

**TILE & GRANITE SECTOR** 

BOOK



# CERAMIC, PORCELAIN, TILE & GRANITE SECTOR

## **MINISTRY OF INDUSTRIES**

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# **Foreword**

The 2023 Industrial Data Book represents our commitment to supporting industrialists as they face current economic challenges and strive for sustainable development through improved decision-making. This data book primarily concentrates on the statistical factors that impact economic growth, particularly focusing on export expansion.

The statistical analyses presented in this data book are based on comprehensive statistical data sourced from various institutions, including the Department of Census and Statistics (DCS), the Department of Customs (DoC), the Export Development Board (EDB) and the Central Bank of Sri Lanka (CBSL).

Within this publication, you will find statistical references related to both exports and imports. This includes tables featuring productivity indicators derived from manufacturing establishments and the number of individuals employed in each sector, as well as statistics on key indicators of industrial activity spanning from 2016 to 2020. The data also covers the value of outputs and output components, intermediate consumption values, employment breakdowns by nature, economic indicators categorized by industry class, and import and export statistics.

I extend my gratitude to Mr. Aruna Bandara, Director General of the Planning Division at the Ministry of Industries, and his dedicated team for their unwavering support throughout this project. I would also like to express my sincere appreciation to Mr. Kavishka Heshan, Statistician at the Ministry of Industries, and his team members, Mr. Nirosh Chathuranga Pathiraja and Mr. Shamith Rashmika Jayawardane, for their remarkable dedication and collaborative efforts with the DCS, which helped make this data book a reality.

I firmly believe that the 2023 Industrial Data Book will play a crucial role in shedding light on current and future productivity and economic growth trends within the industrial sectors. It has the potential to significantly influence policymaking in the industry sectors and will be valuable to a wide range of data consumers, including policymakers, economic planners, academics, researchers and other interested parties in the future.

**J.M. Thilaka Jayasundara** Secretary Ministry of Industries

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## **Overview**

Sri Lanka has a well-established ceramic and tile manufacturing industry, with several companies producing a wide range of ceramic and porcelain tiles, as well as granite products. These products cater to both domestic demand and international markets.

The sector has been actively exporting its products to various countries, including India, the Middle East, Europe, and the United States. Sri Lankan ceramic and tile products are known for their quality and design, which has helped them gain a competitive edge in international markets.

In recent years, the industry has been investing in advanced technology and innovation to improve product quality, efficiency, and sustainability. This includes the adoption of digital printing technology for ceramic and porcelain tiles, as well as the use of ecofriendly manufacturing practices.

The demand for ceramic, porcelain, tile, and granite products in Sri Lanka is closely tied to the construction industry and real estate market. Economic factors, such as GDP growth, urbanization, and government infrastructure projects, influence the sector's performance.

Like any industry, the ceramic and tile sector in Sri Lanka faces challenges such as fluctuations in raw material prices, energy costs, and global economic uncertainties. Additionally, competition from other countries and the need to comply with international quality standards pose challenges to local manufacturers.

The Sri Lankan government has been supportive of the ceramic and tile industry, providing incentives, infrastructure support, and policies favorable to the growth of the sector. Initiatives aimed at promoting exports and research and development have also been implemented to enhance the competitiveness of local manufacturers.

Overall, the ceramic, porcelain, tile, and granite sector in Sri Lanka continues to play a vital role in the country's economy, contributing to employment generation, export earnings, and infrastructure development. Continued investment in technology, innovation, and

market diversification is essential for the sustained growth and competitiveness of the industry. For the most current information and insights, consulting industry reports, news articles, and market analyses specific to 2022 would be advisable.

- The sector experienced growth, with exports reaching around US \$120 million.
- Domestic demand also remained strong, fueled by ongoing construction activity.
- Government initiatives like the National Export Strategy and industry-specific support programs fostered further development.

Tableware and kitchenware remained the major export products, accounting for roughly 63% of total ceramic exports. Sanitaryware and floor tiles were significant contributors as well. Major export markets included India, USA, Japan, UAE, and Sweden.

- High-quality products conforming to international standards.
- Diversified offerings, catering to both domestic and international needs.
- Skilled workforce, although a need for further development exists.
- Competitive production costs compared to regional players.

Global economic slowdown potentially impacting export demand. Rising raw material costs squeezing profit margins. Increasing competition from regional and global players. Technological advancements requiring modernization and innovation. Sustainability concerns demanding environmentally friendly practices.

