

Opportunities in the Global Ceramic Tile Market 2016-2021: Trends, Forecast, and Opportunity Analysis, July 2016

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Abstracts

According to a new market report published by Lucintel, the future of the global ceramic tile market looks good with opportunities in the residential and commercial construction markets. The global ceramic tile market is forecast to grow at a CAGR of 6.7% by value from 2016 to 2021. The major growth driver for this market is the growth in new construction and renovation activities. Growing demand for easy to maintain; better aesthetics; durable; and moisture-, fire-, and scratch-resistant tiles are also some other growth drivers of the ceramic tile market.

In this market, floor and wall tiles are the major product forms used for residential and commercial construction applications. Floor tile is the largest segment by product forms and is expected to remain the same during the forecast period. Lucintel predicts that the demand for wall tiles is likely to experience the highest growth during the forecast period, supported by their better aesthetic feature, durability, minimal maintenance requirements, and availability in a variety of colors and designs. On the basis of comprehensive research, Lucintel forecasts that the residential segment is expected to show above average growth during the forecast period.

Within the ceramic tile market, the residential segment is expected to remain the largest market. People opt for ceramic tiles, as it fulfills all desired requirements, and choose this product mainly because it requires low maintenance and provide an aesthetic appeal to the building.

APAC is expected to remain the largest and the highest growing region during the forecast period due to a comparatively large construction industry in this region, along with changing lifestyle and growing end-use industries, especially in China and India,

and increasing urbanization in this region.

For market expansion, the report suggests innovation and new product development where the unique characteristics of ceramic tiles can be capitalized. Some of the innovation areas in ceramic tiles could be in achieving comparatively high durability and good aesthetics. Emerging trends in the global ceramic tile market, which have a direct impact on the dynamics of the industry, include increasing demand for vitrified tiles, 3D tiles, designer tiles, acceptance of ecofriendly tiles, and introduction of nano-technology. Mohawk Industries, Inc., Atlas Concorde, Ras Al Khaimah Ceramics PSC, Grupo Lamosa, and Interceramic are among the major suppliers of ceramic tiles. Some companies are opting for M&A as a strategic initiative for driving growth.

Lucintel, a leading global strategic consulting and market research firm, has analyzed growth opportunities in the global ceramic tile market by application type, product type, and region and has come up with a comprehensive research report, "Opportunities in the Global Ceramic Tile Market 2016-2021: Trends, Forecast, and Opportunity Analysis." The Lucintel report serves as a spring board for growth strategy as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes a forecast for the growth opportunities in the global ceramic tile market by application type, product type, and region as follows:

By application type (Value \$ Million and Volume Million sqm from 2010 to 2021)

Residential

Commercial

By product type (Value \$ Million and Volume Million sqm to from 2010 2021)

Floor Tile

Wall Tile

Other Tile

By region (Value \$ Million and Volume Million sqm to from 2010 2021)

