

# **India Ceramic Tiles Market by Type (Ceramic, Vitrified, and Others), Application (Floor Tiles, and Wall Tiles), End User (Residential and Non-residential), and Construction Type (New Construction, and Renovation & Replacement): Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

The India ceramic tiles market size was valued at \$3,720.2 million in 2019, and is projected to reach \$7,144.7 million by 2027, growing at a CAGR of 8.6% from 2020 to 2027. By volume, the India ceramic tiles market was 821 million square meter (MSM) in 2019, and is projected to reach 1,384 MSM by 2027, growing at a CAGR of 6.9% from 2020 to 2027.

Ceramic tile is one of the types of tiles which is manufactured from white clay. The ceramic tiles are installed in several areas throughout the building and houses. These tiles have higher absorption rate which makes them popular choice for wall, floors, counter-tops, and others. The ceramic tile has special coating with a special glaze, which seals and protects it while improving the durability of the tile. The ceramic tiles are available in variety of color, pattern, designs, and sizes.

Rise in demand for residential and commercial infrastructure developments majorly drives the market growth. In addition, government programs to support tile industry continues to fuel the growth of the Indian ceramic tiles industry. Similarly, growth in the demand for residential development largely propel the market growth. However, impact of GST and low replacement rate of tiles directly affect the market growth. Furthermore, increase in innovation in tile manufacturing and printing machines is expected to further boost the growth of the market.

The India ceramic tiles market is segmented on the basis of type, end user, application, and construction type. The market segmentation based on type includes ceramic, vitrified, and others. Based on application, the market is bifurcated into floor tiles and wall tiles. By end user, the market is segmented into residential and non-residential. Based on construction type, the market is bifurcated into new construction and renovation & replacement.

## COMPETITION ANALYSIS

The key companies profiled in the report include Kajaria, Somany, Prism Johnson, Asian Granito, RAK Ceramics, Simpolo, Varmora, Orient Bell Ceramics, Nitco Tiles, and Sun Heart.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging India ceramic tiles market trends and dynamics.

In-depth market analysis is conducted by constructing market estimations for the key market segments between 2019 and 2027.

Extensive analysis of the India ceramic tiles market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive analysis of all the regions is provided to determine the prevailing opportunities.

The India ceramic tiles market forecast analysis from 2020 to 2027 is included in the report.

The key market players within India ceramic tiles market are profiled in this report and their strategies are analyzed thoroughly, which help understand the competitive outlook of the India ceramic tiles industry.

## INDIA CERAMIC TILES MARKET SEGMENTS

## BY TYPE

Ceramic

Vitrified

Others

## BY APPLICATION

Floor Tiles

Wall Tiles

## BY END USER

Residential

Non-residential

## BY CONSTRUCTION TYPE

New Construction

Renovation & Replacement

## KEY PLAYERS

Kajaria

Somany

Prism Johnson

Asian Granito

RAK Ceramics

Simpolo

Varmora

Orient Bell Ceramics

Nitco Tiles

Sun Heart

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. Key findings of the study
- 2.2. CXO perspective

### **CHAPTER 3: MARKET OVERVIEW**

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1.1. Top impacting factors
  - 3.2.1.2. Top investment pockets
  - 3.2.1.3. Top winning strategies
- 3.3. MARKET PLAYER POSITIONING, 2019
- 3.4. Porter's five forces analysis
  - 3.4.1. Low to High bargaining power of suppliers
  - 3.4.2. Low to Moderate bargaining power of buyers
  - 3.4.3. Moderate to high threat of substitutes
  - 3.4.4. Moderate to High intensity of rivalry
  - 3.4.5. Moderate to High Threat of Substitution
- 3.5. Value chain analysis
- 3.6. Industry pain point analysis
- 3.7. Market dynamics
  - 3.7.1. Drivers
    - 3.7.1.1. Government programs to support tile industry
    - 3.7.1.2. Rapid urbanization
    - 3.7.1.3. Steady growth of the real estate sector
  - 3.7.2. Restraints

