Ceramic Tiles Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2012 - 2018

Description: ‘Ceramic Tiles (Floor, Wall and Others) Market for Residential Replacement, Commercial, New Residential and Other Applications - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2012 - 2018’

Increasing constructional activities mainly in emerging economies of China, India and Brazil has been acting as one of primary factor driving the demand for ceramic tiles. In addition, industry's shift owing to consumer preference towards replacing paints, metal slabs and marble floor is also expected to boost the market for ceramic tiles over the forecast period.

This report analyzes, estimates, and forecasts the global ceramic tiles market demand in terms of volume (million square meters) and revenue (USD million) from 2011 to 2018. The study also includes various factors which has been driving and restraining the market in the past and which are expected to impact the market over the forecast period.

The study provides a comprehensive view of the ceramic tiles industry, by segmenting and analyzing key products under ceramic tiles, namely, floor tiles, wall tiles and other types of tiles which include countertops, façade, etc. The report also segments and analyzes the market by key applications of ceramic tiles namely, residential replacement, commercial, and new residential. Each of these segments has been analyzed and market data has been provided for the period from 2011 to 2018, in terms of volume (million square meters) and revenue (USD million) they generated.

The demand for each of the ceramic tiles types mentioned above is analyzed on the basis of application and geography (North America, Europe, Latin America, Asia Pacific, and Rest of the World). The report also analyzes which of the above mentioned product type of ceramic tiles holds the potential of becoming an attractive market by using the market attractiveness analysis tool.

The report also includes value chain analysis for a better understanding of the ceramic tiles market supply chain, right from the raw material manufacturer to the end user. In addition, the report analyzes the market using Porter's five forces analysis.

This study includes an extensive competitive landscape starting from the market share of the global ceramic tiles market to company profiles of major participants operating in the global market. Key companies profiled in this report include RAK Ceramics, China Ceramics, Mohawk Industries, Ceramica Saloni, Kajaria Ceramics, Porcelanosa Grupo and so on. These market players are profiled based on attributes such as company overview, financial overview, business strategies, SWOT analysis, and recent developments in the field of ceramic tiles.

Scope of the Report

Product Segment Analysis
- Floor Tiles
- Wall Tiles
- Other (including Façade and Countertop, etc.)

Application Analysis
- Residential Replacement
- Commercial
- New Residential

Regional Analysis
- North America
- Europe
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