

Ceramic Sanitary Ware Market by Type (Toilet Sinks/Water Closets, Washbasins, Urinals, Cisterns), Application (Commercial, Residential), Technology (Slip Casting, Pressure Casting, Type Casting, Isostatic Casting), Region - Global Forecast to 2025

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Abstracts

“Initiatives by the public sectors of developing nations are expected to drive the ceramic sanitary ware market.”

The global ceramic sanitary ware market size is projected to grow from USD 32.1 billion in 2020 to USD 44.6 billion by 2025, at a CAGR of 6.8%. The increasing demand from developing nations drives the ceramic sanitary ware market. Historically, the awareness regarding personal hygiene was low in developing nations. Therefore, the ceramic sanitary ware market had limited growth and development. However, due to the multiple initiatives taken by the governments of developing countries, the awareness about hygiene and proper sanitation is increasing. According to the latest data by the WHO, 45% of the global population used the safely managed sanitation service in 2017. This number is expected to increase in the coming years due to the rising public awareness, professional marketing of sanitation to those lacking the access, and initiatives of the private sector in public sanitation.

The increasing industrialization in emerging markets, such as Brazil, China, and India, and increasing consumer awareness about hygiene and purchasing power are driving the demand for ceramic sanitary ware.

“Toilet sinks/Water closets is projected to account for the largest share of the overall ceramic sanitary ware market, in terms of value, between 2020 and 2025.”

Toilet sinks/Water closets are the basic ceramic sanitary ware. Most of the rural population in developing countries do not have access to this basic sanitation system, and hence a country like India is taking initiatives under its Swachh Bharat Abhiyan program to build public toilets in rural areas. This is the major factor for the growth of the ceramic sanitary ware market in India.

The toilet sinks/water closets segment is further classified into, one piece, two piece, EWC, wall hung closets, and others. The demand for one piece toilet sinks is very high due to its low cost and easy availability.

“Commercial is the larger application in the overall ceramic sanitary ware market in terms of value.”

The consumption of ceramic sanitary ware is very high in the commercial application. This is mainly due to the heavy use and frequent replacement of the ceramic sanitary ware in the commercial application. The commercial segment is further classified into hospitality, industrial, institutional & retail, and offices. Hospitality is the largest sub-segment of the commercial application. The increasing international tourism over the last ten years, coupled with the increasing number of luxurious hotels, resorts, and villas, is supporting the growth of the ceramic sanitary ware market in the hospitality sub-segment.

“Low cost to drive the demand for ceramic sanitary ware in slip casting.”

Ceramic sanitary ware market by technology is segmented into slip casting, pressure casting, tape casting, and isostatic casting. Slip casting is the most popular technology for the manufacturing of ceramic sanitary wares. This is the most economical technology as it does not require any technical expertise to conduct operations, unlike other technologies. Hence, the labor cost is saved in the case of slip casting technology.

“Rapid industrialization in APAC to drive the demand for ceramic sanitary ware.”

The APAC ceramic sanitary ware market is projected to be the largest during the forecast period. The growing industrialization and infrastructural development in the region have offered enormous opportunities for the use of ceramic sanitary ware across various applications in the region. The major ceramic sanitary ware markets in APAC are China, Japan, India, Indonesia, and Malaysia. China is the major hub for manufacturing activities, globally, followed by Japan and India.

As a result of the global pandemic due to COVID-19, the ceramic sanitary ware market is expected to witness slow growth for the year of 2020. According to the IMF, the GDP growth rate of APAC will fall to 0% in 2020. However, the ongoing and upcoming huge construction projects in India and Japan are expected to support the growth of the ceramic sanitary ware market during the forecast period.

Also, China is the most populous country in the world. It has resulted in the need for new houses, which is expected to drive the market in APAC.

