

The World Market for Plastic Floor, Wall, or Ceiling Coverings and Plastic Household and Toilet Articles: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/W8B67F51154EN.html>

Date: May 2023

Pages: 384

Price: US\$ 795.00 (Single User License)

ID: W8B67F51154EN

Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for plastic floor, wall, or ceiling coverings and plastic household and toilet articles. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for plastic floor, wall, or ceiling coverings and plastic household and toilet articles for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Plastic floor, wall, or ceiling coverings and plastic household and toilet articles' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'plastic floor, wall, or ceiling coverings and plastic household and toilet articles' is 8933.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BENIN

3.1.3 BOTSWANA

3.1.4 COTE D'IVOIRE

3.1.5 EGYPT

3.1.6 ESWATINI

3.1.7 ETHIOPIA

3.1.8 GHANA

3.1.9 GUINEA

3.1.10 KENYA

3.1.11 LESOTHO

3.1.12 MALAWI

3.1.13 MALI

3.1.14 MAURITIUS

3.1.15 MOROCCO

3.1.16 MOZAMBIQUE

3.1.17 NAMIBIA

3.1.18 NIGERIA

3.1.19 RWANDA

3.1.20 SENEGAL

- 3.1.21 SIERRA LEONE
- 3.1.22 SOUTH AFRICA
- 3.1.23 TANZANIA
- 3.1.24 THE REPUBLIC OF THE CONGO
- 3.1.25 TOGO
- 3.1.26 TUNISIA
- 3.1.27 UGANDA
- 3.1.28 ZAMBIA
- 3.1.29 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.2.1 EXECUTIVE SUMMARY
- 3.2.2 BANGLADESH
- 3.2.3 CAMBODIA
- 3.2.4 CHINA
- 3.2.5 HONG KONG
- 3.2.6 INDIA
- 3.2.7 INDONESIA
- 3.2.8 JAPAN
- 3.2.9 MACAU
- 3.2.10 MALAYSIA
- 3.2.11 NEPAL
- 3.2.12 NORTH KOREA
- 3.2.13 SINGAPORE
- 3.2.14 SOUTH KOREA
- 3.2.15 SRI LANKA
- 3.2.16 TAIWAN
- 3.2.17 THAILAND
- 3.2.18 THE PHILIPPINES
- 3.2.19 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.3.1 EXECUTIVE SUMMARY
- 3.3.2 ALBANIA
- 3.3.3 AUSTRIA
- 3.3.4 BELARUS
- 3.3.5 BELGIUM
- 3.3.6 BOSNIA AND HERZEGOVINA
- 3.3.7 BULGARIA

- 3.3.8 CROATIA
- 3.3.9 CYPRUS
- 3.3.10 DENMARK
- 3.3.11 ESTONIA
- 3.3.12 FINLAND
- 3.3.13 FRANCE
- 3.3.14 GEORGIA
- 3.3.15 GERMANY
- 3.3.16 GIBRALTAR
- 3.3.17 GREECE
- 3.3.18 HUNGARY
- 3.3.19 IRELAND
- 3.3.20 ITALY
- 3.3.21 KAZAKHSTAN
- 3.3.22 LATVIA
- 3.3.23 LITHUANIA
- 3.3.24 LUXEMBOURG
- 3.3.25 MACEDONIA
- 3.3.26 MOLDOVA
- 3.3.27 NORWAY
- 3.3.28 POLAND
- 3.3.29 PORTUGAL
- 3.3.30 ROMANIA
- 3.3.31 RUSSIA
- 3.3.32 SLOVAKIA
- 3.3.33 SLOVENIA
- 3.3.34 SPAIN
- 3.3.35 SWEDEN
- 3.3.36 SWITZERLAND
- 3.3.37 THE CZECH REPUBLIC
- 3.3.38 THE NETHERLANDS
- 3.3.39 THE UNITED KINGDOM
- 3.3.40 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE

- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 NICARAGUA
- 3.4.13 PANAMA
- 3.4.14 PARAGUAY
- 3.4.15 PERU
- 3.4.16 SURINAME
- 3.4.17 URUGUAY
- 3.4.18 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 DOMINICA
- 3.5.4 JAMAICA
- 3.5.5 THE BAHAMAS
- 3.5.6 THE DOMINICAN REPUBLIC
- 3.5.7 THE UNITED STATES
- 3.5.8 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 FIJI
- 3.6.4 NEW ZEALAND
- 3.6.5 TOKELAU

