

Pottery Ceramics Market Size, Share & Trends Analysis Report By Product (Tableware, Art Ware) By Region (North America, Europe, Asia Pacific, Central & South America, Middle East & Africa), And Segment Forecasts, 2022 - 2030

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Abstracts

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Pottery Ceramics Market Growth & Trends

The global pottery ceramics market size is expected to reach USD 15.00 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to expand at a CAGR of 3.8% from 2022 to 2030. Increasing investment in the construction of luxury housing units is expected to propel the consumption of pottery ceramic products over the forecast period.

Art ware products such as sculptures, vases, and pots are widely used by real estate developers to improve the aesthetics of the property. Thus, the development of new luxury residential units is expected to augment the demand for the product in the said forecast period. For instance, in July 2022, Jubail Island Investment Company (JIIC) announced the construction of 135 acres of the Ain Al Maha village residential project in UAE. The 240-villa waterfront community is anticipated to be completed by 2025.

The ongoing Russia-Ukraine conflict has emerged as a challenge for the growth of the pottery ceramics industry as it has severely impacted the functioning of various industries globally. The conflict has affected trade and manufacturing, which has led to high volatility in commodity prices, thereby impacting the prices, demand, and supply of raw materials such as clay and gas.

For instance, in Bangladesh, clay from Ukraine was at least 10% lower than the clay supplied by other countries in terms of cost. However, considering the restraints during the Russia-Ukraine conflict, Bangladesh is importing clay from Malaysia and various European countries at high costs, which has augmented the production cost in the country.

Based on region, Middle East & Africa is anticipated to register the fastest CAGR of 4.9% in terms of revenue during the forecast period. The region is heavily investing in the construction of new luxury resorts and hotels, which is expected to augment the consumption of pottery ceramics products. For instance, in December 2021, Marriott International, Inc. announced that they are going to open two luxury hotels in Saudi Arabia in 2022.

Market participants continue to develop their products to stay ahead of their competition. For instance, in January 2022, Wienerberger, a provider of ceramic roof tiles, partnered with Exasun, a producer of innovative in-roof solar solutions, to manufacture high-performance X-Roof solar panels and X-Tiles to help in accelerating the energy transition process taking place in Europe and to expand their customer base in the region.

Pottery Ceramics Market Report Highlights

Rising gas prices around the world are negatively impacting pottery ceramics manufacturers. For instance, energy costs in Europe rose by GBP 400,000 (~USD 459,000) from February 2021 to February 2022

Based on product, the tableware segment held the largest revenue share of more than 73% in 2021. The growth of the segment can be attributed to the growing use of ceramic crockery in households and restaurants because of its aesthetic appeal

Based on region, in 2021, Asia Pacific was the leading regional segment with a revenue share of over 40%. The growth of the region is anticipated to be driven by the increasing investments in the development and renovations of hotels

The increasing penetration of the e-commerce industry is expected to positively impact market growth as e-commerce platforms help manufacturers sell their products anywhere across the world at the best price

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