- 3.7.2.1. Impact of Goods and Services Tax (GST)
- 3.7.2.2. Popularity of natural stones for flooring
- 3.7.3. Opportunities
  - 3.7.3.1. Implementation of advanced digital printing

## **CHAPTER 4: INDIA CERAMIC TILES MARKET, BY TYPE**

- 4.1. Overview
  - 4.1.1. Market size and forecast, by type
  - 4.1.2. Market volume and forecast, by type
- 4.2. Ceramic
  - 4.2.1. Key market trends, growth factors, and opportunities
    - 4.2.1.1. Market size and forecast
    - 4.2.1.2. Market volume and forecast
- 4.3. Vitrified
  - 4.3.1. Key market trends, growth factors, and opportunities
    - 4.3.1.1. Market size and forecast
    - 4.3.1.2. Market volume and forecast
- 4.4. Others
  - 4.4.1. Key market trends, growth factors, and opportunities
    - 4.4.1.1. Market size and forecast
    - 4.4.1.2. Market volume and forecast

## **CHAPTER 5: INDIA CERAMIC TILES MARKET, BY APPLICATION**

- 5.1. Overview
  - 5.1.1. Market size and forecast, by application
  - 5.1.2. Market volume and forecast, by application
- 5.2. Wall tiles
  - 5.2.1. Key market trends, growth factors, and opportunities
    - 5.2.1.1. Market size and forecast
    - 5.2.1.2. Market volume and forecast
- 5.3. Floor tiles
  - 5.3.1. Key market trends, growth factors, and opportunities
    - 5.3.1.1. Market size and forecast
    - 5.3.1.2. Market volume and forecast

