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.

Contents:
1 Introduction
   1.1 Objectives Of The Study
1.2 Market Scope
   1.2.1 Market Definition
   1.2.2 Markets Covered
1.2.3 Scope, By Region
1.2.4 Year
1.2.5 Currency
1.2.6 Package Size
1.2.7 Limitations
1.3 Stakeholders

2 Research Methodology
2.1 Market Size Estimation
2.2 Market Crackdown & Data Triangulation
2.3 Market Share Estimation
2.3.1 Key Insights
2.3.2 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunity In Ceramic Sanitary Ware Market
4.2 Significant Ceramic Sanitary Ware Markets
4.3 Ceramic Sanitary Ware Market: By Product Type
4.4 Ceramic Sanitary Ware Market: By Technology
4.5 Asia-Pacific Dominates The Ceramic Sanitary Ware Market
4.6 Market Attractiveness, By Country
4.7 Ceramic Sanitary Ware Market: Life Cycle Analysis, By Region
4.8 Ceramic Sanitary Ware Market Trends & Forecast, By Region, 2012-2019

5 Market Overview
5.1 Introduction
5.2 Evolution
5.3 Market Segmentation
5.3.1 Ceramic Sanitary Ware Market, By Product Type
5.3.2 Ceramic Sanitary Ware Market, By Technology
5.3.3 Ceramic Sanitary Ware Market, By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.2 Restraints
5.4.3 Opportunities
5.4.4 Challenges
5.4.5 Burning Issue

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
6.3.1 Threat From New Entrants
6.3.2 Threat From Substitutes
6.3.3 Bargaining Power Of Suppliers
6.3.4 Bargaining Power Of Buyers
6.3.5 Intensity Of Competitive Rivalry
6.4 Strategic Benchmarking

7 Ceramic Sanitary Ware Market, By Product Type
7.1 Introduction
7.1.1 Toilet Sinks/ Water Closets (Wcs)
7.1.2 Wash Basins
7.1.3 Cisterns
7.1.4 Pedestals
7.1.5 Others
7.2 Market Size & Projection

8 Ceramic Sanitary Ware Market, By Technology
8.1 Introduction
8.1.1 Slip Casting
8.1.2 Pressure Casting
8.1.3 Tape Casting
8.1.4 Isostatic Pressing
8.2 Market Size & Projection

9 Ceramic Sanitary Ware Market, By Region
9.1 Introduction
9.2 North America
9.2.1 U.S.
9.2.2 Canada
9.2.3 Mexico
9.3 Asia-Pacific
9.3.1 China
9.3.2 Japan
9.3.3 South Korea
9.3.4 India
9.3.5 Thailand
9.3.6 Rest Of Asia-Pacific
9.4 Europe
9.4.1 Germany
9.4.2 Spain
9.4.3 Turkey
9.4.4 Italy
9.4.5 Rest Of Europe
9.5 Rest Of The World

10 Competitive Landscape
10.1 Introduction
10.2 Market Share Analysis
10.3 Maximum Number Of Developments: 2013 & 2014
10.4 Growth Strategies In The Global Ceramic Sanitary Ware Market
10.5 Competitive Situation & Trends

11 Company Profiles
11.1 Introduction
11.2 Roca Sanitario S.A.
11.2.1 Business Overview
11.2.2 Products
11.2.3 Key Strategy
11.2.4 Recent Developments
11.3 Toto Ltd.
11.3.1 Business Overview
11.3.2 Products
11.3.3 Key Strategy
11.4 American Standard Brands
11.4.1 Business Overview
11.4.2 Products
11.4.3 Key Strategy
11.4.4 Recent Developments
11.5 Kohler Co.
11.5.1 Business Overview
11.5.2 Product
11.5.3 Key Strategy
11.5.4 Recent Developments
11.6 Duratex S.A.
11.6.1 Business Overview
11.6.2 Products
11.6.3 Key Strategy
11.6.4 Recent Developments
11.7 Lixil Group
11.7.1 Business Overview
11.7.2 Products
11.7.3 Key Strategy
11.7.4 Recent Development
11.8 Villeroy & Boch Ag
11.8.1 Business Overview
11.8.2 Products
11.8.3 Key Strategy
11.8.4 Recent Development
11.9 HsL Ltd.
11.9.1 Business Overview
11.9.2 Products
11.9.3 Key Strategy
11.9.3 Recent Development
11.10 Duravit Ag
11.10.1 Business Overview
11.10.2 Products
11.10.3 Key Strategy
11.11.4 Recent Developments
11.11 Sanitec Corporation
11.11.1 Business Overview
11.11.2 Products
11.11.3 Key Strategy
11.11.4 Recent Developments