By Company Type: Tier 1 - 60%, Tier 2 - 30%, and Tier 3 - 10%

By Designation: C-Level - 30%, Director Level - 60%, and Others - 10%

By Region: North America - 35%, Europe - 20%, APAC - 30%, South America - 5%, Middle East & Africa - 10%

The key players profiled in the report include Geberit Group (Switzerland), Kohler Co. (US), TOTO Ltd. (Japan), LIXIL Group Corporation (Japan), Roca Sanitario SA (Spain), Villeroy & Boch AG (Germany), RAK Ceramics (UAE), Duravit AG (Germany), Duratex SA (Brazil), and HSIL (India).

Research Coverage

This report segments the market for ceramic sanitary ware based on type, technology, application, and region, and provides estimations for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, and key strategies associated with the market for ceramic sanitary ware.

Reasons to Buy this Report

This research report is focused on various levels of analysis — industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape; emerging and high-growth segments of the ceramic sanitary ware market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights into the following pointers:

Ceramic Sanitary Ware Market by Type (Toilet Sinks/Water Closets, Washbasins, Urinals, Cisterns), Application...

Market Penetration: Comprehensive information on ceramic sanitary ware offered by top players in the global market

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for ceramic sanitary ware across regions

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global ceramic sanitary ware market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the ceramic sanitary ware market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 REGIONS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 UNIT CONSIDERED
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 BASE NUMBER CALCULATION
 - 2.1.1 CERAMIC SANITARY WARE MARKET: PRIMARY RESEARCH METHODOLOGY
 - 2.1.1.1 Breakdown of primary interviews
 - 2.1.2 CERAMIC SANITARY WARE MARKET: RESEARCH METHODOLOGY
 - 2.1.3 MARKET SIZE CALCULATION STEPS FROM SUPPLY SIDE
 - 2.1.4 MARKET SIZE CALCULATION FROM SUPPLY SIDE
 - 2.1.5 KEY MARKET INSIGHTS, BY TYPE
- 2.2 DATA TRIANGULATION
- 2.3 MARKET ENGINEERING PROCESS
 - 2.3.1 BOTTOM-UP APPROACH
 - 2.3.2 TOP-DOWN APPROACH
- 2.4 ASSUMPTIONS
- 2.5 SECONDARY DATA
 - 2.5.1 KEY INDUSTRY INSIGHTS

3 EXECUTIVE SUMMARY

- 3.1 CERAMIC SANITARY WARE MARKET: REALISTIC, PESSIMISTIC, OPTIMISTIC, AND NON-COVID-19 SCENARIO
 - 3.1.1 NON-COVID-19 SCENARIO
 - 3.1.2 OPTIMISTIC SCENARIO
 - 3.1.3 PESSIMISTIC SCENARIO

3.1.4 REALISTIC SCENARIO

4 PREMIUM INSIGHTS

4.1 SIGNIFICANT OPPORTUNITIES IN THE CERAMIC SANITARY WARE MARKET

4.2 CERAMIC SANITARY WARE MARKET SIZE, BY REGION

4.3 APAC: CERAMIC SANITARY WARE MARKET, BY TYPE AND COUNTRY

4.4 CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY

4.5 CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION

4.6 CERAMIC SANITARY WARE MARKET ATTRACTIVENESS

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Initiatives taken by the public sector to improve access to proper sanitation

