

Spain Ceramic Industry Outlook to 2018 - Advent of Mid-Range Designer Ceramic Products to Intensify Market Revenue

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Abstracts

The report titled 'Spain Ceramic Industry Outlook to 2018 – Advent of Mid-Range Designer Ceramic Products to Intensify Market's Revenue' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in Spain 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.

Spain was the second largest producer of wall and floor tiles segment after Italy in the European ceramic industry in 2013. Wall and floor tiles represent the largest product category in the Spanish ceramic market and accounted for a production of USD ~ million in 2013. The Spanish ceramic industry is highly concentrated in the province of Castellon. More than 70% of ceramic tiles producing manufactures are located in this region, representing almost 93% of the total production.

The ceramic industry in Spain is characterized by its rapid development having followed intense growth process, implementation and expansion in several countries and in all continents. Over the years, the ceramic market in the country has generated significant growth prospects, though limited in 2008-2009 because of the slow growth and global economic turmoil which dampened the market sentiments all over the world.

The main obstacle with the ceramic production is the difficulty in producing more differentiated ceramic products. The industry is facing many challenges in marketing

locally produced products, owing to the increased level of globalization which resulted into intensive competition. Although the consumers search new avenues for high quality and designer products, the ceramic products face problems related to the consumer product acceptability, high price and deficiencies in the distribution channels. The Spanish ceramic manufacturers, suppliers and retailers have increased their investments in marketing and consolidating the market. Additionally, implementation of strategic plans for the positioning Spanish ceramic brands is expected in the future in order to differentiate the country's ceramic products from that of others in the global landmark.

KEY TOPICS COVERED IN THE REPORT

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

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

Trends, opportunities and challenges in Spain ceramic industry.

Competition and market share of major ceramic tiles companies

Future outlook and projections of ceramic products in Spain.

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