Ceramic Sanitary Ware Market: India Industry Analysis and Opportunity Assessment, 2016-2026

Description: This report examines the India Ceramic Sanitary Ware market for the forecast period 2016-2026. The primary objective of the report is to identify opportunities in the market and present updates and insights pertaining to various segments of the India Ceramic Sanitary Ware market.

Ceramic sanitary ware is a plumbing fixtures comprising wash basins, water closets, cisterns, accessories etc. Ceramic sanitary ware products are cost efficient and easy to clean. The raw materials which are used for the manufacture of ceramic sanitary ware are kaolin, feldspar, ball clay and quartz. Glossy finish, resistance to chemical attacks, scratch resistance and heavy load bearing capacity are the major characteristics of ceramic sanitary ware.

To understand and assess opportunities in this market, the report is categorically divided into three key segments on the basis of product type, end-user, and region. The report analyses India Ceramic Sanitary Ware market in terms of value (US$ Mn) and volume ('000 units).

The report begins with an overview of the India ceramic sanitary ware market, appraising market performance in terms of revenue and volume, followed by analysis of key trends, opportunities, drivers, and restraints witnessed in the India market.

The subsequent section analyses the ceramic sanitary ware market on the basis of product type and presents a forecast for 2016-2026.

Product types accessed in the report are as follows:

Wash Basins
- Pedestal
- Half Pedestal
- Wall Hung
- Table Top
- Under & Over

Water Closets
- One Piece
- Two Piece
- Wall Mounted
- EWC
- Cisterns
- Vanity Basins
- Accessories

End-user assessed in the report are as follows:

- Residential
- Commercial

The report further analyses the market based on end user and presents the forecast in terms of value and volume for the following 10 years. The section includes analysis of India Ceramic Sanitary Ware market on the basis of end-use industry and forecast in terms of value and volume for the next ten years. The report further analyses the market based on regions and presents the forecast till 2026.

Regions assessed in the report are as follows:

- North
- South
- East
To calculate market size, the report considers various aspects based on secondary research. Furthermore, data points such as regional split and market split by end-use industry and qualitative inputs from primary respondents have been incorporated to arrive at appropriate market estimates. The forecast presented in the report assesses the revenue generated by sales of ceramic sanitary ware.

While developing the market forecast, the report begins by sizing the current market, which forms the basis for forecasting how the market is anticipated to take shape in the near future. Given the characteristics of the market, the author triangulates the data via different analysis based on supply side, demand side, and dynamics of the ceramic sanitary ware market. However, quantifying the market across the aforementioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalizing them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse the market on the basis of key parameters, such as year-on-year (Y-o-Y) growth, to understand the predictability of the market and to identify the right opportunities.

Another key feature of this report is the analysis of the ceramic sanitary ware market by region, product type, end-user and the corresponding revenue forecast in terms of absolute dollar opportunity. This is usually overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve as well as to identify potential resources from a sales perspective of the India ceramic sanitary ware market.

To understand key segments in terms of their growth and performance in the ceramic sanitary ware market, the author has developed a market attractiveness index. The resulting index should help providers identify existing market opportunities in the India ceramic sanitary ware market.

In the final section of the report, ceramic sanitary ware market competitive landscape is included to provide a dashboard view of companies that manufacture and supply ceramic sanitary ware. The report contains company profiles of some of the key players in the India ceramic sanitary ware market.

Key market players featured in this report are as follows:

- Cera sanitaryware Ltd
- HSIL Ltd.
- RAK Ceramics
- Roca S. A
- Toto Ltd
- Duravit AG
- Jaquar
- Kajaria Ceramics Ltd.
- Golf Ceramics Ltd.
- H & J Johnson
- Villeroy Boch Group

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