

Global Tile Beautifying Agent Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G09678B2548BEN.html>

Date: July 2026

Pages: 175

Price: US\$ 4,480.00 (Single User License)

ID: G09678B2548BEN

Abstracts

The global Tile Beautifying Agent market size is expected to reach \$ 1924 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

In 2025, global sales of Tile Beautifying Agent reached approximately 315?360 K tons, with an average market price of about USD 3700?4200 tons, an annual production capacity of roughly 340?380 K tons, and an industry-average gross margin of approximately 20%.

Tile Beautifying Agent, also referred to in China as tile joint beautifier, is a decorative and protective joint-filling material used between ceramic tiles, porcelain tiles, sintered stone, mosaics and natural stone after installation. It is commonly formulated with epoxy resin, polyurea resin, modified resin binders, cementitious binders, curing agents, colored fillers, functional additives and performance modifiers. Depending on the chemistry and packaging format, the product may be supplied as a two-component cartridge, a multi-component bucket kit, a ready-to-use paste or a polymer-modified dry powder. After application and curing, it forms a colored joint layer designed to improve stain resistance, mildew resistance, water resistance, cleanability, chemical resistance, color stability, anti-yellowing performance and long-term decorative appearance. This study focuses on decorative tile joint-filling materials used in residential renovation, kitchens, bathrooms, balconies, living areas, commercial interiors, hotels, hospitals, swimming pools, wet rooms and selected light industrial tiled surfaces.

Based on our research, Tile Beautifying Agent should be understood as a functional and decorative upgrade within the broader ceramic tile grouting category rather than as an equipment-type product. In international markets, the industry is usually described through terms such as tile grout, epoxy grout, reaction resin grout and tile joint filler,

while the Chinese market has developed a more consumer-oriented terminology around 'tile joint beautifier,' epoxy beautifying grout, polyurea grout and epoxy colored sand. This difference in terminology creates a major scope risk: if the market is defined too broadly, ordinary cementitious grout, structural grout, tile adhesive and even installation services may be incorrectly mixed into the same revenue pool. For this study, the preferred narrow scope focuses on decorative tile joint-filling materials used for tile, porcelain, mosaic, sintered stone and natural stone joints, with emphasis on epoxy, hydro-epoxy, polyurea, epoxy colored sand, premium ready-to-use grout and higher-grade decorative cementitious grout.

From a supply perspective, the global market is shaped by four groups of participants: multinational construction chemical companies, specialist tile installation system suppliers, Chinese home-improvement material brands and regional dry-mix or resin-based building material manufacturers. MAPEI, Sika, Saint-Gobain, Bostik, LATICRETE, Henkel, ARDEX, Custom Building Products and related brands form the core international supplier base, supported by mature professional channels and broad tile installation system portfolios. In China, Oriental Yuhong, Davco China, Nippon Paint China, Keshun, Zhuogao, Fandongni, CUALI and other suppliers participate in a more retail-driven and service-linked competitive environment. Because most companies do not separately disclose tile grout or decorative grout revenue, the competitive ranking should be interpreted as an estimate based on product evidence, channel footprint, brand position and regional presence rather than as a direct financial disclosure.

Demand growth is increasingly driven by renovation and product upgrading rather than by new construction alone. In residential markets, consumers are more sensitive to blackening, mold growth, water staining and difficult cleaning of tile joints, particularly in bathrooms, kitchens and balconies. In commercial and institutional spaces such as hotels, hospitals, swimming pools, restaurants and wet rooms, the requirements for stain resistance, chemical resistance, hygiene and durability are more stringent, supporting the use of epoxy and other high-performance systems. Europe and North America remain more specification- and contractor-driven, China is more retail- and service-driven, while India and Southeast Asia are still moving from basic cementitious grouts toward polymer-modified, epoxy and premium decorative alternatives. This creates a medium-growth outlook even though the underlying tile installation market is relatively mature.

This report studies the global Tile Beautifying Agent production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Tile Beautifying Agent and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Tile Beautifying Agent that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Tile Beautifying Agent total production and demand, 2021-2032, (Kilotons)

Global Tile Beautifying Agent total production value, 2021-2032, (USD Million)

Global Tile Beautifying Agent production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Tile Beautifying Agent consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Tile Beautifying Agent domestic production, consumption, key domestic manufacturers and share

Global Tile Beautifying Agent production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Tile Beautifying Agent production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Tile Beautifying Agent production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Tile Beautifying Agent market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MAPEI S.p.A., Sika AG, Compagnie de Saint-Gobain S.A., LATICRETE International, Inc., Bostik, Henkel AG & Co. KGaA, Pidilite Industries Limited, H.B. Fuller Company, Custom Building Products, Inc., ARDEX GmbH, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Tile Beautifying Agent market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Tile Beautifying Agent Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Tile Beautifying Agent Market, Segmentation by Type:

Two-Component Oily Beautifying Agent

One-Component Water-Based Beautifying Agent

Global Tile Beautifying Agent Market, Segmentation by Sales Channel:

Epoxy-based

Hydro-epoxy

Premium Cementitious

Global Tile Beautifying Agent Market, Segmentation by Chemistry:

Online

Offline

Global Tile Beautifying Agent Market, Segmentation by Application:

Residential

Commerical

Others

Companies Profiled:

MAPEI S.p.A.

Sika AG

Compagnie de Saint-Gobain S.A.

LATICRETE International, Inc.

Bostik

Henkel AG & Co. KGaA

Pidilite Industries Limited

H.B. Fuller Company

Custom Building Products, Inc.

ARDEX GmbH

Nippon Paint China / NIPSEA Group

Kerakoll S.p.A.

Beijing Oriental Yuhong Waterproof Technology Co., Ltd.

Litokol S.p.A.

Jinan Zhuogao Building Materials Co., Ltd.

Keshun Waterproof Technologies Co., Ltd.

Zhongshan Cashleton Building Materials Co., Ltd.

Sopro Bauchemie GmbH

ISOMAT S.A.

MC-Bauchemie Möller GmbH & Co. KG

Murexin GmbH

Norcros Adhesives Ltd.

RLA Polymers Pty Ltd.

Nan Pao Resins Chemical Co., Ltd.

Wuhan Fandongni Building Materials Co., Ltd.

Key Questions Answered:

1. How big is the global Tile Beautifying Agent market?
2. What is the demand of the global Tile Beautifying Agent market?
3. What is the year over year growth of the global Tile Beautifying Agent market?
4. What is the production and production value of the global Tile Beautifying Agent market?
5. Who are the key producers in the global Tile Beautifying Agent market?
6. What are the growth factors driving the market demand?

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