5.2.1.2 Change in lifestyle and increase in purchasing power of middle-class population

5.2.2 RESTRAINTS

5.2.2.1 Fluctuation in housing demand

5.2.2.2 Environmental impact

5.2.3 OPPORTUNITIES

5.2.3.1 Technological advancements

5.3 SHIFT IN REVENUE STREAMS DUE TO MEGATRENDS IN END-USE INDUSTRIES

5.4 PORTER'S FIVE FORCES ANALYSIS

5.4.1 THREAT OF NEW ENTRANTS

5.4.2 THREAT OF SUBSTITUTES

5.4.3 BARGAINING POWER OF SUPPLIERS

5.4.4 BARGAINING POWER OF BUYERS

5.4.5 INTENSITY OF COMPETITIVE RIVALRY

5.5 VALUE CHAIN ANALYSIS

5.6 ECOSYSTEM

5.7 CASE STUDY

5.8 PRICING ANALYSIS

5.9 TECHNOLOGY ANALYSIS

5.10 INDUSTRY OUTLOOK

5.10.1 GDP TRENDS AND FORECAST OF MAJOR ECONOMIES

5.11 ECONOMIC PANDEMIC DUE TO COVID-19

5.11.1 IMPACT OF COVID-19 ON THE CONSTRUCTION INDUSTRY

5.11.1.1 Impact on customers' output and strategies to resume/
improve production

5.11.1.2 Customer's most impacted regions

5.11.1.3 MnM viewpoint on growth outlook and new market opportunities

5.12 PRE AND POST COVID-19 SCENARIO

5.13 RECOVERY ROAD FOR 2020 & 2021

6 CERAMIC SANITARY WARE MARKET, BY TECHNOLOGY

6.1 INTRODUCTION

6.2 SLIP CASTING

6.2.1 LOW COST AND EASY OPERATIONS TO DRIVE THE MARKET FOR SLIP
CASTING

6.3 PRESSURE CASTING

6.3.1 DEMAND FOR LUXURY PRODUCTS TO DRIVE THE MARKET

6.4 TAPE CASTING

6.4.1 HIGH DEGREE OF AUTOMATION AND EFFICIENCY TO DRIVE THE
MARKET

6.5 ISOSTATIC CASTING

6.5.1 DEMAND FOR ECO-FRIENDLY TECHNOLOGY TO DRIVE THE MARKET

7 CERAMIC SANITARY WARE MARKET, BY TYPE

7.1 INTRODUCTION

7.2 TOILET SINKS/WATER CLOSETS

7.2.1 ONE PIECE

7.2.1.1 High demand for low water leakage systems is driving the
sub-segment

7.2.2 TWO PIECE

7.2.2.1 Low cost of two piece toilet sinks to drive the demand

7.2.3 WALL HUNG CLOSETS

7.2.3.1 Need for less space drives the demand

7.2.4 EUROPEAN WATER CLOSETS (EWC)

7.2.4.1 Low water consumption to drive the demand for EWC

7.2.5 OTHERS

7.3 WASHBASINS

7.3.1 PEDESTAL

7.3.1.1 Demand for luxurious bathroom products to drive the market

7.3.2 WALL HUNG

7.3.2.1 Small and lightweight design to drive the demand

7.3.3 CORNER

7.3.3.1 Compact design to propel the demand

7.3.4 TABLE TOP

7.3.4.1 The demand for high-end products to drive the market

7.3.5 COUNTER

7.3.5.1 Demand for convenient washbasins to drive the market

7.4 URINALS

7.5 CISTERNS

7.6 OTHERS

8 CERAMIC SANITARY WARE MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 COMMERCIAL

8.2.1 HOSPITALITY

8.2.1.1 Growth in the tourism industry to drive the market

8.2.2 OFFICE

8.2.2.1 Growth in urbanization to drive the market

8.2.3 INSTITUTIONAL & RETAIL

8.2.3.1 Increasing demand from developing nations to drive the market

8.2.4 INDUSTRIAL

8.2.4.1 Rising industrialization to drive the market

8.3 RESIDENTIAL

8.3.1 SINGLE FAMILY

8.3.1.1 Demand from developed nations to support the growth

8.3.2 MULTI FAMILY

8.3.2.1 Growing number of renters and the job portability across the globe to drive the market

9 CERAMIC SANITARY WARE MARKET, BY REGION

9.1 INTRODUCTION

9.2 TRADE STATISTICS

9.3 APAC

9.3.1 IMPACT OF COVID-19 ON APAC CERAMIC SANITARY WARE MARKET

9.3.2 CHINA

9.3.2.1 High economic growth driving the market

9.3.3 JAPAN

9.3.3.1 Strong presence of the key players in the country to drive the market

9.3.4 INDIA

9.3.4.1 Rising domestic demand to drive the market

9.3.5 INDONESIA

9.3.5.1 Growing domestic consumption and FDI to boost the market