## **CHAPTER 6: INDIA CERAMIC TILES MARKET, BY END USER**

## 6.1. Overview

6.1.1. Market size and forecast, by end user

6.1.2. Market volume and forecast, by end user

## 6.2. Residential

6.2.1. Key market trends, growth factors, and opportunities

6.2.1.1. Market size and forecast

6.2.1.2. Market volume and forecast

## 6.3. Non-Residential

6.3.1. Key market trends, growth factors, and opportunities

6.3.1.1. Market size and forecast

6.3.1.2. Market volume and forecast

# CHAPTER 7: INDIA CERAMIC TILES MARKET, BY CONSTRUCTION TYPE

## 7.1. Overview

7.1.1. Market size and forecast, by construction type

7.1.2. Market volume and forecast, by construction type

## 7.2. New Construction

7.2.1. Key market trends, growth factors, and opportunities

7.2.1.1. Market size and forecast

7.2.1.2. Market volume and forecast

## 7.3. Renovation & Replacement

7.3.1. Key market trends, growth factors, and opportunities

7.3.1.1. Market size and forecast

7.3.1.2. Market volume and forecast

# CHAPTER 8: COMPANY PROFILES

## 8.1. Asian Granito India Ltd.

8.1.1. Company overview

8.1.2. Key executive

8.1.3. Company snapshot

8.1.4. Operating business segments

8.1.5. Product portfolio

8.1.6. R & D expenditure

8.1.7. Business performance

8.1.8. Key strategic moves and developments

## 8.2. Kajaria Ceramic Ltd.

8.2.1. Company overview

- 8.2.2. Key executive
- 8.2.3. Company snapshot
- 8.2.4. Operating segments
- 8.2.5. Product portfolio
- 8.2.6. R & D expenditure
- 8.2.7. Business performance
- 8.2.8. Key strategic moves and developments
- 8.3. Nitco Limited.
  - 8.3.1. Company overview
  - 8.3.2. Key executive
  - 8.3.3. Company snapshot
  - 8.3.4. Operating business segments
  - 8.3.5. Product portfolio
  - 8.3.6. R&D expenditure
  - 8.3.7. Business performance
- 8.4. Orient Bell Limited.
  - 8.4.1. Company overview
  - 8.4.2. Key executive
  - 8.4.3. Company snapshot
  - 8.4.4. Operating business segments
  - 8.4.5. Product portfolio
  - 8.4.6. Business performance
  - 8.4.7. Key strategic moves and developments
- 8.5. Prism Johnson Ltd.
  - 8.5.1. Company overview
  - 8.5.2. Key executive
  - 8.5.3. Company snapshot
  - 8.5.4. Operating business segments
  - 8.5.5. Product portfolio
  - 8.5.6. R & D expenditure
  - 8.5.7. Business performance
  - 8.5.8. Key strategic moves and developments=
- 8.6. RAK Ceramics.
  - 8.6.1. Company overview
  - 8.6.2. Key executive
  - 8.6.3. Company snapshot
  - 8.6.4. Operating business segments
  - 8.6.5. Product portfolio
  - 8.6.6. Business performance



- 8.6.7. Key strategic moves and developments
- 8.7. Simpolo Ceramics Pvt Ltd.
  - 8.7.1. Company overview
  - 8.7.2. Key executive
  - 8.7.3. Company snapshot
  - 8.7.4. Operating business segments
  - 8.7.5. Product portfolio
  - 8.7.6. Key strategic moves and developments
- 8.8. Somany Ceramics Ltd.
  - 8.8.1. Company overview
  - 8.8.2. Key executives
  - 8.8.3. Company snapshot
  - 8.8.4. Operating segments
  - 8.8.5. Product portfolio
  - 8.8.6. Business performance
  - 8.8.7. Key strategic moves and developments
- 8.9. Sunshine Tiles Co Pvt Ltd.
  - 8.9.1. Company overview
  - 8.9.2. Key executive
  - 8.9.3. Company snapshot
  - 8.9.4. Operating Segments
  - 8.9.5. Product portfolio
  - 8.9.6. Key strategic moves and developments
- 8.10. Varmora Granito Pvt Ltd.
  - 8.10.1. Company overview
  - 8.10.2. Key executive
  - 8.10.3. Company snapshot
  - 8.10.4. Operating segments
  - 8.10.5. Product portfolio

## List Of Tables

### LIST OF TABLES

- TABLE 01. INDIA CERAMIC TILES MARKET, BY TYPE, 2019-2027 (\$MILLION)
- TABLE 02. INDIA CERAMIC TILES MARKET, BY TYPE, 2019-2027 (MSM UNITS)
- TABLE 03. INDIA CERAMIC TILES MARKET, BY APPLICATION 2019-2027 (\$MILLION)
- TABLE 04. INDIA CERAMIC TILES MARKET, BY APPLICATION, 2019-2027 (MSM UNITS)
- TABLE 05. INDIA CERAMIC TILES MARKET REVENUE, BY END USER, 2019-2027 (\$MILLION)
- TABLE 06. INDIA CERAMIC TILES MARKET VOLUME, BY END USER, 2019-2027 (MSM)
- TABLE 07. INDIA CERAMIC TILES MARKET REVENUE, BY CONSTRUCTION TYPE, 2019-2027 (\$MILLION)
- TABLE 08. INDIA CERAMIC TILES MARKET REVENUE, BY CONSTRUCTION TYPE, 2019-2027 (\$MILLION)
- TABLE 09. ASIAN GRANITO INDIA LTD.: KEY EXECUTIVE
- TABLE 10. ASIAN GRANITO INDIA LTD.: COMPANY SNAPSHOT
- TABLE 11. ASIA GRANITO INDIA LTD.: OPERATING SEGMENTS
- TABLE 12. ASIA GRANITO INDIA LTD: PRODUCT PORTFOLIO
- TABLE 13. KAJARIA CERAMICS LTD: KEY EXECUTIVE
- TABLE 14. KAJARIA CERAMICS LTD: COMPANY SNAPSHOT
- TABLE 15. KAJARIA CERAMIC LTD: OPERATING SEGMENTS
- TABLE 16. KAJARIA CERAMICS LTD: PRODUCT PORTFOLIO
- TABLE 17. NITCO LIMITED: KEY EXECUTIVE
- TABLE 18. NITCO LIMITED: COMPANY SNAPSHOT
- TABLE 19. NITCO LIMITED: OPERATING SEGMENTS
- TABLE 20. NITCO LIMITED: PRODUCT PORTFOLIO
- TABLE 21. ORIENT BELL LIMITED: KEY EXECUTIVE
- TABLE 22. ORIENT BELL LIMITED: COMPANY SNAPSHOT
- TABLE 23. ORIENT BELL LIMITED: OPERATING SEGMENTS
- TABLE 24. ORIENT BELL LIMITED: PRODUCT PORTFOLIO
- TABLE 25. PRISM JONHSON LTD.: KEY EXECUTIVE
- TABLE 26. PRISM JOHNSON LTD: COMPANY SNAPSHOT
- TABLE 27. PRISM JOHNSON LTD: OPERATING SEGMENTS
- TABLE 28. PRISM JOHNSON LTD.: PRODUCT PORTFOLIO
- TABLE 29. RAK CERAMICS: KEY EXECUTIVE

