

# CERAMIC TILES MARKET INSIGHTS: MARKET SIZE, SHARE AND GROWTH OUTLOOK

BY HERITAGE CERAMICS

FEBRUARY 2023

STUDIO - ALLEYWOOD GREY



With the industry's continual expansion, the market is changing quickly. Technology development has given today's firms a variety of benefits that are causing everyday economic changes. Therefore, in order to effectively plan its strategies, a corporation must understand the trends in market movement.

The Global Ceramic Tiles Market Analysis Report is a detailed report with in-depth qualitative and quantitative research evaluating the current scenario and forecasting future Ceramic Tiles Market potential for various product segments with market penetration in various applications and end-uses over the next eight years, to 2030.

The Ceramic Tiles Market is expected to be worth around US\$ 634.29 Billion by 2032, up from US\$ 314.02 Billion in 2021, at a CAGR of 6.6% from 2021 to 2031.

## MARKET DYNAMICS

The market experienced a significant recovery in the second half of 2020, and this is expected to continue in the future as a result of government regulations relaxing lockdown rules and the severity of the pandemic decreasing. The possibility of future waves in ceramic tile-producing countries will limit market growth.

During the forecast period, demand for ceramic tiles will rise due to an increase in the construction of offices, shopping centers, lodging spaces, and other utility spaces around the world. The market was severely impacted by the lockdown strategies implemented by governments around the world to halt the spread of the COVID-19 pandemic outbreak in 2020. Lockdowns in major ceramic tile-producing countries also disrupted the global supply chain.

## MARKET DYNAMICS

Concerns about the global economic slowdown, the impact of the Ukraine war, Chinese lockdowns with resurging COVID cases, and the risks of stagflation envisaging various market scenarios are pressuring Ceramic Tiles industry players to be more vigilant and forward-thinking.

Factory shutdowns, global tile production and consumption figures increased in 2020 after declining the previous two years, while trade is hampered by the sanitary emergency and the resulting slowdown in international transport and logistics, resulting in a drop in tile exports and imports. Robust changes brought about by the pandemic COVID-19 in the Ceramic Tiles supply chain, as well as the growing push for a cleaner and more sustainable environment, are forcing companies to change their strategies.



## DEMANDS FOR CERAMIC TILES IN DIFFERENT COUNTRIES

The demand for ceramic tiles in the United States is expected to rise in the coming years as a result of increased single-family home construction and stronger residential replacement.

The United States Green Building Council has enacted regulations requiring the use of environmentally friendly building materials. This has a positive impact on the industry's growth prospects.

In 2021, the Asia Pacific Ceramic tiles market dominated, accounting for approximately 47.1% of total revenue share. The market is expected to expand due to increased product demand from residential and nonresidential construction in emerging economies such as India and China.

Rising per capital income, rapid urbanization, and population growth will all contribute to the industry's growth in Asia Pacific. The region's booming construction sector activity is expected to rise due to the expansion of the residential, commercial, and industrial sectors, resulting in higher product demand over the forecast period.

The ceramic tiles market in North America is expected to grow at a remarkable 6% CAGR during the forecast period. This is due to the region's increased construction of commercial and residential buildings. Many Italian tile manufacturers are expanding their production in the region due to the availability of raw materials and the high demand for tiles.



SPACE - EVEREST IVORY

## DEMANDS FOR CERAMIC TILES IN DIFFERENT COUNTRIES

Digital inkjet printing technology is becoming more popular for ceramic tile decoration. This is a common occurrence in the ceramic tile industry. Due to significant advancements in ink formulation and print head design, market penetration of digital inkjet printing technology is expected to increase.

Many service providers are now collaborating with key market players in the industry, such as graphic studios, to develop new graphics and produce more visually appealing tiles. It also includes end-of-line processing suppliers who finish the final product with cutting, grinding, and lacing.

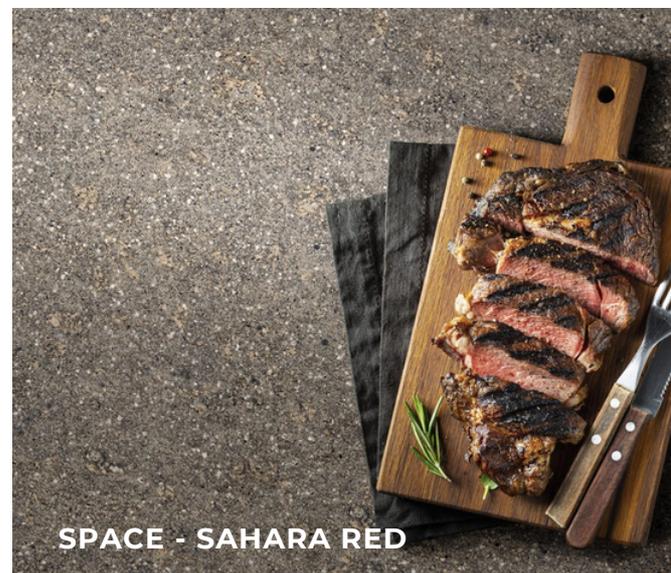
Ceramic tiles are primarily sold through distributors, wholesalers, and big-box retailers. To meet the needs of end-user customers, distributors and retailers collaborate closely with contractors, glue and adhesive suppliers, architects, and designers.

