Global Ceramic Tiles Market Insights, Opportunity, Analysis, Market Shares And Forecast 2017 – 2023

Description: The significant growth in ceramic tiles market has been witnessed due to various market driven factors such as growing demand for new residential restructure, government support for infrastructure development, adoption of inkjet technology in ceramic tiles and rapid growth in flooring market. The rapid growth in flooring market has highly supported the ceramic tiles sales which is primarily driven due to growing urbanization in developing countries such as China, India, Africa etc. In Africa, since 1950 to today, the urban residents share has grown from 14% to 40%, and it is expected to touch 50% by the mid-2030s. One of the major drivers of urbanization in Africa is the growth of intermediate cities and towns and this trend is expected to continue with the growing industrialization in Africa.

However, there are some factors restricting the market growth such as CO2 emission from ceramic tiles and growing demand for alternatives i.e. rubber & glass tiles. Though, the market is offering high scope for the market players with the growing construction industry as well as R & D investment for eco-friendly ceramic tiles. The market is facing some challenges such as growing competition in the market and volatility in raw material prices. Geographically, Asia Pacific is the leader in the ceramic tiles market due to growing infrastructural activities in the region along with government support. Moreover, high demand from China, India etc. is also encouraging the market demand in the region. The presence of major companies such as Atlas Concorde, China Ceramics Co. Ltd, Crossville Inc., Saloni, Kajaria etc. are increasing the scope for innovations for eco-friendly ceramic tiles and this will also help these company to increase market share and gain competitive advantage. These companies also used various strategies such as product launches, mergers & acquisition etc. to be competitive in the market.

The global ceramic tiles market has further classified on the basis of application and product. According to application, the market is further segmented into commercial, new residential, residential replacement, and other application. According to product, the market is further classified into floor tiles, wall tiles and other products. The demand for floor tiles has arisen as it is the major ceramic tiles, utilized universally. Wall tiles hold the second leading position in the product segment. Wall tiles are available in various colors and are protective to sunlight, which supports tiles to maintain their color without fading for a long span of time and thus, it makes them ideal to discover application in walls. Moreover, they are majorly used in kitchens, as they are easy to clean and supports to make the kitchen highly attractive. Growing awareness in terms of walls covering with tiles is expected to boost the demand for wall tiles. Residential replacement is one of the major application segments. It is the alternate for paints and marbles. New residential buildings applications are expected to witness potential growth due to high growth in construction industry in developing countries i.e. Brazil, China and India.

Contents: 1. Introduction
1.1. Executive Summary
1.2. Market Scope

2. Market Overview
2.1. Global Ceramic Tiles Market: Evolution & Transition
2.2. Industry Structure
2.3. Manufacturing Process
2.4. Regulatory Framework
2.5. Total Market Analysis
2.5.1. Top 5 Findings
2.5.2. Top 5 Opportunity Markets
2.5.3. Top 5 Companies
2.5.4. Top 3 Competitive Strategies
2.6. Estimation Analysis
2.7. Strategic Analysis
2.7.1. Investment Vs. Adoption Model
2.7.2. 360 Degree Industry Analysis
2.7.3. Porters 5 Force Model
2.7.4. See-Saw Analysis
2.7.5. Consumer Analysis And Key Buying Criteria
2.8. Competitive Analysis
2.8.1. Market Share Analysis
2.8.2. Top Company Analysis
2.9. Strategic Recommendations & Key Conclusions
2.9.1. Investment Opportunities By Regions
2.9.2. Opportunities in Emerging Applications
2.9.3. Investment Opportunity in Fastest Growing Segment

3. Market Determinants
3.1. Market Drivers & Market Impact
3.1.1. Rapid Growth in Flooring Market
3.1.2. Growing Demand for New Residential Restructures
3.1.3. Government Support for Infrastructure Development
3.1.4. Adoption of Inkjet Technology in Ceramic Tiles
3.2. Market Restraints
3.2.1. Co2 Emissions from Ceramic Tiles
3.2.2. Growing Demand for Alternatives I.E. Rubber & Glass Tiles
3.3. Market Opportunities
3.3.1. Growing Construction Industry
3.3.2. Growing R & D Investment for Eco-Friendly Ceramic Tiles
3.4. Market Challenges
3.4.1. Volatile Raw Material Prices
3.4.2. Growing Competition in the Market