9.3.6 THAILAND

9.3.6.1 Government initiatives in the industrial sector to support the growth of the market

9.3.7 SOUTH KOREA

9.3.7.1 Increased importance of hygiene to boost the market

9.3.8 AUSTRALIA

9.3.8.1 Increasing number of commercial construction projects to boost the market

9.3.9 MALAYSIA

9.3.9.1 Growing population and rising income level to boost the market

9.4 NORTH AMERICA

9.4.1 IMPACT OF COVID-19 ON NORTH AMERICAN CERAMIC SANITARY WARE MARKET

9.4.2 US

9.4.2.1 Strong foothold of key players in the country acts as the market driver

9.4.3 CANADA

9.4.3.1 Advanced manufacturing industry to significantly impact the market growth

9.4.4 MEXICO

9.4.4.1 Rising foreign investment to propel the market growth

9.5 EUROPE

9.5.1 IMPACT OF COVID-19 ON THE EUROPEAN CERAMIC SANITARY WARE MARKET

9.5.2 GERMANY

9.5.2.1 Expansion of the manufacturing sector to create favorable conditions for market growth

9.5.3 FRANCE

9.5.3.1 Growth in various industries to increase the demand for ceramic sanitary ware

9.5.4 UK

9.5.4.1 Strong industrial growth to drive the UK ceramic sanitary ware market

9.5.5 ITALY

9.5.5.1 Increasing exports to boost the market

9.5.6 SPAIN

9.5.6.1 Growing industrial sector to drive the market

9.5.7 RUSSIA

9.5.7.1 Rising standard of living to influence the market positively

9.6 MIDDLE EAST & AFRICA

9.6.1 IMPACT OF COVID-19 ON THE MIDDLE EAST & AFRICA CERAMIC SANITARY WARE MARKET

9.6.2 SAUDI ARABIA

9.6.2.1 The country is the second-largest ceramic sanitary ware market in the region

9.6.3 UAE

9.6.3.1 Growth in real estate and infrastructure projects to drive the country's market

9.6.4 EGYPT

9.6.4.1 High demand from various applications to drive the market

9.6.5 TURKEY

9.6.5.1 Rapid urbanization and improving living standards to propel the market growth

9.7 SOUTH AMERICA

9.7.1 IMPACT OF COVID-19 ON THE SOUTH AMERICAN CERAMIC SANITARY WARE MARKET

9.7.2 BRAZIL

9.7.2.1 The country is the largest ceramic sanitary ware market in South America

9.7.3 ARGENTINA

9.7.3.1 Growing industrialization will drive the market

9.7.4 COLOMBIA

9.7.4.1 Growing population to drive the market

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION

10.2 MARKET EVALUATION FRAMEWORK

10.3 REVENUE ANALYSIS OF KEY MARKET PLAYERS

10.4 COMPETITIVE LEADERSHIP MAPPING, TIER 1 COMPANIES

10.4.1 VISIONARY LEADERS

10.4.2 INNOVATORS

10.5 STRENGTH OF PRODUCT PORTFOLIO

10.6 BUSINESS STRATEGY EXCELLENCE

10.7 COMPETITIVE LEADERSHIP MAPPING (SMALL AND MEDIUM-SIZED

ENTERPRISES)

10.7.1 PROGRESSIVE COMPANIES

10.7.2 RESPONSIVE COMPANIES

10.7.3 STARTING BLOCKS

10.8 STRENGTH OF PRODUCT PORTFOLIO

10.9 BUSINESS STRATEGY EXCELLENCE

10.10 MARKET SHARE ANALYSIS

10.11 COMPETITIVE SCENARIOS

10.11.1 NEW PRODUCT LAUNCH

10.11.2 EXPANSION

11 COMPANY PROFILES

(Business overview, Products offered, Recent developments, SWOT analysis, Current focus & Strategies, Threat from competition & Right to win)*

11.1 GEBERIT GROUP

11.2 LIXIL GROUP CORPORATION

11.3 VILLEROY & BOCH AG

11.4 RAK CERAMICS

11.5 TOTO LTD.

11.6 KOHLER CO.

11.7 DURAVIT AG

11.8 HSIL

11.9 DURATEX SA

11.10 ROCA SANITARIO S.A.

*Details on Business overview, Products offered, Recent developments, SWOT analysis, Current focus & Strategies, Threat from competition & Right to win might not be captured in case of unlisted companies.