12 Appendix
12.1 Discussion Guide
12.2 Available Customizations
12.3 Related Reports

List of Tables (94 Tables)

Table 1 Ceramic Sanitary Ware Annual Production, By Region, 2009-2016 ($Million)
Table 2 Ceramic Sanitary Ware Production Cost Break-Up (%),Developed & Developing Markets
Table 3 Real Estate Market, By Region, 2010-2016 ($Trillion)
Table 4 Impact Of Drivers On Ceramic Sanitary Ware Production, 2010-2016
Table 5 Industry Benchmarks For Waste Generation, By Process
Table 6 Industry Benchmarks For Energy Consumption In Sanitary Ware Manufacturing, By Process (In Kj/Kg)
Table 7 Impact Of Restraints On Ceramic Sanitary Ware Production, 2010-2016
Table 8 Raw Material Percentage Composition For Ceramic Sanitaryware
Table 9 Global Kaolin Production And Average Price, 2008-2010
Table 10 Global Feldspar Production And Average Price, 2008-2010
Table 11 Ceramic Sanitaryware Product Prices (2011)
Table 12 Ceramic Sanitary Ware Patents, By Technology, 2005-2011
Table 13 Ceramic Sanitary Ware Patents, By Company, 2006–2014
Table 14 Global Ceramic Sanitary Ware Annual Production, By Product Type, 2009-2016 (Thousand Units)
Table 15 Global Ceramic Sanitary Ware Production Market, By Product Type, 2009-2016 ($Million)
Table 16 Global Toilet/Wcs Annual Production By Region, 2009-2016 (Thousand Units)
Table 17 Global Toilet/Wcs Production Market, By Region, 2009-2016 ($Million)
Table 18 Global Wash Basin/Kitchen Sinks Production, By Region, 2009-2016 (Thousand Units)
Table 19 Global Wash Basin/Kitchen Sinks Production Market, By Region, 2009-2016 ($Million)
Table 20 Global Cistern Production, By Region, 2009-2016 (Thousand Units)
Table 21 Global Cistern Production Market, By Region, 2009-2016 ($Million)
Table 22 Global Pedestal Production, By Region, 2009-2016 (Thousand Units)
Table 23 Global Pedestal Production Market, By Region, 2009-2016 ($Million)
Table 24 Global Other Ceramic Sanitary Ware Production, By Region, 2009-2016 (Thousand Units)
Table 25 Global Other Ceramic Sanitary Ware Market, By Region, 2009-2016 ($Million)
Table 26 Global Ceramic Sanitary Ware Production, By Region, 2009-2016 (Million Units)
Table 27 Global Ceramic Sanitary Ware Production Market, By Region, 2009-2016 ($Million)
Table 28 Asia-Pacific Ceramic Sanitary Ware Production, By Country/Region, 2009-2016 (Thousand Units)
Table 29 Asia Pacific Ceramic Sanitary Ware Production Market, By Country/Region, 2009-2016 ($Million)
Table 30 Asia Pacific Ceramic Sanitary Ware Production, By Product Type, 2009-2016 (Thousand Units)
Table 31 Asia Pacific Ceramic Sanitary Ware Production Market, By Product Type, 2009-2016 ($Million)
Table 32 Asia Pacific Ceramic Sanitary Ware Production, By Technology, 2009-2016 (Thousand Units)
Table 33 Asia Pacific Ceramic Sanitary Ware Production Market, By Technology, 2009-2016 ($Million)
Table 34 China Ceramic Sanitary Ware Production, By Product Type, 2009-2016 (Thousand Units)
List of Figures (13 Figures)

Figure 1 Ceramic Sanitary Ware Production Process
Figure 2 Global Ceramic Sanitary Ware Annual Production, Million Units, 2009-2016
Figure 3 Value Chain-Ceramic Sanitary Ware Production
Figure 4 Penetration % Of Pressure Casting Technology In Ceramic Sanitary Ware Production
Figure 5 Ceramic Sanitary Ware Market Share, 2011
Figure 6 Ceramic Sanitary Ware Market Share, By Average Price, 2009 – 2016 ($/Piece)
Figure 7 Ceramic Sanitary Ware Market Share, Average Price By Region 2009 – 2016 ($/Piece)
Figure 8 Global Ceramic Sanitary Ware Patents, By Technology, 2011
Figure 9 Ceramic Sanitary Ware Patentsshare, By Country, 2005-2011
Figure 10 Ceramic Sanitary Ware Patents, By Country, 2005 – 2011
Figure 11 Global Ceramic Sanitary Ware Production, By Product Type, 2011 Vs 2016
Figure 12 Ceramic Sanitary Ware Production, By Region, 2011 Vs 2016
Figure 13 Global Ceramic Sanitary Ware, By Growth Strategy, 2011-2014

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