The ceramic, porcelain, tile & granite sector remained a significant contributor to the Sri Lankan economy in 2022. However, adapting to new challenges and embracing opportunities will be crucial for sustained growth and competitiveness.

Table 1: Ceramic, Porcelain, Tile & Granite Products Contributions to the GDP at Current and Constant Market Price (2018 - 2022)

	Cur	rent	Cons	stant
Year	Contribution Value (Rs. Mn)	Share of total Current GDP (%)	Contribution Value (Rs. Mn)	Share of total Constant GDP (%)
2018	130,289	0.85	102,554	0.77
2019	168,971	1.06	107,062	0.81
2020	158,007	1.01	102,685	0.82
2021	200,824	1.14	119,973	0.91
2022	290,114	1.21	85,182	0.70

Source: Department of Census and Statistics

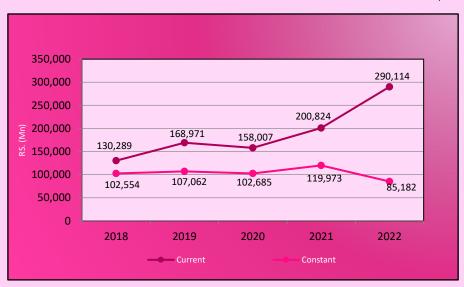


Figure 2: The Contribution of the Ceramic, Porcelain, Tile & Granite Product Manufacturing Industry to the GDP



Figure 3: The Share of the Ceramic, Porcelain, Tile & Granite Products Industry Sector to the GDP

Table 2: Manufacturing Establishments and Number of Persons Engaged of Pharmaceutical Industry (2016-2020)

	Establishments 24 persons		Establishments persons e		Tota	_
Year	No. of Establishments	Persons engaged	No. of Establishments	Persons engaged	No. of Establishments	No. persons engaged
2016	1,429	12,576	108	13,887	1,537	26,463
2017	1,646	12,718	189	19,787	1,835	32,505
2018	1,701	15,004	201	22,880	1,902	37,884
2019	2,204	18,571	78	17,674	2,282	36,245
2020	1,570	12,145	68	13,726	1,638	25,871

Table 3: Principal Indicators of Industrial Activity classified by persons engaged size of Ceramic, Porcelain, Tile & Granite Products (2016) - (Establishments with 5 or more persons engaged)

	2016								
Size Class	No. of establishments	No. of Persons engaged	No. of Employees	Salary & Wages (Rs.)	Output (Rs.)	Intermediate consumptions (Rs.)	Value added (Rs.)	Gross addition to fixed assets (Rs.)	
less than 10	1,048	6,476	3,917	748,963,754	3,355,738,298	1,804,869,297	1,550,869,000	11,792,000	
10 to 99	451	9,082	8,719	2,312,697,174	59,722,712,340	42,124,141,814	17,598,570,527	1,081,790,265	
100 & above	38	10,905	10,897	4,817,528,756	142,425,703,905	107,680,869,479	34,744,834,425	18,526,578,233	
Group total	1,537	26,463	23,532	7,879,189,684	205,504,154,543	151,609,880,591	53,894,273,952	19,620,160,497	

Source: Department of Census and Statistics, Annual Survey of Industries

Table 4: Principal Indicators of Industrial Activity classified by persons engaged size of Ceramic, Porcelain, Tile & Granite Products (2017) - (Establishments with 5 or more persons engaged)

	2017									
Size Class	No. of establishments	No. of Persons engaged	No. of Employees	Salary & Wages (Rs.)	Output (Rs.)	Intermediate consumptions (Rs.)	Value added (Rs.)	Gross addition to fixed assets (Rs.)		
less than 10	1,299	7,316	3,740	883,344,794	6,201,018,651	3,905,373,572	2,295,645,078	491,133,250		
10 to 99	488	10,182	9,605	2,560,028,103	31,483,230,879	19,364,308,861	12,118,922,017	270,622,595		
100 & above	49	15,007	14,943	7,316,295,554	172,789,804,137	130,035,104,425	42,754,699,711	35,215,766,812		
<b>Group total</b>	1,836	32,505	28,288	10,759,688,451	210,474,053,666	153,304,786,859	57,169,266,807	35,977,522,657		

