

Global Decorative Ceramics Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GE3BFF439244EN.html>

Date: May 2026

Pages: 179

Price: US\$ 3,480.00 (Single User License)

ID: GE3BFF439244EN

Abstracts

According to our (Global Info Research) latest study, the global Decorative Ceramics market size was valued at US\$ 11730 million in 2025 and is forecast to a readjusted size of US\$ 13668 million by 2032 with a CAGR of 2.1% during review period.

Decorative ceramics are clay-based items (pottery, stoneware, or porcelain) created primarily for aesthetic, ornamental, or artistic purposes rather than daily utility. They emphasize visual appeal, featuring intricate glazes, sculpting, painting, or carving to beautify spaces, including items like art vases, figurines, and ornamental tiles.

Upstream mainly consists of mineral raw materials such as kaolin, feldspar, and quartz, along with glazes, pigments, and energy inputs. Raw material supply is generally stable, but prices fluctuate due to resource and environmental policies, while energy costs play a significant role in total production cost. Downstream demand is concentrated in real estate decoration, public buildings, infrastructure projects, home furnishing, and cultural tourism sectors. Real estate and infrastructure remain the primary demand drivers, while consumption upgrading supports growth in personalized and high-end decorative ceramics. Cultural and commercial spaces are increasingly demanding artistic and customized ceramic products, with the overall trend shifting from purely functional use toward integration with aesthetics and spatial design.

Industry growth is driven by urbanization, renovation demand, and consumption upgrading. Green building standards and energy-saving policies are promoting the development of low water absorption, lightweight, and environmentally friendly products, while digital inkjet printing enhances design flexibility and manufacturing efficiency. However, the industry faces constraints such as real estate cycle fluctuations impacting

demand, overcapacity leading to intense price competition, and rising energy and environmental compliance costs compressing margins. Product homogeneity remains a challenge, making design capability and branding key competitive factors.

In terms of gross margin, the decorative ceramics industry typically operates at a medium level, generally ranging from 15% to 35%. Standardized architectural ceramics face intense competition and lower margins, while high-end and artistic products benefit from design premiums and stronger brand positioning, achieving higher margins. Although profitability has been under pressure due to fluctuations in raw material and energy costs, leading companies are gradually improving margins through product upgrading and channel optimization.

This report is a detailed and comprehensive analysis for global Decorative Ceramics market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Decorative Ceramics market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Decorative Ceramics market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Decorative Ceramics market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Decorative Ceramics market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Decorative Ceramics

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Decorative Ceramics market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mohawk Industries, Marazzi Group, Atlas Concorde, Panariagroup Industrie Ceramiche S.p.A., IRIS Ceramica Group, RAK Ceramics, Ceramica Sant'Agostino, Lladro, Wedgwood, Kutani Ware, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Decorative Ceramics market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Pottery/Earthenware

Stoneware

Porcelain

Market segment by Glaze and Decoration Technique

Underglaze

Overglaze

Colored Glaze

Market segment by Artistic Style

Traditional Art Ceramics

Modern Ceramics

Market segment by Application

Interior Design & Furnishing

Architecture & Exterior

Artistic Application of Everyday Life

Gifts & Collections

Major players covered

Mohawk Industries

Marazzi Group

Atlas Concorde

Panariagroup Industrie Ceramiche S.p.A.

IRIS Ceramica Group

RAK Ceramics

Ceramica Sant'Agostino

Lladro

Wedgwood

Kutani Ware

METROPOL

Marcopolo Holdings Co., Ltd.

Dongpeng Holdings Co., Ltd.

Monalisa Group Co., Ltd.

New Pearl Group Co., Ltd.

D&O Home Collection Co., Ltd.

Hangzhou Nobel Group Co., Ltd.

Guangdong New Zhongyuan Ceramics Co., Ltd.

Guangdong Hongyu Group Co., Ltd.

Foshan Gani Ceramics Co., Ltd.

Golden Silk Jade Marble Group Co., Ltd.

Foshan Shiwan Eagle Ceramics Co., Ltd.

Guangdong Summit Ceramics Co., Ltd.

Chaozhou Three-Circle (Group) Co., Ltd.

Fujian Huatai Group Co., Ltd.

Jiangxi Roosevelt Ceramics Group Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Decorative Ceramics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Decorative Ceramics, with price, sales quantity, revenue, and global market share of Decorative Ceramics from 2021 to 2026.

Chapter 3, the Decorative Ceramics competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Decorative Ceramics breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Decorative Ceramics market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Decorative

Ceramics.

Chapter 14 and 15, to describe Decorative Ceramics sales channel, distributors, customers, research findings and conclusion.

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