

# **The UK Ceramic Industry Outlook to 2018 - Expanding Export Market for Bricks and Roof Tiles and Tableware to Facilitate Market Growth**

<https://marketpublishers.com/r/U409787A04FEN.html>

Date: July 2014

Pages: 56

Price: US\$ 800.00 (Single User License)

ID: U409787A04FEN

## **Abstracts**

The report titled 'The UK Ceramic Industry Outlook to 2018 – Expanding Export Market for Bricks and Roof Tiles and Tableware to Facilitate Market Growth' presents a comprehensive analysis of the ceramic products aspects including market size of ceramic industry in the UK 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

The UK is one of the largest markets for bricks and roof tiles, tableware and refractories in the Europe. However, the country is also engaged in medium size production of wall and floor tiles, sanitaryware and abrasives. The production of ceramic products including the tableware and ornamentalware, sanitaryware and others is primarily located in the northern region of Staffordshire. Majority of the manufacturers and suppliers are located in this region. With the ongoing economic downturn followed by euro-crisis during the period of 2008-2009, the ceramic industry experienced major decline in the demand and production levels.

The UK ceramic industry has posted a declining trend in the past six years (2008-2013), mainly due to the increased level of globalization and intensive competition from counterparts in the developing countries. Overall, the production value in the UK ceramic market has grown at a CAGR of -1.7%, over the period, 2008-2013 and generated production value of USD ~ million in 2013. In terms of sales revenue, the market has witnessed a steady decline at a CAGR of -3.9% over the period 2008-2013

due to the economic unrest in the country owing to recessionary pressures and European crisis.

The UK ceramic tableware market is concentrated with multiple local, national and international players. Churchill China plc, Portmeirion plc, Steelite International and Denby are the four major players of the UK ceramic tableware market. These players contributed approximately ~% to the total UK ceramic tableware market revenue in 2013. The bricks and roof tiles market has emerged as one of the most growing segments of the UK ceramic industry. This market was marked by the presence of some of the most established players including CRH plc, Hanson Group, Ibstock Brick Limited and Wienerberger. Together, these four companies accounted for a share of ~% of the total sales revenue in bricks and roof tiles market in the UK in 2013.

Increase in construction output, favorable economy and stable electricity prices in the future will provide impetus to the overall sales of ceramic products in the UK. Additionally, other factors such as improved trading conditions and growing export market of tableware and bricks and roof tiles are anticipated to guide the development of the UK ceramic industry.

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

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

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

Trends and Developments in The UK ceramic industry.

Major opportunities and challenges in The UK ceramic industry.

Competition and market share of major ceramic bricks and roof tiles and tableware companies in The UK.

Future outlook and projections of ceramic products in The UK.

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