

# Indian Tiles, Sanitary Ware and Bathroom Fittings Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The Indian tiles, sanitary ware and bathroom fittings market size reached US\$ 8,124.8 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12,750.4 Million by 2028, exhibiting a growth rate (CAGR) of 7.3% during 2023-2028.

Tiles, sanitary ware, and bathroom fixtures are hygiene essentials used in toilets, bathrooms, and kitchens. They are made using hard and soft materials, including glass, metal, granite, plastic, marble, clay, slate, ceramic, cork, recycled paper, and perlite. They have glossy surfaces for easy cleaning and offer resistance to corrosive chemicals and scratches. Some of the commonly available tiles, sanitary ware, and bathroom fixtures in India include toilet sinks, kitchen sinks, washbasins, cisterns, urinals, pedestals, bathtubs, and taps.

### Market Trends and Drivers:

As lack of proper sanitation can be a barrier to sustainable development and lead to severe infectious diseases, the growing awareness among individuals about health and hygiene is catalyzing the demand for tiles, sanitary ware, and bathroom fixtures across India. In addition, the Government of India, along with non-governmental organizations (NGOs), are undertaking several initiatives to ensure that basic sanitation facilities are affordable, accessible, and safe, especially in rural communities. This is offering lucrative growth opportunities for manufacturers in the country to expand their consumer base. Apart from this, the introduction of functional and decorative products in different sizes, shapes, colors, and textures, along with the increasing consumer spending on contemporary homes with aesthetically appealing interior designs, is influencing the sales of tiles, sanitary ware, and bathroom fixtures in the country. Moreover, with nanotechnology, market players are developing antibacterial, stylish, and durable

products for clinics, hospitals, laboratories, and food processing plants, wherein hygiene plays an important role.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian tiles, sanitary ware and bathroom fittings market report, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on tiles (product type, end-use, application, and organised and unorganised sector); bathroom fitting (product type, end-use, and organised and unorganised sector); and sanitary ware (product type, end-use, and organised and unorganised sector).

#### Indian Tiles Market

##### Breakup by Product Type:

Ceramic Tiles

Vitrified Tiles

Vitrified tiles dominate the product type as they are long-lasting and resistant to scratch, abrasion and stain compared to ceramic tiles.

##### Breakup by End-Use:

Residential

Commercial

Institutional

Others

The residential sector dominates the market on account of the increasing consumer spending on residential properties.

##### Breakup by Application:

Floor Tiles

Wall Tiles

Floor tiles currently hold the majority of the Indian tiles market share.

##### Breakup by Organised and Unorganised Sector:

Organised Sector

Unorganised Sector

The organised sector enjoys the leading position in the market due to the expansion of licensed organizations, traded companies, factories, shopping malls, hotels, and large businesses in the country.

Indian Bathroom Fitting Market

Breakup by Product Type:

Faucets

Shower Fittings

Thermostats

Others

At present, faucets dominate the product type as they are easy to operate and help in water conservation.

Breakup by End-Use:

Residential

Institutional

Commercial

Others

The residential sector represents the largest end-user, which can be attributed to the increasing consumer spending on residential complexes.

Breakup by Organised and Unorganised Sector:

Unorganised Sector

Organised Sector

Presently, the unorganised sector holds the majority of the total market share.

Indian Sanitary Ware Market

### Breakup by Product Type:

- Toilets
- Urinals
- Basins
- Bathtubs
- Others

Toilets represent the most commonly used sanitary ware product due to several initiatives undertaken by the Government of India toward rural sanitation.

### Breakup by End-Use:

- Residential
- Institutional
- Commercial
- Others

The residential sector dominates the end-use segment.

### Breakup by Organised and Unorganised Sector:

- Organised Sector
- Unorganised Sector

The organised sector holds the largest market share due to the expansion of licensed organizations, traded companies, factories, shopping malls, hotels, and large businesses in India.

### Breakup by Region:

- Maharashtra
- Tamil Nadu
- Andhra Pradesh & Telangana
- Karnataka
- Gujarat
- Delhi
- Others

Maharashtra currently dominates the market on account of the rapidly growing urban population in the state.

#### Competitive Landscape:

The competitive landscape of the Indian tiles market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are Kajaria Ceramics Limited, Somany Ceramics Ltd., H. & R. Johnson (India) Limited, ASIAN GRANITO INDIA LTD. (AGL), and Simpolo Vitrified Pvt. Ltd.

The competitive landscape of the Indian sanitary ware and bathroom fittings market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are HSIL Limited, Parryware Bathroom Products Private Limited, S.A, CERA Sanitaryware Limited, Jaquar and Company Private Limited, and 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 2022?
2. What is the expected growth rate of the Indian tiles, sanitary ware and bathroom fittings market during 2023-2028?
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?
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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 organised and unorganised sector?
11. What is the breakup of the Indian bathroom fittings market based on the organised and unorganised 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

fittings market?

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