

Indian Tiles, Sanitary Ware and Bathroom Fittings Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032

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Abstracts

The Indian tiles, sanitary ware and bathroom fittings market size reached US\$ 8,758.5 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 16,023.8 Million by 2032, exhibiting a growth rate (CAGR) of 6.7% during 2024-2032. Rapid urbanization, favorable government initiatives promoting housing and sanitation, consumer preferences for aesthetics and wellness, sustainability, and ongoing technological advancements and innovations are among the key factors driving the market growth.

Tiles, sanitary ware, and bathroom fittings are essential components in bathroom construction and design. Tiles are hard-wearing materials, often ceramic or stone, used for covering floors and walls. Sanitary ware refers to fixed fixtures, such as toilets, basins, and bathtubs, that manage water and waste. Bathroom fittings include hardware, such as faucets, showerheads, and handles, that control water flow and temperature. Together, these elements create a functional and aesthetically pleasing bathroom space. Their selection can greatly influence the style, hygiene, and efficiency of a bathroom, reflecting the user's preferences and needs.

The burgeoning real estate sector in India, fueled by increased urbanization and a rising middle class, represents the prime factor fueling the demand for tiles, sanitary wares, and bathroom fittings in the country. Besides this, favorable government initiatives promoting sanitation and expanding infrastructural development are creating a favorable outlook for market expansion. Moreover, the increased consumer awareness regarding hygiene and aesthetics, leading to a preference for quality and well-designed products, is contributing to the market's growth. In addition to this, the easy availability of finance and globalization trends have made imported and premium products more accessible,

aiding in market expansion. Furthermore, ongoing product advancements and innovation, such as the introduction of smart and sustainable products made from eco-friendly materials and designs, aligning with global sustainability goals, are presenting remunerative opportunities for market expansion.

Indian Tiles, Sanitary Ware, and Bathroom Fittings Market Trends/Drivers: Urbanization and real estate development

Rapid urbanization across India has led to a surge in real estate development, including residential, commercial, and hospitality projects. The expansion of cities and the development of new urban areas have created a significant demand for tiles, sanitary ware, and bathroom fittings. The need for aesthetically pleasing and functional spaces in modern architecture drives the consumption of these products, making urbanization a central force in the market. Furthermore, as urban living spaces become more compact and functional, the demand for space-saving and aesthetically appealing tiles, sanitary ware, and bathroom fittings increases.

Favorable government initiatives

The Government of India (GOI) has launched numerous initiatives to improve housing and sanitation, such as the Pradhan Mantri Awas Yojana (PMAY), the Swachh Bharat Mission, Housing for All, and Smart Cities Mission. These programs promote the construction of affordable housing and sanitation facilities, leading to an increased demand for tiles, sanitary ware, and bathroom fittings. The government plays a vital role in driving this market by incentivizing and funding these projects. Apart from this, India's economic growth, industrialization, and increasing consumer purchasing power all contribute to the market's expansion.

Technological advancements and design Innovations

Technological advancements and design innovations significantly influence the Indian tiles, sanitary ware, and bathroom fittings market. Manufacturers are constantly developing new materials, manufacturing techniques, and features to cater to evolving customer preferences and regulatory requirements. The advent of eco-friendly and water-saving products, particularly relevant in a country such as India, where water conservation is crucial, is strengthening the market growth. Additionally, the integration of smart technologies like sensor-based faucets, temperature-controlled shower systems, and self-cleaning surfaces is gaining traction as consumers seek convenience and efficiency in their bathrooms. Moreover, digitalization and e-commerce have

revolutionized the industry, allowing consumers to explore a wide array of products and designs online before making purchasing decisions.

Indian Tiles, Sanitary Ware and Bathroom Fittings Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Indian tiles, sanitary ware and bathroom fittings market report, along with forecasts at the country and state levels from 2024-2032. Our report has categorized the market based on tiles (product type, end-use, application, and organized and unorganized sector); bathroom fitting (product type, end-use, and organized and unorganized sector); and sanitary ware (product type, end-use, and organized and unorganized sector).

Indian Tiles Market

Breakup by Product Type:

Ceramic Tiles

Vitrified Tiles

Vitrified tiles represent the most widely used type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes ceramic and vitrified tiles. According to the report, vitrified tiles represented the largest segment.