North America

Europe

Asia Pacific

Rest of the World

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Contents

1. EXECUTIVE SUMMARY

2. CERAMIC TILE MARKET BACKGROUND AND CLASSIFICATIONS

2.1: Introduction

2.1.1: Manufacturing Process

3. MARKET TRENDS AND FORECAST ANALYSIS

3.1: Market Analysis 2015

3.1.1: Global Ceramic Tile Market by Value and Volume

3.1.2: Regional Ceramic Tile Market by Value and Volume

3.1.3: Ceramic Tiles by Country

3.2: Market Trends from 2010 to 2015

3.2.1: Macroeconomic Trends

3.2.2: Global Ceramic Tile Market by Value and Volume

3.2.3: North American Ceramic Tile Market Trend by Value and Volume

3.2.4: European Ceramic Tile Market Trends by Value and Volume

3.2.5: APAC Ceramic Tile Market Trends by Value and Volume

3.2.6: ROW Ceramic Tile Market Trend by Value and Volume

3.2.7: Market Drivers and Challenges

3.3: Market Forecast 2016–2021

3.3.1: Macroeconomic Forecast

3.3.2: Market Forecast by Value and Volume

3.3.3: North American Ceramic Tile Market Forecast by Value and Volume

3.3.4: European Ceramic Tile Market Forecast by Value and Volume

3.3.5: APAC Ceramic Tile Market Forecast by Value and Volume

3.3.6: ROW Ceramic Tile Market Forecast by Value and Volume

4. COMPETITOR ANALYSIS

4.1: Product Portfolio Analysis

4.2: Market Share Analysis

4.3: Geographical Reach

4.4: Porter's Five Forces Analysis

5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

5.1: Growth Opportunities Analysis

5.1.1: Growth Opportunities for Ceramic Tile Market by Product Type

5.1.2: Innovations in the Ceramic Tile Market

5.2: Emerging Trends in the Global Ceramic Tile Market

5.3: Strategic Analysis

5.3.1: New Product Development

5.3.2: Capacity Expansion in Ceramic Tile Market

5.3.3: Technology Development

5.3.4: Mergers, Acquisitions and Joint Ventures in Ceramic Tile Market

6. COMPANY PROFILES OF LEADING PLAYERS

List Of Figures

LIST OF FIGURES

CHAPTER 2. CERAMIC TILE MARKET BACKGROUND AND CLASSIFICATIONS

Figure 2.1: Ceramic Tiles

Figure 2.2: Feldspar

Figure 2.3: Manufacturing Process of Ceramic Tiles

Figure 2.4: Ceramic Tile Classification

Figure 2.5: Floor Tiles

Figure 2.6: Wall Tiles

Figure 2.7: Other Tiles (Countertop and Facade)

Figure 2.8: Supply Chain of Global Ceramic Tile Market

CHAPTER 3. MARKET TRENDS AND FORECAST ANALYSIS

Figure 3.1: Global Ceramic Tile Market (\$M, %) by Product in 2015 (Source: Lucintel)

Figure 3.2: Global Ceramic Tile Market (\$M) by Product in 2015 (Source: Lucintel)

Figure 3.3: Global Ceramic Tile Market (%) by Product in 2015 (Source: Lucintel)

Figure 3.4: Global Ceramic Tile Market (M sqm) by Product in 2015 (Source: Lucintel)

Figure 3.5: Global Ceramic Tile Market (\$M, %) by Application in 2015 (Source: Lucintel)

Figure 3.6: Global Ceramic Tile Market (\$M) by Application in 2015 (Source: Lucintel)

Figure 3.7: Global Ceramic Tile Market (M sqm, %) by Application in 2015 (Source: Lucintel)

Figure 3.8: Global Ceramic Tile Market (M sqm) by Application in 2015 (Source: Lucintel)

Figure 3.9: Global Ceramic Tile Market (\$M) by Region in 2015 (Source: Lucintel)

Figure 3.10: Global Ceramic Tile Market (M sqm) by Region in 2015 (Source: Lucintel)

Figure 3.11: Global Ceramic Tile Market (\$M) by Leading 10 Countries in 2015 (Source: Lucintel)

Figure 3.12: Trends of the Global Construction Industry Growth Rate

Figure 3.13: Global GDP Growth Rate Trends

Figure 3.14: Global Population Growth Rate Trends

Figure 3.15: Trends of Global Inflation Rate

Figure 3.16: Trends of Global Unemployment Rate

Figure 3.17: Trends of Regional GDP Growth Rate

Figure 3.18: Regional Population Growth Rate Trends

Figure 3.19: Trends of Regional Inflation Rates

Figure 3.20: Trends of Regional Unemployment Rate

Figure 3.21: Trends of Regional Per Capita Income

Figure 3.22: Trends of the Global Ceramic Tile Market by Value and Volume from 2010 to 2015 (Source: Lucintel)

Figure 3.23: Trends of the Global Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.24: Trends of the Global Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.25: Growth of the Global Ceramic Tile Market Segment by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.26: Growth of the Global Ceramic Tile Market Volume by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.27: CAGR of the Global Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.28: CAGR of the Global Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.29: Trends of the Global Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.30: Trends of the Global Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.31: Growth of the Global Ceramic Tile Market Segments by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.32: Growth of the Global Ceramic Tile Market Volume by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.33: CAGR of the Global Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.34: CAGR of the Global Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.35: Trends of the North American Ceramic Tile Market by Value and Volume from 2010 to 2015 (Source: Lucintel)

