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Strategies to improve market share over Competitive alternates

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Innovation in product design has been a major key to the success of many manufacturers in distinguishing themselves as leaders within the ceramic tile sector. Research and experimentation have led to improved aesthetics, an exciting explosion of finishes and textures in conjunction with a parallel improvement in the technical qualities of tile. The consistent originality of new programs has contributed to increased market share and extended areas of use for tile.

This same attention to innovation needs to be applied to the industry's marketing efforts if we are to see continued increases in market share against competitive products such as hardwood, laminate, vinyl, linoleum, carpet, natural stone, cork, bamboo, sisal and rubber. The ceramic tile industry must keep a diligent watch on the many effective strategies being employed by competitive industries in their quest to increase market share.

This paper will assess the status of competitive products in the market place. It will attempt to analysis where ceramic tile stands in the mix and suggest constructive approaches to increase overall market share within the floor and wall covering sector.