Breakup by End-Use:

Residential

Commercial

Institutional

Others

Residential holds the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the end-use. This includes residential, commercial, institutional, and others. According to the report, residential represented the largest segment.

Breakup by Application:

Floor Tiles

Wall Tiles

Floor tiles represent the most widely used application

The report has provided a detailed breakup and analysis of the market based on the application. This includes floor and wall tiles. According to the report, floor tiles represented the largest segment.

Breakup by Organized and Unorganized Sector:

Organized Sector

Unorganized Sector

Organized sector presently dominates the market

The report has provided a detailed breakup and analysis of the market based on the organized and unorganized sector. This includes organized and unorganized sectors. According to the report, the organized sector represented the largest segment.

Indian Bathroom Fitting Market

Breakup by Product Type:

Faucets

Shower Fittings

Thermostats

Others

Faucets represent the most widely used product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes faucets, shower fittings, thermostats, and others. According to the report, faucets represented the largest segment.

Breakup by End-Use:

Residential

Institutional

Commercial

Others

Residential holds the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the end-use. This includes residential, commercial, institutional, and others. According to the report, residential represented the largest segment.

Breakup by Organized and Unorganized Sector:

Unorganized Sector

Organized Sector

Unorganized sector currently accounts for the largest market share

The report has provided a detailed breakup and analysis of the market based on the organized and unorganized sector. This includes organized and unorganized sectors. According to the report, the unorganized sector represented the largest segment.

Indian Sanitary Ware Market

Breakup by Product Type:

Toilets

Urinals

Basins

Bathtubs

Others

Toilets represent the most widely used product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes toilets, urinals, basins, bathtubs, and others. According to the report, toilets represented the largest segment.

Breakup by End-Use:

Residential

Institutional

Commercial

Others

Residential represents the largest sector

The report has provided a detailed breakup and analysis of the market based on the end-use. This includes residential, commercial, institutional, and others. According to the report, residential represented the largest segment.

Breakup by Organized and Unorganized Sector:

Organized Sector

Unorganized Sector

Organized sector holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the organized and unorganized sector. This includes organized and unorganized sectors. According to the report, the organized sector represented the largest segment.

Breakup by Region:

Maharashtra

Tamil Nadu

Andhra Pradesh & Telangana

Karnataka

Gujarat

Delhi

Others

Maharashtra holds the largest share of the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Maharashtra, Tamil Nadu, Andhra Pradesh & Telangana, Karnataka, Gujarat, Delhi, and others. According to the report, Maharashtra accounted for the largest market share.

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

Some of the key players in the Indian tiles market include:

Kajaria Ceramics Limited
Somany Ceramics Ltd.
H. & R. Johnson (India) Limited
ASIAN GRANITO INDIA LTD. (AGL)
Simpolo Vitrified Pvt. Ltd.

Some of the players in the Indian sanitary ware and bathroom fittings market include:

HSIL Limited
Parryware Bathroom Products Private Limited
CERA Sanitaryware Limited
Jaquar and Company Private Limited
Grohe India Pvt. Ltd.

Key Questions Answered in This Report

1. What was the size of the Indian tiles, sanitary ware and bathroom fittings market in 2023?
2. What is the expected growth rate of the Indian tiles, sanitary ware and bathroom fittings market during 2024-2032?
3. What are the key factors driving the Indian tiles, sanitary ware and bathroom fittings market?
4. What has been the impact of COVID-19 on the Indian tiles, sanitary ware and bathroom fittings market?
5. What is the breakup of the Indian tiles market based on the product type?
6. What is the breakup of the Indian bathroom fittings market based on the product type?
7. What is the breakup of the Indian sanitary ware market based on the product type?
8. What is the breakup of the Indian tiles, sanitary ware and bathroom fittings market based on the end-use?
9. What is the breakup of the Indian tiles market based on the application?
10. What is the breakup of the Indian tiles and sanitary ware market based on the organized and unorganized sector?
11. What is the breakup of the Indian bathroom fittings market based on the organized and unorganized sector?
12. What are the key regions in the Indian tiles, sanitary ware and bathroom fittings market?
13. Who are the key players/companies in the Indian tiles market?
14. Who are the key players/companies in the Indian sanitary ware and bathroom

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Figure 122: India: Tiles Market (Organised): Key Players Share (in %), 2023

Figure 123: India: Sanitary Ware and Bathroom Fittings Market (Organised): Key Players Share (in %), 2023

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