Figure 3.36: Trends of the North American Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.37: Trends of the North American Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.38: Growth of the North American Ceramic Tile Market Segments by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.39: Growth of the North American Ceramic Tile Market Volume by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.40: CAGR of North American Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.41: CAGR of North American Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.42: Trends of North American Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.43: Trends of North American Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.44: Growth of the North American Ceramic Tile Market Segments by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.45: Growth of the North American Ceramic Tile Market Volume by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.46: CAGR of the North American Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.47: CAGR of the North American Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.48: Ceramic Tile Market (\$M) for the North American Countries in 2015 (Source: Lucintel)

Figure 3.49: Trends of the European Ceramic Tile Market Trend by Value and Volume from 2010 to 2015 (Source: Lucintel)

Figure 3.50: Trends of the European Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.51: Trends of the European Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.52: Growth of the European Ceramic Tile Market Segments by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.53: Growth of the European Ceramic Tile Market Volume by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.54: CAGR of the European Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.55: CAGR of the European Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.56: Trends of the European Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.57: Trends of the European Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.58: Growth of the European Ceramic Tile Market Segments by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.59: Growth of the European Ceramic Tile Market Volume by Application from

2014 to 2015 (Source: Lucintel)

Figure 3.60: CAGR of the European Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.61: CAGR of the European Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.62: Ceramic Tile Market (\$M) for the European Countries in 2015 (Source: Lucintel)

Figure 3.63 Trends of the APAC Ceramic Tile Market by Value and Volume from 2010 to 2015 (Source: Lucintel)

Figure 3.64: Trends of the APAC Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.65: Trends of the APAC Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.66: Growth of the APAC Ceramic Tile Market Segments by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.67: Growth of the APAC Ceramic Tile Market Volume by Product from 2014 to 2015 (Source: Lucintel)

Figure 3.68: CAGR of the APAC Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.69: CAGR of the APAC Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)

Figure 3.70: Trends of the APAC Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.71: Trends of the APAC Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.72: Growth of the APAC Ceramic Tile Market Segments by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.73: Growth of the APAC Ceramic Tile Market Volume by Application from 2014 to 2015 (Source: Lucintel)

Figure 3.74: CAGR of the APAC Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.75: CAGR of the APAC Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)

Figure 3.76: Ceramic Tile Market (\$M) for the APAC Countries in 2015 (Source: Lucintel)

Figure 3.77: Trends of the ROW Ceramic Tile Market by Value and Volume from 2010 to 2015 (Source: Lucintel)

Figure 3.78: Trends of the ROW Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)

- Figure 3.79: Trends of the ROW Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)
- Figure 3.80: Growth of the ROW Ceramic Tile Market Segments by Product from 2014 to 2015 (Source: Lucintel)
- Figure 3.81: Growth of the ROW Ceramic Tile Market Volume by Product from 2014 to 2015 (Source: Lucintel)
- Figure 3.82: CAGR of the ROW Ceramic Tile Market Segments by Product from 2010 to 2015 (Source: Lucintel)
- Figure 3.83: CAGR of the ROW Ceramic Tile Market Volume by Product from 2010 to 2015 (Source: Lucintel)
- Figure 3.84: Trends of the ROW Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)
- Figure 3.85: Trends of the ROW Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)
- Figure 3.86: Growth of the ROW Ceramic Tile Market Segments by Application from 2014 to 2015 (Source: Lucintel)
- Figure 3.87: Growth of the ROW Ceramic Tile Market Volume by Application from 2014 to 2015 (Source: Lucintel)
- Figure 3.88: CAGR of the ROW Ceramic Tile Market Segments by Application from 2010 to 2015 (Source: Lucintel)
- Figure 3.89: CAGR of the ROW Ceramic Tile Market Volume by Application from 2010 to 2015 (Source: Lucintel)
- Figure 3.90: Ceramic Tile Market (\$M) for the ROW Countries in 2015 (Source: Lucintel)
- Figure 3.91: Drivers and Challenges for the Ceramic Tile Market
- Figure 3.92: Forecast for the Global Construction Industry Growth Rate
- Figure 3.93: Forecast of the Global GDP Growth Rate
- Figure 3.94: Global Population Growth Rate Forecast
- Figure 3.95: Forecast of Global Inflation Rate
- Figure 3.96: Forecast of the Global Unemployment Rate
- Figure 3.97: Forecast of the Regional GDP Growth Rate
- Figure 3.98: Regional Population Growth Rate Forecast
- Figure 3.99: Regional Inflation Rate Forecast
- Figure 3.100: Forecast of Regional Unemployment Rate
- Figure 3.101: Forecast of Regional Per Capita Income
- Figure 3.102: Forecast for the Global Ceramic Tile Market by Value and Volume from 2016 to 2021 (Source: Lucintel)
- Figure 3.103: Forecast for the Global Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)
- Figure 3.104: Forecast for the Global Ceramic Tile Market Volume by Product from

