES & SANITARY WARE 2015

Architonic is the world's leading research tool for the specification of premium architectural and design products. Our curated database currently provides information about more than 200,000 products from 1,500 brands and 6,200 designers. 16 million architects, interior designers and design enthusiasts annually choose Architonic as their guide to the very best. This gives us an insight into developments in the architecture and design markets, which we would like to share with our community. For Cersaie 2015, we have identified the top-ten most popular ceramic tile & mosaic and sanitary ware brands on architonic.com that are exhibiting at the fair. In addition, we've also created a ranking of the ten most-viewed floor and wall tiles on architonic.com, also from Cersaie 2015 exhibitors.

All rankings shown are based on traffic information collected on architonic.com. The brand rankings are based on the number of relevant search queries entered in the text search field on architonic.com. The product ranking is based on the number of called-up product sheets on architonic.com, which depends on different traffic sources linking to the respective product sheets, such as product-group navigation on architonic.com, Google relevance of the product sheet itself, and advertising campaigns linking to the product sheet among others. The rankings are limited to Architonic Member brands exhibiting at Cersaie 2015 and their products. All information was collected in the period 1 January–30 June 2015.

## MOST VIEWED CERAMIC TILES

by product sheet views (only exhibitors Cersaie 2015 included)

| RANK | IMAGE | PRODUCT |
|---|---|---|
| 1 | | Neolith Iron Copper<br>Neolith |
| 2 | | Block Lux Beige<br>Marazzi Group, 2014 |
| 3 | | Cubica Blanco<br>Porcelanosa, 2008 |
| 4 | | 1900 Comillas<br>VIVES Cerámica |
| 5 | | Cemento cassero antracite<br>Casalgrande Padana, 2014 |
| 6 | | Marvel Wall Calacatta Extra<br>Atlas Concorde, 2012 |
| 7 | | Valley<br>Agrob Buchtal, 2014 |
| 8 | | Graffiti Bianco<br>Refin, 2010 |
| 9 | | Foster Blanco Plus Natural SK<br>Inalco |
| 10 | | Roots Cannella<br>Caesar, 2012 |

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## MOST POPULAR TILE & MOSAIC BRANDS ON ARCHITONIC.COM

by text search (only exhibitors Cersaie 2015 included)

| RANK | TRADEMARK | BRAND | COUNTRY | FOUNDED |
|---|---|---|---|---|
| 1 | BISAZZA | Bisazza | Italy | 1956 |
| 2 | MARAZZI | Marazzi | Italy | 1755/1992 |
| 3 | VIVES | VIVES Cerámica | Spain | 1957 |
| 4 | atlas concorde | Atlas Concorde | Italy | 1969 |
| 5 | REFIN CERAMICHE | Ceramiche Refin | Italy | 1962 |
| 6 | CERAMICHE CÆSAR LA CULTURA DELLA MATERIA | Ceramiche Caesar | Italy | 1988 |
| 7 | ORNAMENTA | Ornamenta by Gamma Due | Italy | 1977 |
| 8 | inalco cerámica | Inalco | Spain | 1970 |
| 9 | CASALGRANDE PADANA | Casalgrande Padana | Italy | 1960 |
| 10 | LEA CERAMICHE | Lea Ceramiche | Italy | 1974 |

## MOST POPULAR SANITARY WARE BRANDS ON ARCHITONIC.COM

by text search (only exhibitors Cersaie 2015 included)

| RANK | TRADEMARK | BRAND | COUNTRY | FOUNDED |
|---|---|---|---|---|
| 1 | Villeroy & Boch | Villeroy & Boch | Germany | 1748 |
| 2 | antoniolupi | Antoniolupi | Italy | 1950 |
| 3 | Roca | Roca | Spain | 1917 |
| 4 | FLAMINIA | Ceramica Flaminia | Italy | 1955 |
| 5 | GD GLASS DESIGN | Glass Design | Italy | 1984 |
| 6 | lineabeta | Lineabeta | Italy | 1980 |
| 7 | VitrA | VitrA Bad | Italy | 1966 |
| 8 | IDEA GROUP | Idea Group | Italy | 1987 |
| 9 | BISAZZA | Bisazza | Italy | 1956 * |
| 10 | effegibi | Effegibi | Italy | 1987 |

* As Bisazza is best known for mosaics, only search queries clearly related to Bisazza's sanitary ware products were considered in this ranking.