Ceramic Sanitary Ware Market By Product Type, Technology And Geography - Global Trends and Forecast to 2019

Description:

Ceramic Sanitary Ware Market By Product Type (Toilet Sinks/Water Closets, Wash Basins, Pedestals, and Cisterns), Technology (Slip Casting, Pressure Casting, Tape Casting, and Isostatic Pressing) And Geography (North America, Asia-Pacific, Europe and RoW) - Global Trends & Forecast To 2019

The growth in the real estate industry together with the changing preferences of the consumers towards hygienic products is driving the market for ceramic sanitary ware. The ceramic sanitary ware products are required in public, residential and commercial areas.

Asia-Pacific accounts for a major share in the ceramic sanitary ware market. The booming construction industry in the region gives rise to the increased demand for sanitary ware products. The increasing disposable income of the consumers in China and India is driving the market for high quality ceramic products. Thus, the ceramic sanitary ware products have become the products of choice in the region.

However, the factors that hinder the growth of the ceramic sanitary ware market are the environmental concerns. The production process for ceramic sanitary ware products involves processes that lead to the release of harmful gases, wastewater and solid waste into the environment. The stringent regulations in Europe and North America do not allow the discharge of harmful gas in the environment and thus, the regulations can pose a threat to the market for ceramic products.

There are also numerous opportunities for the ceramic sanitary ware market in the developing nations. Booming real estate market in Brazil acts as a driver for the ceramic sanitary ware products. The demand for sanitary ware products arises particularly from China, India and Thailand. The rapid economic developments in China and India act as a key driver for the market. Moreover the increasing disposable income of the consumers and changing consumer preferences also acts as a driving force for ceramic sanitary ware products.

In terms of technology slip casting accounts for a major share. However, the demand for pressure casting is also increasing in many regions. Followed by Asia-Pacific, Europe is the second-largest market for ceramic sanitary wares. The European ceramic sanitary ware market is principally focused on delivering high-quality products to its consumers. The products are tailored to meet the specific requirements of the end consumers coupled with tremendous pre and post sales services.

The global ceramic sanitary ware market is analyzed in terms of revenue ($million) for all regions and their respective major countries. The market is segmented on the basis of product types, technologies and regions. The report forecasts revenue of the global ceramic sanitary ware market with respect to five main regions such as North America, Europe, Asia-Pacific, and RoW.

The market research study provides a detailed qualitative and quantitative analysis of the ceramic sanitary ware market. Various secondary sources have been used, such as encyclopedia, directories, and databases to identify and assemble information useful for this extensive commercial study of the ceramic sanitary ware market. The primary sources—experts from related industries and suppliers—have been interviewed to obtain and verify critical information as well as to assess the future prospects and market estimations.

This report analyzes various marketing trends and establishes the most effective growth strategy in the market. It identifies market dynamics such as drivers, restraints, and opportunities. Major companies such as American Standard Brands (U.S.), Roca Sanitario S.A. Spain) and Toto Ltd. (Japan), and others have also been profiled in this report.

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