11.11 OTHER KEY PLAYERS

11.11.1 LECICO BATHROOMS

11.11.2 ECZACIBASI

11.11.3 SANITA

11.11.4 CATALANO

11.11.5 PORCELANOSA GROUP (NOKEN)

11.11.6 JAQUAR

11.11.7 SAUDI CERAMICS

11.11.8 SHANGHAI AQUACUBIC SANITARY WARE CO., LTD

11.11.9 CERA CERAMICS

11.11.10 EAGLE CERAMICS LIMITED

- 11.11.11 COTO CERAMICS PVT. LTD.
- 11.11.12 SANZO SANITARY WARE
- 11.11.13 SANYO CERAMICS
- 11.11.14 DEVON & DEVON
- 11.11.15 CREA VIT
- 11.11.16 IDEAL STANDARD INTERNATIONAL SA

12 APPENDIX

- 12.1 DISCUSSION GUIDE
- 12.2 KNOWLEDGE STORE: MARKET SAND MARKETS SUBSCRIPTION PORTAL
- 12.3 AVAILABLE CUSTOMIZATIONS
- 12.4 RELATED REPORTS
- 12.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 CERAMIC SANITARY WARE MARKET PRICING ANALYSIS, 2018-2025 (USD/UNIT)

TABLE 2 TRENDS AND FORECAST OF GDP, BY MAJOR COUNTRY, 2017–2024 (USD BILLION)

TABLE 3 CONSTRUCTION COMPANIES' ANNOUNCEMENTS

TABLE 4 CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 5 CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 6 SLIP CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 7 SLIP CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 8 PRESSURE CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 9 PRESSURE CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 10 TAPE CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 11 TAPE CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 12 ISOSTATIC CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 13 ISOSTATIC CAST CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 14 CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 15 CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (THOUSAND UNIT)

TABLE 16 CERAMIC-BASED TOILET SINKS/WATER CLOSETS SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 17 CERAMIC-BASED TOILET SINKS/WATER CLOSETS SANITARY WARE MARKET SIZE, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 18 CERAMIC-BASED WASHBASINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 19 CERAMIC-BASED WASHBASINS MARKET SIZE, BY REGION, 2018–2025
(THOUSAND UNIT)

TABLE 20 CERAMIC-BASED URINALS MARKET SIZE, BY REGION, 2018–2025
(USD MILLION)

TABLE 21 CERAMIC-BASED URINALS MARKET SIZE, BY REGION, 2018–2025
(THOUSAND UNIT)

TABLE 22 CERAMIC-BASED CISTERNS MARKET SIZE, BY REGION, 2018–2025
(USD MILLION)

TABLE 23 CERAMIC-BASED CISTERNS MARKET SIZE, BY REGION, 2018–2025
(THOUSAND UNIT)

TABLE 24 CERAMIC-BASED OTHER SANITARY WARES MARKET SIZE, BY
REGION, 2018–2025 (USD MILLION)

TABLE 25 CERAMIC-BASED OTHER SANITARY WARES MARKET SIZE, BY
REGION, 2018–2025 (THOUSAND UNIT)

TABLE 26 CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION,
2018–2025 (USD MILLION)

TABLE 27 CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION,
2018–2025 (THOUSAND UNIT)

TABLE 28 CERAMIC SANITARY WARE MARKET SIZE IN COMMERCIAL
APPLICATION, BY REGION, 2018–2025 (USD MILLION)

TABLE 29 CERAMIC SANITARY WARE MARKET SIZE IN COMMERCIAL
APPLICATION, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 30 CERAMIC SANITARY WARE MARKET SIZE IN RESIDENTIAL
APPLICATION, BY REGION, 2018–2025 (USD MILLION)

