

Global Earthenware Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Earthenware market size was valued at USD 1787.3 million in 2023 and is forecast to a readjusted size of USD 2400.9 million by 2030 with a CAGR of 4.3% during review period.

Earthenware generally means a ceramic material which has a variety of uses ranging from pottery, tableware to decorative objects. The compositions vary to a great extent among countries and also among individual makers. The general composition consists of 25% ball clay, 28% kaolin, 32% quartz and 15% feldspar.

Earthenware is among the oldest materials to be used in pottery. Red clay is the most commonly available and most commonly used. But white and buff colored clay earthenware is also becoming popular these days. Earthenware is made by heating the clay at a range of 1000 and 1150 degrees Celsius (1800 and 2100 degrees Fahrenheit) and gloss fired from 950 to 1050 °C (1750 to 1925 °F). However it can also be low fired and high gloated. This is especially done by studio potters at workshops where biscuit temperatures are 900 to 1050 °C (1650 to 1920 °F) with gloss temperatures in the range of 1040 to 1150 °C (1900 to 2100 °F). The raw materials and the desired characteristics of the finished ware influence the range of temperatures. The raw materials also decide the color of the body. It can be anything between white to red. The higher temperatures can cause the earthenware to bloat. Due to firing the body becomes porous and opaque. Earthenware can also be described as pottery that has not been fired to the point where it gets vitrified and is more porous and coarser than stoneware and porcelain. In order to make it less porous the body can be covered completely or decorated with a liquid clay mixture (called 'slip') or it can be glazed.

Global Earthenware key players include Yixing Wankun, Hongshan Flowerpot, Linyi

Lijun, Shanxi xianglong black pottery handicraft co., Ltd, etc.

China is the largest market, with a share over 60%, followed by Europe, and North America, both have a share about 40 percent.

In terms of product, Black pottery is the largest segment, with a share over 50%. And in terms of application, the largest application is Flower pot, followed by Teapot, Decorations, etc.

The Global Info Research report includes an overview of the development of the Earthenware industry chain, the market status of Flower Pot (Black Pottery, Red Pottery), Teapot (Black Pottery, Red Pottery), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Earthenware.

Regionally, the report analyzes the Earthenware markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Earthenware market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Earthenware market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Earthenware industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Black Pottery, Red Pottery).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Earthenware market.

Regional Analysis: The report involves examining the Earthenware market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Earthenware market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Earthenware:

Company Analysis: Report covers individual Earthenware manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Earthenware. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Flower Pot, Teapot).

Technology Analysis: Report covers specific technologies relevant to Earthenware. It assesses the current state, advancements, and potential future developments in Earthenware areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Earthenware market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Earthenware market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Black Pottery

Red Pottery

Others

Market segment by Application

Flower Pot

Teapot

Decorations

Others

Major players covered

ELHO

Poterie Lorraine

Titisinaran

Yorkshire

Yixing Wankun

Hongshan Flowerpot

Linyi Lijun

Shanxi xianglong black pottery handicraft co., Ltd

Qihe Longshan black pottery Technology Co., Ltd.

liangzi black pottery

Jinan Longshan Longyuan Black Pottery Art Co., Ltd

Jiangsu Sheng Yixing Red Pottery Arts Factory

QuanZheng Red Ceramics Technology Co.Ltd.

POTTERY MFG

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 Earthenware product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Earthenware, with price, sales, revenue and global market share of Earthenware from 2019 to 2024.

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

Chapter 4, the Earthenware breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share

and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Earthenware market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Earthenware.

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

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