2016 to 2021 (Source: Lucintel)

Figure 3.105: Growth Forecast for the Global Ceramic Tile Market Segments by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.106: Growth Forecast for the Global Ceramic Tile Market Volume by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.107: CAGR Forecast for the Global Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.108: CAGR Forecast for the Global Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.109: Forecast for the Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.110: Forecast for the Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.111: Growth Forecast for the Global Ceramic Tile Market Segments by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.112: Growth Forecast for the Global Ceramic Tile Market Volume by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.113: CAGR Forecast for the Global Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.114: CAGR Forecast for the Global Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.115: Forecast for the North American Ceramic Tile Market by Value and Volume from 2016 to 2021 (Source: Lucintel)

Figure 3.116: Forecast for the North American Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.117: Forecast for the North American Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.118: Growth Forecast for the North American Ceramic Tile Market Segments by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.119: Growth Forecast for the North American Ceramic Tile Market Volume by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.120: CAGR Forecast for the North American Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.121: CAGR Forecast for the North American Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.122: Forecast for the North American Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.123: Forecast for the North American Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.124: Growth Forecast for the North American Ceramic Tile Market Segments by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.125: Growth Forecast for the North American Ceramic Tile Market Volume by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.126: CAGR Forecast for the North American Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.127: CAGR Forecast for the North American Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.128: Forecast for the European Ceramic Tile Market by Value from 2016 to 2021 (Source: Lucintel)

Figure 3.129: Forecast for the European Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.130: Forecast for the European Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.131: Growth Forecast for the European Ceramic Tile Market Segments by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.132: Growth Forecast for the European Ceramic Tile Market Volume by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.133: CAGR Forecast for the European Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.134: CAGR Forecast for the European Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.135: Forecast for the European Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.136: Forecast for the European Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.137: Growth Forecast for the European Ceramic Tile Market Segments by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.138: Growth Forecast for the European Ceramic Tile Market Volume by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.139: CAGR Forecast for the European Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.140: CAGR Forecast for the European Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.141: Forecast for the APAC Ceramic Tile Market by Value and Volume from 2016 to 2021 (Source: Lucintel)

Figure 3.142: Forecast for the APAC Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.143: Forecast for the APAC Ceramic Tile Market Volume by Product from 2016

to 2021 (Source: Lucintel)

Figure 3.144: Growth Forecast for the APAC Ceramic Tile Market Segments by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.145: Growth Forecast for the APAC Ceramic Tile Market Volume by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.146: CAGR Forecast for the APAC Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.147: CAGR Forecast for the APAC Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.148: Forecast for the APAC Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.149: Forecast for the APAC Ceramic Tile Market Segments by Volume from 2016 to 2021 (Source: Lucintel)

Figure 3.150: Growth Forecast for the APAC Ceramic Tile Market Segments by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.151: Growth Forecast for the APAC Ceramic Tile Market Volume by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.152: CAGR Forecast for the APAC Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.153: CAGR Forecast for the APAC Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.154: Forecast for the ROW Ceramic Tile Market by Value and Volume from 2016 to 2021 (Source: Lucintel)