Source: Department of Census and Statistics, Annual Survey of Industries

Table 5: Principal Indicators of Industrial Activity classified by persons engaged size of Ceramic, Porcelain, Tile & Granite Products (2018) - (Establishments with 5 or more persons engaged)

	2018									
Size Class	No. of establishments	No. of Persons engaged	No. of Employees	Salary & Wages (Rs.)	Output (Rs.)	Intermediate consumptions (Rs.)	Value added (Rs.)	Gross addition to fixed assets (Rs.)		
less than 10	1,176	7,380	5,524	1,372,173,720	5,556,987,268	3,283,136,731	2,273,850,537	350,108,561		
10 to 99	673	14,221	13,058	3,324,877,583	46,825,222,488	31,895,114,294	14,930,108,194	1,172,747,155		
100 & above	53	16,283	16,207	8,810,113,162	168,361,286,570	125,900,709,797	42,460,576,773	10,689,517,103		
<b>Group total</b>	1,902	37,884	34,788	13,507,164,465	220,743,496,326	161,078,960,822	59,664,535,504	12,212,372,819		

Source: Department of Census and Statistics, Annual Survey of Industries

Table 6: Principal Indicators of Industrial Activity classified by persons engaged size of Ceramic, Porcelain, Tile & Granite Products (2019) - (Establishments with 5 or more persons engaged)

	2019									
Size Class	No. of establishments	No. of Persons engaged	No. of Employees	Salary & Wages (Rs.)	Output (Rs.)	Intermediate consumptions (Rs.)	Value added	Gross addition to fixed assets (Rs.)		
less than 10	1,494	8,589	5,758	1,957,896,456	6,626,341,853	3,961,836,025	2,664,505,828	4,824,306		
10 to 99	745	11,347	10,073	3,373,663,155	15,467,889,882	9,719,943,693	5,747,946,190	180,947,378		
100 & above	43	16,308	16,282	10,094,611,564	226,588,623,899	167,700,825,022	58,887,798,877	9,337,585,860		
<b>Group total</b>	2,282	36,245	32,113	15,426,171,174	248,682,855,634	181,382,604,740	67,300,250,895	9,523,357,544		

Table 7: Principal Indicators of Industrial Activity classified by persons engaged size of Ceramic, Porcelain, Tile & Granite Products (2020) - (Establishments with 5 or more persons engaged)

	2020									
Size Class	No. of Establishments	No. of Persons engaged	No. of Employees	Salary & Wages (Rs.)	Output (Rs.)	Intermediate consumptions (Rs.)	Value added (Rs.)	Gross addition to fixed assets (Rs.)		
less than 10	1,163	6,743	3,678	600,279,994	3,304,041,012	1,793,952,088	1,510,088,924	49,553,943		
10 to 99	438	6,540	6,236	1,815,763,668	20,877,205,194	5,533,705,873	15,343,499,321	491,991,696		
100 & above	37	12,588	12,567	7,560,084,153	166,638,844,022	114,195,005,224	52,443,838,798	7,673,550,117		
Group total	1,638	25,871	22,481	9,976,127,815	190,820,090,228	121,522,663,185	69,297,427,044	8,215,095,755		

Source: Department of Census and Statistics, Annual Survey of Industries

Table 8: Manufacturing of Ceramic, Porcelain, Tile & Granite Products Per Head Labour Productivity and Cost

Year	Per head Labour Cost	Per head Labour Productivity	Labour Cost to Productivity Ratio
2016	334,829	2,290,255	6.84
2017	380,362	2,020,972	5.31
2018	388,271	1,715,090	4.42
2019	480,372	2,095,732	4.36
2020	582,003	12,361,416	21.70

Source: Department of Census and Statistics, Annual Surveys of Industries

Figure 3: Manufacturing of Ceramic, Porcelain, Tile & Granite Products Per Head Labour Productivity and Cost



Table 9: Value of Output & Output Components Classified by Ceramic, Porcelain, Tile & Granite Products Industry - (Establishments 25 or more engaged)

Year	Output (Rs.)	Shipped (Rs.)/ products moved of the establishment (Rs.)	Change in Stocks (Rs.)	Industrial services & other revenue (Rs.)
2016	192,198,708,107	154,049,177,887	24,880,416,679	13,269,113,542
2017	194,556,609,781	171,002,722,875	1,243,693,862	22,310,143,044
2018	208,303,426,747	207,286,931,317	(1,767,910,948)	2,784,406,377
2019	229,067,439,155	224,930,863,095	3,142,765,216	993,810,842
2020	169,042,365,791	171,306,852,302	(4,520,812,715)	2,256,326,204

