

Europe Ceramic Industry Outlook to 2018 - Rising Consolidation and Favorable Government Regulations to Lead Towards Industry Transformation

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Abstracts

The report titled 'Europe Ceramic Industry Outlook to 2018 – Rising Consolidation and Favorable Government Regulations to Lead Towards Industry Transformation' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in Europe by sales and production value along with the market segmentation by different types of products such as ceramic tiles, bricks and roof tiles, tableware, sanitaryware, refractories and technical ceramics and by geography (Italy, Germany, UK, Spain, France). The report also entails a detailed description on the recent trends and developments in the market, government regulations, major challenges and opportunities, recent industry activities including mergers and acquisitions and competitive scenario of major players in the industry along with market share of major companies in the industry.

The ceramic industry in Europe is a strategic and growth oriented industry and has gained huge importance during the past six years (2008-2013). The industry has witnessed many challenges during the past few years which hindered the growth and resulted in decline in productivity and profitability of the entire sector. The ceramic industry has witnessed a fluctuating growth over the period of 2008-2013, mainly on account of increased competitiveness from emerging economies outside Europe such as China, Brazil, Italy, UAE and others which are offering low-cost ceramic products, thereby diminishing European Union's competitive advantage on the basis of cost. Rising prices of raw-materials from Asian countries, higher energy cost and sluggish European economy are some of the other major challenges which restrict the growth of European Union's ceramic industry. The production value of Europe ceramic industry declined to USD ~ million in 2013 as compared to USD ~ million in 2008 at a CAGR of -5.5%.

The growth in the EU ceramic industry is largely driven by Italy and Germany which have emerged as the largest producers of ceramic products. The growth in Italy is largely driven by the SME's in the wall and floor tiles sector, who offer innovative, specialized ceramic products that difficult to imitate and target niche segments of the market. In the year 2013, Italy accounted for the highest contribution of ~ % of the total production value in the EU ceramic industry, followed by Germany with a share of ~ % in 2013 and generating production value worth USD ~ million during the year.

The competitive landscape of ceramic tiles market is marked by the presence of many local, international companies as well as small establishments, thus making the market highly unorganized.

The future of European ceramic sector looks promising mainly on account of rising level of industry consolidation and continuous efforts made by European companies to develop innovative ceramic products by making significant Research & Development investments. Additionally, increased environment regulations and raw material cost has pushed the ceramic players to indulge into energy efficient production processes such as Carbon Capture and Storage technology which will help in reducing indirect carbon emissions during energy intensive manufacturing processes, thereby lowering the overall cost of production. The industry is expected to become highly competitive owing to the advent of several global players. Furthermore, market players who can offer the right mix of price, innovative technology and services can thrive and gain stable market position in the European ceramic industry.

KEY TOPICS COVERED IN THE REPORT:

The market size of Europe ceramic industry in terms of sales and production value.

Europe market segmentation by geographies covering Italy, Germany, Spain, France and the UK.

Europe market segmentation by products covering ceramic tiles, sanitaryware, tableware, bricks and roof tiles, abrasives and technical ceramics.

Export and import scenario of ceramic products in Europe.

Recent industry activities in Europe ceramic industry.

Trends, opportunities and challenges in Europe ceramic industry.

Future outlook and projections of ceramic products in Europe

Italy ceramic market size, segmentation, export import scenario, market share of major companies in the industry.

Germany market size, segmentation, market share of major companies in the industry.

Spain ceramic market size, segmentation, drivers and issues, market share of major companies in the industry.

France ceramic market size, segmentation, market share of major companies in the industry.

Competitive landscape of major companies operating in Italy, Germany, Spain, France and the UK ceramic industry.

Future outlook and macroeconomic factors in ceramic industry in Italy, Germany, Spain, France and the UK.

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