TABLE 31 CERAMIC SANITARY WARE MARKET SIZE IN RESIDENTIAL
APPLICATION, BY REGION, 2018–2025 (THOUSAND UNIT)

TABLE 32 CERAMIC SANITARY WARE MARKET, IMPORT-EXPORT, 2019

TABLE 33 CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025
(USD MILLION)

TABLE 34 CERAMIC SANITARY WARE MARKET SIZE, BY REGION, 2018–2025
(THOUSAND UNIT)

TABLE 35 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY,
2018–2025 (USD MILLION)

TABLE 36 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY,
2018–2025 (THOUSAND UNIT)

TABLE 37 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025
(USD MILLION)

TABLE 38 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025
(THOUSAND UNIT)

TABLE 39 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 40 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 41 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 42 APAC: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 43 CHINA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 44 CHINA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 45 JAPAN: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 46 JAPAN: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 47 INDIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 48 INDIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 49 INDONESIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 50 INDONESIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 51 THAILAND: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 52 THAILAND: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 53 SOUTH KOREA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 54 SOUTH KOREA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 55 AUSTRALIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 56 AUSTRALIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 57 MALAYSIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 58 MALAYSIA: CERAMIC SANITARY WARE MARKET SIZE, BY

APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 59 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 60 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (THOUSAND UNIT)

TABLE 61 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 62 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 63 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 64 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (THOUSAND UNIT)

TABLE 65 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 66 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 67 US: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 68 US: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 69 CANADA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 70 CANADA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 71 MEXICO: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 72 MEXICO: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 73 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 74 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (THOUSAND UNIT)

TABLE 75 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 76 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 77 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 78 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (THOUSAND UNIT)

TABLE 79 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 80 EUROPE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 81 GERMANY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 82 GERMANY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 83 FRANCE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 84 FRANCE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 85 UK: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 86 UK: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 87 ITALY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 88 ITALY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 89 SPAIN: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 90 SPAIN: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 91 RUSSIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 92 RUSSIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 93 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 94 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (THOUSAND UNIT)

TABLE 95 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 96 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 97 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY

TYPE, 2018–2025 (USD MILLION)

TABLE 98 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (THOUSAND UNIT)

TABLE 99 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 100 MIDDLE EAST & AFRICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 101 SAUDI ARABIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 102 SAUDI ARABIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 103 UAE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 104 UAE: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 105 EGYPT: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 106 EGYPT: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 107 TURKEY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 108 TURKEY: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 109 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 110 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY COUNTRY, 2018–2025 (THOUSAND UNIT)

TABLE 111 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 112 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TECHNOLOGY, 2018–2025 (THOUSAND UNIT)

TABLE 113 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 114 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY TYPE, 2018–2025 (THOUSAND UNIT)

TABLE 115 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 116 SOUTH AMERICA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 117 BRAZIL: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 118 BRAZIL: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 119 ARGENTINA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 120 ARGENTINA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 121 COLOMBIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 122 COLOMBIA: CERAMIC SANITARY WARE MARKET SIZE, BY APPLICATION, 2018–2025 (THOUSAND UNIT)