Table 10: Value of Intermediate Consumptions & Intermediate Consumptions Components Classified by Ceramic, Porcelain, Tile & Granite Products Industry - (Establishments with 25 or more persons engaged)

Year	Intermediate consumption (Rs.)	Raw materials consumed (Rs.)	Cost of industrial services done by others & other payments (Rs.)	Electricity & fuel consumed (Rs.)
2016	144,571,382,537	120,531,751,624	9,322,127,102	14,717,503,811
2017	143,513,299,851	113,841,465,318	13,136,456,528	16,535,378,005
2018	154,160,479,739	125,444,352,035	13,193,319,172	15,522,808,532
2019	169,527,448,982	121,549,777,294	23,989,661,340	23,988,010,346
2020	115,968,522,770	79,620,111,546	17,395,840,846	18,952,570,378

Source: Department of Census and Statistics, Annual Surveys of Industries

Table 11: Employment by Nature of Employment & Gender Classified by Ceramic, Porcelain, Tile & Granite Products Industry (Establishment with 25 or more persons engaged)

Year	Working Proprietors (No.)			I family rs (No.)	Operativ	ves (No.)	Otl employe	her ees (No.)	Total p enga	ersons aged
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
2016	62	8	10	22	7,384	2,163	3,511	728	10,966	2,921
2017	65	6	56	22	11,658	2,273	4,854	854	16,632	3,155
2018	482	87	87	379	12,978	1,852	5,639	1,375	19,187	3,693
2019	202	40	3	-	8,251	2,434	5,753	991	14,209	3,465
2020	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Department of Census and Statistics, Annual Surveys of Industries

Table 12: Economic Indicators of Industrial Activity Classified by Ceramic, Porcelain, Tile & Granite Products Industry - (Establishments with less than 25 persons engaged)

Year	Output per persons engaged (Rs.)	Output per intermediate consumptions	Output per assets	Value added per persons engaged (Rs.)	Value added per intermediate consumptions	Value added per assets
2016	1,057,989	1.89	0.78	498,319	0.89	0.37
2017	1,251,583	1.63	0.80	481,682	0.63	0.31
2018	829,117	1.80	0.96	368,008	0.80	0.42
2019	1,056,220	1.66	1.07	417,862	0.66	0.42
2020	1,793,100	3.92	1.10	1,335,800	2.92	0.82

Table 13: Economic Indicators of Industrial Activity Classified by Ceramic, Porcelain, Tile & Granite Products Industry - (Establishments with 25 or more persons engaged)

Year	Output per persons engaged (Rs.)	Output per intermediate consumptions	Output per assets	Value added per persons engaged (Rs.)	Value added per intermediate consumptions	Value added per assets
2016	13,032,261	1.35	1.33	3,388,388	0.35	0.35
2017	13,688,926	1.29	1.22	11,192,220	0.29	0.28
2018	13,662,682	1.74	1.07	5,823,044	0.74	0.46
2019	15,466,314	1.33	1.17	3,822,250	0.33	0.29
2020	15,357,300	1.54	1.21	5,396,700	0.54	0.42

Source: Department of Census and Statistics, Annual Surveys of Industries

Table 14: Economic Indicators of Industrial Activity classified by Ceramic, Porcelain, Tile & Granite Products Industry -(Establishments with 25 or more persons engaged)

Year	Output per persons engaged (Rs.)	Output per intermediate consumptions	Output per assets	Value added per persons engaged (Rs.)	Value added per intermediate consumptions	Value added per assets
2016	13,891,947	1.33	2.72	3,432,380	0.33	0.67
2017	9,571,315	1.36	1.64	5,823,171	0.36	0.44
2018	8,944,990	1.34	1.92	2,245,683	0.34	0.48
2019	12,678,267	1.35	1.79	3,317,698	0.35	0.47
2020	12,099,200	1.45	1.67	3,757,900	0.45	0.52

Source: Department of Census and Statistics, Annual Surveys of Industries

Table 15: Categories of Employees by Nature of Employment Classified by Ceramic, Porcelain, Tile & Granite Products Industry

