

Indian Ceramic Tile Market: Trends & Opportunities (2012-2017)

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Abstracts

The Ceramic tile market in India has witnessed an unprecedented growth chiefly due to an increase in the number of earning individuals and disposable income and also boom in the real estate sector. The lifestyle of the consumers is improving and their aesthetic sense has also increased, resulting in higher demand for ceramic tiles. The growth potential of ceramic tiles in India could be assessed from the fact that India stands at third position globally in the list of major ceramic tile manufacturers and consumers.

The Indian ceramic tile market could be classified into High-end, Vitrified, Upper-end and Lower-end and these segments are formed on the basis of price and detailed designs of the tiles. Among these segments high-end tiles have shown remarkable growth followed by vitrified tiles and yet, the share of upper-end ceramic tile is higher than high-end ceramic tiles and vitrified ceramic tiles. Demand for porcelain and vitrified ceramic tiles are likely to show unmatched growth in the coming years with the introduction of innovative and designer tiles and increasing rate of urbanization.

It has been projected that more number of organized players will enter the ceramic tile market and manufacturers of traditional tiles will start producing ceramic tile in the near future as consumers have already started shifting from conventional tiles such as mosaic, granite and marble, among others to ceramic tiles.

The report titled “Indian Ceramic Tile Market”: Trends & Opportunities (2012-2017)” offers an in-depth analysis of the global as well as Indian ceramic tile market, with detailed discussion on consumption of ceramic tile in India both in value and volume terms. The key market challenges recognized by the analysts and the major trends of the ceramic tile market are presented in the report.

Further, key players of the market like H&R Johnson, Kajaria Ceramics, Asian Granito, Nitco and Somany ceramics have been profiled and the growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends and the growth drivers and challenges.

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