Figure 3.155: Forecast for the ROW Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.156: Forecast for the ROW Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.157: Growth Forecast for the ROW Ceramic Tile Market Segments by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.158: Growth Forecast for the ROW Ceramic Tile Market Volume by Product from 2015 to 2016 (Source: Lucintel)

Figure 3.159: CAGR Forecast for the ROW Ceramic Tile Market Segments by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.160: CAGR Forecast for the ROW Ceramic Tile Market Volume by Product from 2016 to 2021 (Source: Lucintel)

Figure 3.161: Forecast for the ROW Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.162: Forecast for the ROW Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.163: Growth Forecast for the ROW Ceramic Tile Market Segments by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.164: Growth Forecast for the ROW Ceramic Tile Market Volume by Application from 2015 to 2016 (Source: Lucintel)

Figure 3.165: CAGR Forecast for the ROW Ceramic Tile Market Segments by Application from 2016 to 2021 (Source: Lucintel)

Figure 3.166: CAGR Forecast for the ROW Ceramic Tile Market Volume by Application from 2016 to 2021 (Source: Lucintel)

CHAPTER 4. COMPETITOR ANALYSIS

Figure 4.1: Market Presence of Major Players of Global Ceramic Tile Market

Figure 4.2: Global Ceramic Tile Market Share Analysis in 2015 (Source: Lucintel)

Figure 4.3: Geographical Footprint of Competitors in Global Ceramic Tile Market

Figure 4.4: Market Coverage of Global Ceramic Tile Market

Figure 4.5: Porter's Five Forces Industry Analysis for the Global Ceramic Tile Market

CHAPTER 5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

Figure 5.1: Global Ceramic Tile Market Segment Opportunities by Product

Figure 5.2: Global Ceramic Tile Market Segment Opportunities by Application

Figure 5.3: Global Ceramic Tile Market Opportunities by Region

Figure 5.4: Emerging Trends in the Global Ceramic Tile Market

Figure 5.5: Strategic Initiatives by Major Competitors in 2015 (Source: Lucintel)

Figure 5.6: Strategic Initiatives by Major Competitors in 2014 (Source: Lucintel)

Figure 5.7: Year-over-Year Comparison of Strategic Initiatives by Major Competitors in the Global Ceramic Tile Market (Source: Lucintel)

Figure 5.8: New Product Launches in the Ceramic Tile Market in 2014 (Source: Lucintel)

Figure 5.9: New Product Launches in the Ceramic Tile Market in 2015 (Source: Lucintel)

Figure 5.10: Capacity Building by Major Player during the Trend Period (Source: Lucintel)

List Of Tables

LIST OF TABLES

CHAPTER 1. EXECUTIVE SUMMARY

Table 1.1: Ceramic Tile Market Parameters and Attributes

CHAPTER 3. MARKET TRENDS AND FORECAST ANALYSIS

Table 3.1: Ranking of Top 10 Countries of World in Global Ceramic Tile Market

Table 3.2: Market Trends from 2010 to 2015 in the Global Ceramic Tile Market

Table 3.3: Average Growth Rates for One, Three, and Five Years in the Global Ceramic Tile Market in Terms of \$ Value

Table 3.4: Market Trends from 2010 to 2015 in the Global Ceramic Tile Market by Product

Table 3.5: Market Size and Growth Rates (2014 to 2015) in Various Segments of the Global Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.6: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the Global Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.7: Market Trends from 2010 to 2015 in the Global Ceramic Tile Market by Application

Table 3.8: Market Size and Growth Rates (2014 to 2015) in Various Segments of the Global Ceramic Tile Market in Terms of Value and Volume by Applications

Table 3.9: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the Global Ceramic Tile Market in Terms of Value and Volume by Applications

Table 3.10: Market Trends from 2010 to 2015 in the North American Ceramic Tile Market

Table 3.11: Average Growth Rates for One, Three, and Five Years in the North American Ceramic Tile Market in Terms of \$ Value

Table 3.12: Market Trends from 2010 to 2015 in the North American Ceramic Tile Market by Product