The need to upgrade existing infrastructure is expected to increase consumer demand for the product for residential and commercial replacement applications. In 2020, the commercial construction industry, including hotels and offices, will likely see steady economic growth, increasing product demand in this region.

## PRODUCT TYPE ANALYSIS

Porcelain tiles will account for 55.3% of total market revenue in 2021. These tiles are made of finer, denser clay and fired at high temperatures to ensure superior durability. They may also be subjected to high traffic.

Impervious porcelain tiles are also resistant to bacteria and mold, which increases their longevity as a floor covering. The product's chemical and stain resistance is expected to drive demand as it is increasingly used in hotels, shopping malls, and other institutions.

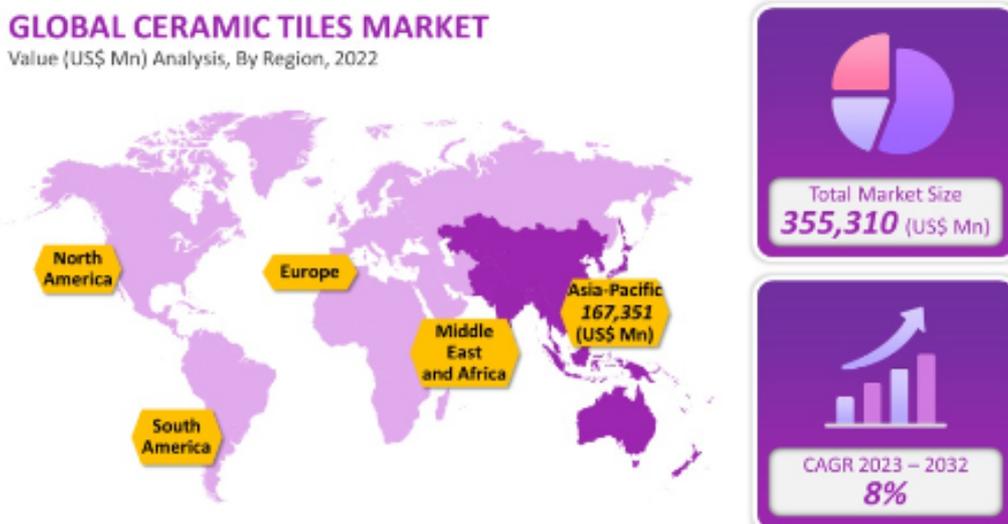


SPACE - SAHARA RED

## PRODUCT TYPE ANALYSIS

Glazed ceramic tiles are another popular type of ceramic tile. The ceramic tiles market was worth US\$ 97,480 million in 2021 and is expected to grow at a 6.01% CAGR from 2023 to 2032. These tiles are stain-resistant thanks to the protective glass layer.

Glazed ceramic tiles have a protective layer that makes them extremely water-resistant and useful in humid environments. Bathrooms, kitchens, laundry rooms, and other wet areas are increasingly using these tiles. This will boost market growth during the forecast period.



Ceramic Tiles market participants' investments will be focused on acquiring new technologies, securing raw materials, efficient procurement/inventory, strengthening product portfolios, and leveraging capabilities in order to maintain growth during difficult times. Economic and social challenges are noted to vary greatly across countries/markets, and Ceramic Tiles manufacturers and associated players are focusing on country-specific strategies.

Market leaders are constantly introducing products with low environmental impact and high durability to attract consumers' attention. To remain competitive in the market, major industry players focus on lowering operational costs, improving product quality, increasing output, and acquiring small additional market players. These are the most important factors influencing the growth of the ceramic tile market.

For a more in-depth understanding of the market, the following sites report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments. Please visit the following websites for references:

[WWW.MARKETWATCH.COM](http://WWW.MARKETWATCH.COM)  
[WWW.CERAMICWORLDWEB.COM](http://WWW.CERAMICWORLDWEB.COM)  
[WWW.MARKETUS.COM](http://WWW.MARKETUS.COM)



## **HERITAGE CERAMICS**

81 Ubi Ave 4, #03-18/19, UB. One  
Singapore (408830)

Email: [info@heritageceramics.com](mailto:info@heritageceramics.com)  
Telephone: +65 6297 7433  
Fax: +65 6297 7466

**[HERITAGECERAMICS.COM](http://HERITAGECERAMICS.COM)**