TABLE 30. RAK CERAMICS: COMPANY SNAPSHOT  
TABLE 31. RAK CERAMICS: OPERATING SEGMENTS  
TABLE 32. RAK CERAMICS: PRODUCT PORTFOLIO  
TABLE 33. SIMPOLO CERAMICS PVT LTD: KEY EXECUTIVE  
TABLE 34. SIMPOLO CERAMICS PVT LTD: COMPANY SNAPSHOT  
TABLE 35. SIMPOLO CERAMICS PVT LTD.: OPERATING SEGMENTS  
TABLE 36. SIMPOLO CERAMICS PVT LTD.: PRODUCT PORTFOLIO  
TABLE 37. SOMANY CERAMICS LTD: KEY EXECUTIVE  
TABLE 38. SOMANY CERAMICS LTD: COMPANY SNAPSHOT  
TABLE 39. SOMANY CERAMICS LTD: OPERATING SEGMENTS  
TABLE 40. SOMANY CERAMIC LTD: PRODUCT PORTFOLIO  
TABLE 41. SUNSHINE TILES CO PVT LTD: KEY EXECUTIVE  
TABLE 42. SUNSHINE TILES CO PVT LTD: COMPANY SNAPSHOT  
TABLE 43. SUNSHINE TILES CO PVT LTD.: OPERATING SEGMENTS  
TABLE 44. SUNSHINE TILES CO PVT LTD: PRODUCT PORTFOLIO  
TABLE 45. VARMORA GRANITO PVT LTD: KEY EXECUTIVE  
TABLE 46. VARMORA GRANITO PVT LTD.: COMPANY SNAPSHOT  
TABLE 47. VARMORA GRANITO PVT LTD: OPERATING SEGMENTS  
TABLE 48. VARMORA GRANITO PVT LTD.: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. KEY MARKET SEGMENTS
- FIGURE 02. EXECUTIVE SUMMARY
- FIGURE 03. TOP IMPACTING FACTORS
- FIGURE 04. TOP INVESTMENT POCKETS
- FIGURE 05. TOP WINNING STRATEGIES, BY YEAR, 2017–2020
- FIGURE 06. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020 (%)
- FIGURE 07. TOP WINNING STRATEGIES, BY COMPANY, 2017–2020
- FIGURE 08. MARKET PLAYER POSITIONING, 2019
- FIGURE 09. VALUE CHAIN ANALYSIS
- FIGURE 10. CERAMIC TILES MARKET BY CERAMIC TYPE REVENUE, 2019–2027(\$MILLION)
- FIGURE 11. CERAMIC TILES MARKET BY CERAMIC TYPE VOLUME, 2019–2027(MSM)
- FIGURE 12. CERAMIC TILES MARKET BY VITRIFIED TYPE REVENUE, 2019–2027(\$MILLION)
- FIGURE 13. CERAMIC TILES MARKET BY VITRIFIED TYPE VOLUME, 2019–2027(MSM)
- FIGURE 14. CERAMIC TILES MARKET BY OTHERS TYPE REVENUE, 2019–2027(\$MILLION)
- FIGURE 15. CERAMIC TILES MARKET BY OTHERS TYPE VOLUME, 2019–2027(MSM)
- FIGURE 16. WALL CERAMIC TILES MARKET REVENUE, 2019–2027(\$MILLION)
- FIGURE 17. WALL CERAMIC TILES MARKET VOLUME, 2019–2027(MSM)
- FIGURE 18. FLOOR CERAMIC TILES MARKET REVENUE, 2019–2027(\$MILLION)
- FIGURE 19. FLOOR CERAMIC TILES MARKET VOLUME, 2019–2027(MSM)
- FIGURE 20. RESIDENTIAL CERAMIC TILES MARKET REVENUE, 2019–2027(\$MILLION)
- FIGURE 21. RESIDENTIAL CERAMIC TILES MARKET VOLUME, 2019–2027(MSM)
- FIGURE 22. NON-RESIDENTIAL CERAMIC TILES MARKET REVENUE, 2019–2027(\$MILLION)
- FIGURE 23. NON-RESIDENTIAL CERAMIC TILES MARKET VOLUME, 2019–2027(MSM)
- FIGURE 24. CERAMIC TILES MARKET REVENUE FOR NEW CONSTRUCTION, 2019–2027(\$MILLION)
- FIGURE 25. CERAMIC TILES MARKET VOLUME FOR NEW CONSTRUCTION,