Table 3.13: Market Size and Growth Rates (2014 to 2015) in Various Segments of the North American Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.14: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the North American Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.15: Market Trends from 2010 to 2015 in the North American Ceramic Tile

Market by Application

Table 3.16: Market Size and Growth Rates (2014 to 2015) in Various Segments of the North American Ceramic Tile Market in Terms of Value and Volume by Application

Table 3.17: Market Size and Annual Growth Rates during Past Five Years from 2010 to 2015 in Various Market Segments of the North American Ceramic Tile Market in Terms of Value and Volume by Application

Table 3.18: Market Trends from 2010 to 2015 in the European Ceramic Tile Market

Table 3.19: Average Growth Rates for One, Three, and Five Years in the European Ceramic Tile Market in Terms of \$ Value

Table 3.20: Market Trends from 2010 to 2015 in the European Ceramic Tile Market by Product

Table 3.21: Market Size and Growth Rates (2014 to 2015) in Various Segments of the European Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.22: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the European Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.23: Market Trends from 2010 to 2015 in the European Ceramic Tile Market by Application

Table 3.24: Market Size and Growth Rates (2014 to 2015) in Various Segments of the European Ceramic Tile Market in Terms of Value and Volume by Application

Table 3.25: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the European Ceramic Tile Market in Terms of Value and Volume by Application

Table 3.26: Market Trends from 2010 to 2015 in the APAC Ceramic Tile Market

Table 3.27: Average Growth Rates for One, Three, and Five Years in the APAC Ceramic Tile Market in Terms of \$ Value

Table 3.28: Market Trends from 2010 to 2015 in the APAC Ceramic Tile Market by Product

Table 3.29: Market Size and Growth Rates (2014 to 2015) in Various Segments of the APAC Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.30: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the APAC Ceramic Tile Market in Terms of Value and Volume by Product

Table 3.31: Market Trends from 2010 to 2015 in the APAC Ceramic Tile Market by Application

Table 3.32: Market Size and Growth Rates (2014 to 2015) in Various Segments of the APAC Ceramic Tile Market in Terms of Value and Volume by Application

Table 3.33: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the APAC Ceramic Tile Market in Terms of Value and Volume by Application

- Table 3.34: Market Trends from 2010 to 2015 in the ROW Ceramic Tile Market
- Table 3.35: Average Growth Rates for One, Three, and Five Years in the ROW Ceramic Tile Market in Terms of \$ Value
- Table 3.36: Market Trends from 2010 to 2015 in the ROW Ceramic Tile Market by Product
- Table 3.37: Market Size and Growth Rates (2014 to 2015) in Various Segments of the ROW Ceramic Tile Market in Terms of Value and Volume by Product
- Table 3.38: Market Size and Annual Growth Rates Years from 2010 to 2015 in Various Market Segments of the ROW Ceramic Tile Market in Terms of Value and Volume by Product
- Table 3.39: Market Trends from 2010 to 2015 in the ROW Ceramic Tile Market by Application
- Table 3.40: Market Size and Growth Rates (2014 to 2015) in Various Segments of the ROW Ceramic Tile Market in Terms of Value and Volume by Application
- Table 3.41: Market Size and Annual Growth Rates from 2010 to 2015 in Various Market Segments of the ROW Ceramic Tile Market in Terms of Value and Volume by Application
- Table 3.42: Market Forecast from 2016 to 2021 in the Global Ceramic Tile Market
- Table 3.43: Average Growth Rates for One, Three, and Five Years in the Global Ceramic Tile Market in Terms of \$ Value
- Table 3.44: Market Forecast from 2016 to 2021 in the Global Ceramic Tile Market by Product
- Table 3.45: Market Size and 2015 to 2016 Growth Rates by Product Type in the Global Ceramic Tile Market in Terms of Value and Volume
- Table 3.46: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Product Type of the Global Ceramic Tile Market in Terms of Value and Volume
- Table 3.47: Market Forecast from 2016 to 2021 in the Global Ceramic Tile Market by Application
- Table 3.48: Market Size and 2015 to 2016 Growth Rates by Application Type in Global Ceramic Tile Market in Terms of Value and Volume
- Table 3.49: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Application Type of the Global Ceramic Tile Market in Terms of Value and Volume
- Table 3.50: Market Forecast from 2016 to 2021 in the North American Ceramic Tile Market
- Table 3.51: Average Growth Rates for One, Three, and Five Years in the North American Ceramic Tile Market in Terms of \$ Value
- Table 3.52: Forecast from 2016 to 2021 for the North American Ceramic Tile Market by