Year	Establishments w	rith 25 or more	persons engaged	Establishments with Less than 25 persons engaged			
	Employees (No.)	Skilled (No.)	Unskilled (No.)	Employees (No.)	Skilled (No.)	Unskilled (No.)	
2016	13,785	7,458	2,089	9,748	6,362	2,026	
2017	19,638	10,477	3,454	8,650	5,734	1,407	
2018	21,845	12,342	2,488	12,944	8,035	1,942	
2019	17,430	9,384	1,301	14,683	10,148	2,953	
2020	8,806	5,831	1,885	13,675	7,321	1,405	

**Table 16: Ceramic, Porcelain, Tile & Granite Products Export (2020-2022)** 

Description	1 beit		2020	20	)21	2022		
Description	Unit	QTY	Value (Rs.)	QTY	Value (Rs.)	QTY	Value (Rs.)	
Tiles (Floors & Walls) Sector	M <sup>2</sup>	553,427	914,463,759	819,002	1,581,817,331	1,039,858	1,622,773,502	
Sanitary Ware Sector	No	31,517	130,056,136	41,578	194,926,074	41,739	397,255,812	
Table Ware Sector	Kg	2,437,737	2,681,001,144	3,689,757	4,717,113,617	4,057,358	8,995,416,155	
Ornamental Ware Sector	Kg	387,072	614,143,954	447,556	784,198,987	223,211	1,146,646,074	
Marble & Granite Sector	Kg	10,687,913	373,392,487	11,196,198	437,722,291	10,639,425	632,912,276	
Roofing Tiles Sector	Kg	1,006,484	68,333,109	1,908,097	158,367,116	2,333,299	292,044,543	
Glass & Glass ware	Kg	33,397,983	2,881,497,088	37,495,304	4,199,282,507	33,723,003	9,114,918,731	
Glass & Glass ware	M <sup>2</sup>	29,922	19,158,274	56,085	23,704,900	14,987	247,700,095	
<b>Grand Total</b>		-	7,682,045,951	-	12,097,132,823	-	22,449,667,188	

Source: Sri Lanka Customs

Table 17: Ceramic, Porcelain, Tile & Granite Products Re-Export (2022)

Description	Unit	2022			
Description	Offic	QTY	Value (Rs.)		
Tiles (Floors & Walls) Sector	$M^2$	350	241,569		
Sanitary Ware Sector	No	227	2,322,104		
Table Ware Sector	Kg	6,510	8,167,508		
Ornamental Ware Sector	Kg	217	195,256		
Marble & Granite Sector	Kg	565	438,343		
Roofing Tiles Sector	Kg	-	-		
Glass & Glass ware	Kg	55,837	93,455,302		
Glass & Glass ware	M <sup>2</sup>	21,050	19,634,873		
Grand Total			124,454,955		

Source: Sri Lanka Customs

Table 17: Ceramic, Porcelain, Tile & Granite Products Import (2020-2022)

Description	I balk	:	2020		2021	2022	
Description	Unit	QTY	Value (Rs.)	QTY	Value (Rs.)	QTY	Value (Rs.)
Tiles (Floors & Walls) Sector	Square Meters	5,542,812	3,837,781,761	809,179	1,085,456,344	1,287,987	1,905,904,535
Sanitary Ware Sector	No	185,775	519,835,395	874,892	2,439,582,759	263,537	2,078,922,970
Table Ware Sector	Kg	1,731,261	299,983,969	2,591,656	364,373,227	1,600,250	462,442,509
Ornamental Ware Sector	Kg	186,066	135,681,589	161,535	255,576,132	231,837	640,544,895
Marble & Granite Sector	Kg	6,911,060	1,344,015,957	8,638,406	662,814,443	7,882,306	860,982,056
Roofing Tiles Sector	Kg	1,572	278,913	2,924	332,900	54	1,252,458
Glass & Glass ware	Kg	28,931,528	5,830,159,073	27,561,164	7,201,335,760	13,959,381	9,385,194,239
Glass & Glass ware	Square Meters	8,057,383	3,343,358,670	7,165,184	5,249,664,700	15,542,014	7,327,138,633
Total	Kg	7,761,487	7,610,119,501	38,955,684	8,484,432,462	23,673,828	11,350,416,157
Total	No	185,775	519,835,395	874,892	2,439,582,759	263,537	2,078,922,970
Total	Square Meters	13,600,195	7,181,140,431	7,974,363	6,335,121,044	16,830,001	9,233,043,168
<b>Grand Total</b>			15,311,095,327		17,259,136,265		22,662,382,295

Source: Sri Lanka Customs