2019–2027(MSM)

FIGURE 26. CERAMIC TILES MARKET REVENUE FOR RENOVATION & REPLACEMENT, 2019–2027(\$MILLION)

FIGURE 27. CERAMIC TILES MARKET VOLUME FOR RENOVATION & REPLACEMENT, 2019–2027(MSM)

FIGURE 28. ASIAN GRANITO INDIA LTD: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 29. ASIAN GRANITO INDIA LTD: REVENUE, 2017–2019 (\$MILLION)

FIGURE 30. ASIAN GRANITO INDIA LTD: REVENUE SHARE BY REGION, 2017–2019 (\$MILLION)

FIGURE 31. KAJARIA CERAMICS LTD: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 32. KAJARIA CERAMICS LTD: REVENUE, 2017–2019 (\$MILLION)

FIGURE 33. KAJARIA CERAMICS LTD: REVENUE SHARE BY SEGMENT, 2017–2019 (\$MILLION)

FIGURE 34. NITCO LIMITED: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 35. NITCO LIMITED: REVENUE, 2017–2019 (\$MILLION)

FIGURE 36. NITCO LIMITED: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 37. NITCO LIMITED: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 38. ORIENT BELL LIMITED: REVENUE, 2017–2019 (\$MILLION)

FIGURE 39. ORIENT BELL LIMITED: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 40. PRISM JOHNSON LTD: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 41. PRISM JOHNSON LTD: REVENUE, 2017–2019 (\$MILLION)

FIGURE 42. PRISM JOHNSON LTD: REVENUE SHARE BY SEGMENT, 2017–2019 (\$MILLION)

FIGURE 43. RAK CERAMICS: REVENUE, 2017–2019 (\$MILLION)

FIGURE 44. RAK CERAMICS: REVENUE SHARE BY SEGMENT, 2017–2019 (\$MILLION)

FIGURE 45. RAK CERAMICS: REVENUE SHARE BY REGION, 2017–2019 (\$MILLION)

FIGURE 46. SOMANY CERAMICS LTD: REVENUE, 2017–2019 (\$MILLION)

FIGURE 47. SOMANY CERAMICS LTD: REVENUE SHARE BY SEGMENT, 2017–2019 (\$MILLION)

## COMPANIES MENTIONED

Kajaria, Somany, Prism Johnson, Asian Granito, RAK Ceramics, Simpolo, Varmora, Orient Bell Ceramics, Nitco Tiles, and Sun Heart.

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