

Global Tile Beautifying Agent Market Growth 2026-2032

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Abstracts

The global Tile Beautifying Agent market size is predicted to grow from US\$ 1291 million in 2025 to US\$ 1862 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 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.

LP Information, Inc. (LPI) ' newest research report, the 'Tile Beautifying Agent Industry Forecast' looks at past sales and reviews total world Tile Beautifying Agent sales in

2025, providing a comprehensive analysis by region and market sector of projected Tile Beautifying Agent sales for 2026 through 2032. With Tile Beautifying Agent sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Tile Beautifying Agent industry.

This Insight Report provides a comprehensive analysis of the global Tile Beautifying Agent landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Tile Beautifying Agent portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Tile Beautifying Agent market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Tile Beautifying Agent and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Tile Beautifying Agent.

This report presents a comprehensive overview, market shares, and growth opportunities of Tile Beautifying Agent market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Two-Component Oily Beautifying Agent

One-Component Water-Based Beautifying Agent

Segmentation by Sales Channel:

Epoxy-based

Hydro-epoxy

Premium Cementitious

Segmentation by Chemistry:

Online

Offline

Segmentation by Application:

Residential

Commerical

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Müller 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 Addressed in this Report

What is the 10-year outlook for the global Tile Beautifying Agent market?

What factors are driving Tile Beautifying Agent market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Tile Beautifying Agent market opportunities vary by end market size?

How does Tile Beautifying Agent break out by Type, by Application?

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