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 ARMENIA
- 3.7.3 AZERBAIJAN
- 3.7.4 BAHRAIN
- 3.7.5 IRAN

- 3.7.6 ISRAEL
- 3.7.7 JORDAN
- 3.7.8 KUWAIT
- 3.7.9 KYRGYZSTAN
- 3.7.10 LEBANON
- 3.7.11 OMAN
- 3.7.12 PAKISTAN
- 3.7.13 QATAR
- 3.7.14 SAUDI ARABIA
- 3.7.15 SYRIA
- 3.7.16 TAJIKISTAN
- 3.7.17 THE UNITED ARAB EMIRATES
- 3.7.18 TURKEY
- 3.7.19 UZBEKISTAN

4 IMPORTS

4.1 AFRICA: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 BURKINA FASO
- 4.1.6 BURUNDI
- 4.1.7 CAMEROON
- 4.1.8 CAPE VERDE
- 4.1.9 COTE D'IVOIRE
- 4.1.10 EGYPT
- 4.1.11 ETHIOPIA
- 4.1.12 GUINEA
- 4.1.13 MADAGASCAR
- 4.1.14 MALAWI
- 4.1.15 MAURITANIA
- 4.1.16 MAURITIUS
- 4.1.17 MOROCCO
- 4.1.18 MOZAMBIQUE
- 4.1.19 NAMIBIA
- 4.1.20 NIGER

- 4.1.21 NIGERIA
- 4.1.22 RWANDA
- 4.1.23 SAO TOME E PRINCIPE
- 4.1.24 SENEGAL
- 4.1.25 SIERRA LEONE
- 4.1.26 SOUTH AFRICA
- 4.1.27 TANZANIA
- 4.1.28 THE CENTRAL AFRICAN REPUBLIC
- 4.1.29 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.30 UGANDA
- 4.1.31 ZAMBIA
- 4.1.32 ZIMBABWE

4.2 ASIA: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

4.3 EUROPE: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA

- 4.3.5 BELARUS
 - 4.3.6 BELGIUM
 - 4.3.7 BOSNIA AND HERZEGOVINA
 - 4.3.8 BULGARIA
 - 4.3.9 CROATIA
 - 4.3.10 CYPRUS
 - 4.3.11 DENMARK
 - 4.3.12 ESTONIA
 - 4.3.13 FINLAND
 - 4.3.14 FRANCE
 - 4.3.15 GEORGIA
 - 4.3.16 GERMANY
 - 4.3.17 GREECE
 - 4.3.18 HUNGARY
 - 4.3.19 ICELAND
 - 4.3.20 IRELAND
 - 4.3.21 ITALY
 - 4.3.22 KAZAKHSTAN
 - 4.3.23 LATVIA
 - 4.3.24 LITHUANIA
 - 4.3.25 LUXEMBOURG
 - 4.3.26 MACEDONIA
 - 4.3.27 MALTA
 - 4.3.28 MOLDOVA
 - 4.3.29 NORWAY
 - 4.3.30 POLAND
 - 4.3.31 PORTUGAL
 - 4.3.32 ROMANIA
 - 4.3.33 RUSSIA
 - 4.3.34 SLOVAKIA
 - 4.3.35 SLOVENIA
 - 4.3.36 SPAIN
 - 4.3.37 SWEDEN
 - 4.3.38 SWITZERLAND
 - 4.3.39 THE CZECH REPUBLIC
 - 4.3.40 THE NETHERLANDS
 - 4.3.41 THE UNITED KINGDOM
 - 4.3.42 UKRAINE
- 4.4 LATIN AMERICA: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND

PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BELIZE

4.4.4 BOLIVIA

4.4.5 BRAZIL

4.4.6 CHILE

4.4.7 COLOMBIA

4.4.8 ECUADOR

4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 GUYANA

4.4.12 HONDURAS

4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 MONTSERRAT

4.5.10 ST. LUCIA

4.5.11 THE BAHAMAS

4.5.12 THE DOMINICAN REPUBLIC

4.5.13 THE UNITED STATES

4.6 OCEANIA: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 TONGA

4.7 THE MIDDLE EAST: PLASTIC FLOOR, WALL, OR CEILING COVERINGS AND PLASTIC HOUSEHOLD AND TOILET ARTICLES IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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