

Italy Ceramic Industry Outlook to 2018 - Technologically Innovative Wall and Floor Tiles to Drive Market Growth

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Abstracts

The report titled 'Italy Ceramic Industry Outlook to 2018 - Technologically Innovative Wall and Floor Tiles to Drive Market Growth' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in Italy by sales and production value along with the market segmentation by different types of products such as ceramic tiles, tableware, sanitaryware, refractories and technical ceramics, bricks and roof tiles and abrasives. 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 tiles companies in the industry.

Italy was the largest ceramic market in Europe with a remarkable share of ~% in the total production value of European ceramic industry in 2013. Italy is also a major exporter of ceramic wall and floor tiles in the region. Relatively high investments by the ceramic producers have played an important role in the rapid production development. The growth of Italian ceramic industry has been majorly driven by technological change which involves process invention, adoption and diffusion of new techniques in the industry. Additionally high mobility of specialized workers and salesmen has also guided the development of the Italian ceramic industry.

It was noticed that ceramic industry in Italy was majorly affected by great recession in 2009, as the construction industry declined in the country in 2009. The ceramic industry in Italy is majorly associated with the construction industry as the significant share of the revenue is generated from the various residential and commercial construction activities in the country. However with recovering economic environment, the market for ceramic in Italy improved in 2011. The market has been improved majorly due to higher

contribution of ceramic tiles in the total sales revenue generated across the local and international market.

The production value has declined over the years from 2008-2013. The production value of Italian ceramic industry was USD ~ million in 2008 which showcased a declining trend year on year as it reduced to USD ~ million in 2013. The production value of ceramic industry in Italy has featured a negative CAGR of 9.9% over the period 2008-2013. This decline in production was a result of increased penetration of low-cost Chinese ceramic products which led to decline in the production, coupled with weak economic condition of the country during the period.

The ceramic industry is constantly striving towards increasing productivity, resource efficiency and quality upgradation. In order to ensure constant product supply to the local and international markets income, the industry is proactively exploring new energy efficient manufacturing practices that increase yield and reduce energy consumption. The demand for ceramic products in Italy is projected to increase further in the future, underpinned by increasing domestic productivity, industry consolidation and the government's role in promoting the interest of local ceramic manufacturers.

KEY TOPICS COVERED IN THE REPORT

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

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

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 Italy.

Trends, opportunities and challenges in Italy ceramic industry.

Competition and market share of major ceramic tiles companies in Italy.

Future outlook and projections of ceramic products in Italy.

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