4. Market Segmentation
4.1. Global Ceramic Tiles Market By Application 2014-2023 ($ Million)
4.1.1. Market Definition And Scope
4.1.2. Decision Support Database & Estimation Methodology
4.1.3. Comparative Analysis Across Market Segments
4.1.4. Opportunity Matrix
4.1.5. Market Segmentation By Application
4.1.5.1. Global Ceramic Tiles Market By Commercial Application 2014-2023 ($ Million)
4.1.5.1.1. Adoption Scenario & Market Determinants
4.1.5.1.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.1.5.1.3. Application
4.1.5.1.4. Top Players & Key Products
4.1.5.1.5. Regional Analysis 2014-2023 ($ Million)
4.1.5.1.6. Key Conclusions
4.1.5.2. Global Ceramic Tiles Market By Residential Replacement Application 2014-2023 ($ Million)
4.1.5.2.1. Adoption Scenario & Market Determinants
4.1.5.2.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.1.5.2.3. Application
4.1.5.2.4. Top Players & Key Products
4.1.5.2.5. Regional Analysis 2014-2023 ($ Million)
4.1.5.2.6. Key Conclusions
4.1.5.3. Global Ceramic Tiles Market By New Residential Application 2014-2023 ($ Million)
4.1.5.3.1. Adoption Scenario & Market Determinants
4.1.5.3.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.1.5.3.3. Application
4.1.5.3.4. Top Players & Key Products
4.1.5.3.5. Regional Analysis 2014-2023 ($ Million)
4.1.5.3.6. Key Conclusions
4.1.5.4. Global Ceramic Tiles Market By Other Applications 2014-2023 ($ Million)
4.1.5.4.1. Adoption Scenario & Market Determinants
4.1.5.4.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.1.5.4.3. Application
4.1.5.4.4. Top Players & Key Products
4.1.5.4.5. Regional Analysis 2014-2023 ($ Million)
4.1.5.4.6. Key Conclusions
4.2. Global Ceramic Tiles Market By Product 2014-2023 ($ Million)
4.2.1. Market Definition And Scope
4.2.2. Decision Support Database & Estimation Methodology
4.2.3. Comparative Analysis Across Market Segments
4.2.4. Opportunity Matrix
4.2.5. Market Segmentation By Product
4.2.5.1. Global Ceramic Tiles Market By Floor Tiles 2014-2023 ($ Million)
4.2.5.1.1. Adoption Scenario & Market Determinants
4.2.5.1.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.2.5.1.3. Application
4.2.5.1.4. Top Players & Key Products
4.2.5.1.5. Regional Analysis 2014-2023 ($ Million)
4.2.5.1.6. Key Conclusions
4.2.5.2. Global Ceramic Tiles Market By Wall Tiles 2014-2023 ($ Million)
4.2.5.2.1. Adoption Scenario & Market Determinants
4.2.5.2.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.2.5.2.3. Application
4.2.5.2.4. Top Players & Key Products
4.2.5.2.5. Regional Analysis 2014-2023 ($ Million)
4.2.5.2.6. Key Conclusions
4.2.5.3. Global Ceramic Tiles Market By Other Products 2014-2023 ($ Million)
4.2.5.3.1. Adoption Scenario & Market Determinants
4.2.5.3.2. Market Estimations And Forecasts 2014-2023 ($ Million)
4.2.5.3.3. Application
4.2.5.3.4. Top Players & Key Products
4.2.5.3.5. Regional Analysis 2014-2023 ($ Million)
4.2.5.3.6. Key Conclusions

5. Competitive Landscape
5.1. Key Strategies
5.1.1. List of M&A
5.1.2. List of Jv
5.1.3. List of Product Launches
5.1.4. List of Partnership
5.2. Top 10 Company Analysis