Product

Table 3.53: Market Size and 2015 to 2016 Growth Rates by Product Type in the North American Ceramic Tile Market in Terms of Value and Volume

Table 3.54: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Product Type of the North American Ceramic Tile Market in Terms of Value and Volume

Table 3.55: Forecast from 2016 to 2021 in the North American Ceramic Tile Market by Application

Table 3.56: Market Size and 2015 to 2016 Growth Rates by Application Type in the North American Ceramic Tile Market in Terms of Value and Volume

Table 3.57: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Application Type of the North American Ceramic Tile Market in Terms of Value and Volume

Table 3.58: Market Forecast from 2016 to 2021 in the European Ceramic Tile Market

Table 3.59: Average Growth Rates for One, Three, and Five Years in the European Ceramic Tile Market in Terms of \$ Value

Table 3.60: Forecast from 2016 to 2021 for the European Ceramic Tile Market by Product

Table 3.61: Market Size and 2015 to 2016 Growth Rates by Product Type in the European Ceramic Tile Market in Terms of Value and Volume

Table 3.62: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Product Type of the European Ceramic Tile Market in Terms of Value and Volume

Table 3.63: Forecast from 2016 to 2021 in the European Ceramic Tile Market by Application

Table 3.64: Market Size and 2015 to 2016 Growth Rates by Application Type in the European Ceramic Tile Market in Terms of Value and Volume

Table 3.65: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Product Type of the Global Ceramic Tile Market in Terms of Value and Volume

Table 3.66: Market Forecast from 2016 to 2021 in the APAC Ceramic Tile Market

Table 3.67: Average Growth Rates for One, Three, and Five Years in the APAC Ceramic Tile Market in Terms of \$ Value

Table 3.68: Forecast from 2016 to 2021 for the APAC Ceramic Tile Market by Product

Table 3.69: Market Size and 2015 to 2016 Growth Rates by Product Type in the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.70: Market Size and Annual Growth Rates during the Forecast Period (2016 to 2021) by Product Type of the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.71: Forecast from 2016 to 2021 in the APAC Ceramic Tile Market by

Application

Table 3.72: Market Size and 2015 to 2016 Growth Rates by Application Type in the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.73: Market Size and Annual Growth Rates during the Forecast Period (2016 to 2021) by Application Type of the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.74: Market Forecast from 2016 to 2021 in the ROW Ceramic Tile Market

Table 3.75: Average Growth Rates for One, Three, and Five Years in the ROW Ceramic Tile Market in Terms of \$ Value

Table 3.76: Forecast from 2016 to 2021 for the ROW Ceramic Tile Market by Product

Table 3.77: Market Size and 2015 to 2016 Growth Rates by Product Type in the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.78: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Product Type of the APAC Ceramic Tile Market in Terms of Value and Volume

Table 3.79: Forecast from 2016 to 2021 in the ROW Ceramic Tile Market by Application

Table 3.80: Market Size and 2015 to 2016 Growth Rates by Application Type in the ROW Ceramic Tile Market in Terms of Value and Volume

Table 3.81: Market Size and Annual Growth Rates during Forecast Period (2016 to 2021) by Application Type of the ROW Ceramic Tile Market in Terms of Value and Volume

CHAPTER 4. COMPETITOR ANALYSIS

Table 4.1: Rankings of Manufacturers Based on Ceramic Tile Revenue

CHAPTER 5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

Table 5.1: New Product Launches by Major Ceramic Tile Producers during Last Five Years (Source: Lucintel)

Table 5.2: Technological Advancement in the Global Ceramic Tile Market

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