

# France Ceramic Industry Outlook to 2018 - Rising Demand for Low Cost Ceramics from Emerging Nations to Intensify Competition

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## Abstracts

The report titled 'France Ceramic Industry Outlook to 2018 – Rising Demand for Low-Cost Ceramics from Emerging Nations to Intensify Competition' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in France 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, abrasives, refractories and technical ceramics. The report also entails a detailed description on the recent trends and developments in the market, major challenges and opportunities, and competitive scenario of major players in the industry along with market share of major ceramic sanitaryware companies in the industry.

Ceramic is one of the most important industries in France. Even though, ceramic manufacturing in France is widespread across all regions, it is primarily concentrated in the Limousin region in France. The growth in the French ceramic market has been largely impelled by the augmenting demand for designer bathroom and home decor products from the residential sector of the country. Increasing demand for designer ceramic products, as contributed by the factors such as high population growth, rising incomes and a growing middle class is anticipated to further stimulate the country's overall ceramic production in the following years.

A higher demand of ceramic products especially bricks and floor tiles, sanitaryware and wall and floor tiles have been observed amongst French people. France emerged as the leading consumer of ceramic tiles in the EU in 2012, although its domestic market has been declining. The increase in tiles consumption in France is mainly attributed to the fact that Italian and Spanish markets witnessed deterioration in domestic demand due

to household indebtedness and financial crisis thereby leading to increased exports to other European countries including France.

The sales value of ceramic industry witnessed a fluctuating trend over the period of 2008-2013. The French ceramic industry registered sales revenue of USD ~ million in 2013, declining from the previous year at a rate of -1.9%. The France ceramic industry, which has been growing at a CAGR of -4.0% in terms of production value over the period 2008-2013, is expected to perform reasonably well in the coming years on account of significant rise in the demand for sanitaryware, technical and refractory ceramics and developing renovation and maintenance market in the country in the coming years.

## **KEY TOPICS COVERED IN THE REPORT**

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

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

Trends and Developments in France ceramic industry.

Major opportunities and challenges in France ceramic industry.

Competition and market share of major ceramic bricks and roof tiles and sanitaryware companies in France.

Future outlook and projections of ceramic products in France.

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