

# Assessment of China's Market for Advanced Ceramics

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## Abstracts

BEIJING- December 1, 2010 – GCiS China Strategic Research has published a report on the China market for advanced ceramics. A selection of the six largest end user industries was surveyed between Q2 2010 and Q4 2010.

Advanced ceramics are a class of ceramics set apart from traditional crockery and dishware with special properties including: a very high level refractory capability, electrical resistance and conductivity, corrosion and wear resistance, as well as strength, hardness, toughness and bio-chemical inertness. What's more, applications are increasing. The study finds that China's growing power, chemical and steel industries are the main driving force behind the 15%+ growth rates in this multibillion dollar market. The majority of advanced ceramics today are used for electrical related applications, the remainder constitute structural ceramics in which the mechanical properties previously mentioned are of primary interest.

However, an increase in raw materials cost due to rising demands and a generally slow uptake of new technologies amongst other consumer industries are inhibiting further penetration of new markets.

Historically, China has long been known as a producer of fine ceramics, even deriving its name abroad from the traditional export of these products in large scale. It also accounts for the world's largest share of mined rare earth minerals, currently estimated at around 90% of the global total. "Customers in this market are looking for high quality, affordable ceramic solutions". said Ed Barlow, senior analyst and author of the study. This is not always an easy compromise to achieve. "With rising raw materials costs, a production base reaching capacity and new focus placed on environmental regulations, the cost of these products is likely to rise considerably over the next few years."

Barlow added. Ongoing R&D is focused on greener more economic production and

increasing applications.

### **About the GCIS China Advanced Ceramics Study**

This GCiS market study draws on a three month, in-depth primary survey of 69 of the market's supply side and channel players. It is essential reading for any professional needing accurate and detailed strategic information of this market. Major areas covered include: market size and shares, five-year projections, market structure, new vs. replacement sales, pricing trends, distribution, consumption, an assessment of key suppliers and more.

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