6. Geographical Analysis
6.1. Decision Support Database & Estimation Methodology
6.2. Comparative Analysis Across Market Segments
6.3. Opportunity Matrix
6.4. Global Ceramic Tiles Market By Region 2014-2023 ($ Million)
6.4.1. North America
6.4.1.1. Industrial Application Analysis 2014-2023 ($ Million)
6.4.1.2. Top Country Analysis
6.4.1.2.1. U.S.
6.4.1.2.1.1. Market Estimations And Forecasts 2014-2023 ($ Million)
6.4.1.2.1.2. Top Players & Key Products
6.4.1.2.1.3. Key Conclusions
6.4.1.2.2. Canada
6.4.1.2.2.1. Market Estimations And Forecasts 2014-2023 ($ Million)
6.4.1.2.2.2. Top Players & Key Products
6.4.1.2.2.3. Key Conclusions
6.4.2. Europe
6.4.2.1. Industry Application Analysis 2014-2023 ($ Million)
6.4.2.2. Top Country Analysis
6.4.2.2.1. Uk
6.4.2.2.1.1. Market Estimations And Forecasts 2014-2023 ($ Million)
6.4.2.2.1.2. Top Players & Key Products
6.4.2.2.1.3. Key Conclusions
6.4.2.2.2. France
6.4.2.2.2.1. Market Estimations And Forecasts 2014-2023 ($ Million)
6.4.2.2.2.2. Top Players & Key Products
6.4.2.2.2.3. Key Conclusions
6.4.2.2.3. Germany
6.4.2.2.3.1. Market Estimations And Forecasts 2014-2023 ($ Million)
7.12.3. Key Innovation Sector
7.12.4. Strategic Initiatives
7.12.5. Scot Analysis
7.12.6. Strategic Analysis
7.13. Porcelanosa Grupo
7.13.1. Overview
7.13.2. Product Portfolio
7.13.3. Key Innovation Sector
7.13.4. Strategic Initiatives
7.13.5. Scot Analysis
7.13.6. Strategic Analysis
7.14. Rak Ceramics
7.14.1. Overview
7.14.2. Product Portfolio
7.14.3. Key Innovation Sector
7.14.4. Strategic Initiatives
7.14.5. Scot Analysis
7.14.6. Strategic Analysis
7.15. Saloni
7.15.1. Overview
7.15.2. Product Portfolio
7.15.3. Key Innovation Sector
7.15.4. Strategic Initiatives
7.15.5. Scot Analysis
7.15.6. Strategic Analysis

List of Tables
1. Global Ceramic Tiles Market By Application 2014-2023($ Million)
2. Global Commercial Ceramic Tiles By Geography 2014-2023($ Million)
3. Global Residential Replacement Ceramic Tiles By Geography 2014-2023($ Million)
4. Global New Residential Ceramic Tiles By Geography 2014-2023($ Million)
5. Global Other Ceramic Tiles Applications By Geography 2014-2023($ Million)
6. Global Ceramic Tiles Market By Product 2014-2023($ Million)
7. Global Floor Ceramic Tiles By Geography 2014-2023($ Million)
8. Global Wall Ceramic Tiles By Geography 2014-2023($ Million)
9. Global Other Ceramic Tiles Products By Geography 2014-2023($ Million)
10. North America Ceramic Tiles Market 2014-2023($ Million)
11. Europe Ceramic Tiles Market 2014-2023($ Million)
12. Asia Pacific Ceramic Tiles Market 2014-2023($ Million)
13. Rest of the World Ceramic Tiles Market 2014-2023($ Million)

List of Figures
1. Global Ceramic Tiles Market By Commercial 2014-2023($ Million)
2. Global Ceramic Tiles Market By Residential Replacement 2014-2023($ Million)
3. Global Ceramic Tiles Market By New Residential 2014-2023 ($ Million)
4. Global Ceramic Tiles Market By Other Applications 2014-2023 ($ Million)
5. Global Ceramic Tiles Market By Floor Tiles 2014-2023 ($ Million)
6. Global Ceramic Tiles Market By Wall Tiles 2014-2023 ($ Million)
7. Global Ceramic Tiles Market By Others 2014-2023 ($ Million)
8. United States (U.S.) Ceramic Tiles Market 2014-2023 ($ Million)
9. Canada Ceramic Tiles Market 2014-2023 ($ Million)
10. United Kingdom (Uk) Ceramic Tiles Market 2014-2023 ($ Million)
11. France Ceramic Tiles Market 2014-2023 ($ Million)
12. Germany Ceramic Tiles Market 2014-2023 ($ Million)
13. Russia Ceramic Tiles Market 2014-2023 ($ Million)
14. Roe Ceramic Tiles Market 2014-2023 ($ Million)
15. India Ceramic Tiles Market 2014-2023 ($ Million)
16. China Ceramic Tiles Market 2014-2023 ($ Million)
17. Japan Ceramic Tiles Market 2014-2023 ($ Million)
18. Korea Ceramic Tiles Market 2014-2023 ($ Million)
19. Roapac Ceramic Tiles Market 2014-2023 ($ Million)
20. Latin America Ceramic Tiles Market 2014-2023 ($ Million)
21. Mena Ceramic Tiles Market 2014-2023 ($ Million)
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