

# **Germany Ceramic Industry Outlook to 2018 - Increasing Spending on House Renovation to Spur Ceramic Products Demand**

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## **Abstracts**

The report titled 'Germany Ceramic Industry Outlook to 2018 –Increasing Spending on House Renovation to Spur Ceramic Products Demand' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in Germany 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 and others such as 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.

The German ceramic industry accounted for the second largest share in Europe ceramic industry in terms of production value in 2013 and has the most advanced and highly developed ceramic products such as sanitaryware, bricks and roof tiles and tableware with substantial consumer spending on residential and housing construction in the historical years. The industry draws majority of its revenue from the bricks and roof tiles, sanitaryware, tableware and ceramic tiles product segments. However, in the recent years, it has been observed that whilst the sanitaryware, ceramic tiles and tableware markets have moderately matured, the refractory, abrasives and technical ceramic products have been showcasing greater opportunities.

Germany ceramic sanitaryware market is highly concentrated with only a few large international players operating in this business. The sanitaryware market of Germany ceramic industry was largely dominated by Villeroy and Boch, Sanitec, Kohler, and Duravit. Together these four companies accounted for a share of ~% in the total sales

revenue generated in the ceramic sanitaryware market in Germany. Other players such as Roca Group and Grohe acquired the remaining share of the ceramic sanitaryware market in the country.

The total sales revenue of the ceramic market in Germany reached USD ~ million in 2013 and has grown at an average annual rate of -5.2% during the period of 2008-2013. The future prospects of German ceramic market are progressively headed towards increased application of other ceramic products such as refractory and technical ceramic with new and enhanced functionalities in the construction sector, chemical process technology and other chemical industries.

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

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

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

Market size of ceramic products including ceramic tiles, sanitaryware, tableware, refractories and technical ceramics in terms of sales and production volume.

Export and domestic sales of Italian ceramic products.

Export and import scenario of ceramic tiles in Germany.

Trends, opportunities and challenges in Germany ceramic industry.

Competition and market share of major ceramic tiles companies

Future outlook and projections of ceramic products in Germany.

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