TABLE 123 NEW PRODUCT LAUNCH, 2016–2020

TABLE 124 EXPANSION, 2016–2020

List Of Figures

LIST OF FIGURES

FIGURE 1 MARKET SEGMENTATION

FIGURE 2 CERAMIC SANITARY WARE MARKET: ESTIMATION AND FORECAST

FIGURE 3 CERAMIC SANITARY WARE MARKET: KEY CHALLENGES

FIGURE 4 MARKET SIZE IN TERMS OF REALISTIC, PESSIMISTIC, OPTIMISTIC,
AND NON-COVID-19 SCENARIO

FIGURE 5 TOILET SINKS/WATER CLOSETS TO BE THE LARGEST TYPE OF
CERAMIC

SANITARY WARE

FIGURE 6 COMMERCIAL TO BE THE FASTER-GROWING APPLICATION OF
CERAMIC

SANITARY WARE

FIGURE 7 SLIP CASTING TO BE THE LARGEST TECHNOLOGY FOR CERAMIC
SANITARY WARE

FIGURE 8 APAC ACCOUNTED FOR THE LARGEST SHARE IN THE CERAMIC
SANITARY WARE MARKET IN 2019

FIGURE 9 HIGH GROWTH IN DEVELOPING ECONOMIES TO DRIVE THE MARKET
DURING

THE FORECAST PERIOD

FIGURE 10 APAC TO BE THE LARGEST CERAMIC SANITARY WARE MARKET
DURING

THE FORECAST PERIOD

FIGURE 11 CHINA ACCOUNTED FOR THE LARGEST MARKET SHARE IN 2019

FIGURE 12 SLIP CASTING TO BE THE LARGEST TECHNOLOGY SEGMENT

FIGURE 13 COMMERCIAL TO BE THE LARGER APPLICATION

FIGURE 14 INDIA TO BE THE FASTEST-GROWING MARKET DURING THE
FORECAST PERIOD

FIGURE 15 DRIVERS, RESTRAINTS, AND OPPORTUNITIES IN THE CERAMIC
SANITARY

WARE MARKET

FIGURE 16 CERAMIC SANITARY WARE MARKET: CHANGING REVENUE MIX

FIGURE 17 CERAMIC SANITARY WARE MARKET: PORTER'S FIVE FORCES
ANALYSIS

FIGURE 18 CERAMIC SANITARY WARE MARKET: VALUE CHAIN

FIGURE 19 CERAMIC SANITARY WARE MARKET: ECOSYSTEM

FIGURE 20 MARKET ASSESSMENT OF CERAMIC SANITARY WARE PRODUCTS

IN EUROPE

FIGURE 21 GDP GROWTH RATE, BY KEY COUNTRIES, 2020

FIGURE 22 CERAMIC SANITARY WARE MARKET: PRE AND POST COVID-19 SCENARIO

FIGURE 23 SLIP CASTING TO BE THE LARGEST TECHNOLOGY SEGMENT DURING

THE FORECAST PERIOD

FIGURE 24 APAC TO BE THE LARGEST MARKET FOR SLIP CASTING TECHNOLOGY

FIGURE 25 EUROPE TO BE THE SECOND-LARGEST MARKET IN PRESSURE CASTING SEGMENT

FIGURE 26 APAC TO SURPASS EUROPE IN THE TAPE CASTING TECHNOLOGY SEGMENT DURING THE FORECAST PERIOD

FIGURE 27 EUROPE TO BE THE SECOND-LARGEST MARKET IN ISOSTATIC CASTING SEGMENT

FIGURE 28 TOILET SINKS/WATER CLOSETS TO BE THE LARGEST TYPE SEGMENT DURING

THE FORECAST PERIOD

FIGURE 29 APAC TO BE THE LARGEST CERAMIC-BASED TOILET SINKS/WATER CLOSETS MARKET

FIGURE 30 EUROPE TO BE THE SECOND-LARGEST CERAMIC-BASED WASHBASINS MARKET

FIGURE 31 APAC TO BE THE LARGEST CERAMIC-BASED URINALS MARKET

FIGURE 32 APAC TO BE THE FASTEST-GROWING CERAMIC-BASED CISTERNS MARKET

FIGURE 33 MIDDLE EAST & AFRICA TO BE THE SECOND-FASTEST-GROWING CERAMIC-BASED OTHER SANITARY WARES MARKET

FIGURE 34 COMMERCIAL SEGMENT TO LEAD THE MARKET DURING THE FORECAST PERIOD

FIGURE 35 APAC TO BE THE LARGEST CERAMIC SANITARY WARE MARKET IN THE COMMERCIAL APPLICATION

FIGURE 36 APAC TO BE THE FASTEST-GROWING CERAMIC SANITARY WARE MARKET IN

THE RESIDENTIAL APPLICATION

FIGURE 37 APAC TO BE THE FASTEST-GROWING CERAMIC SANITARY WARE MARKET

FIGURE 38 APAC: CERAMIC SANITARY WARE MARKET SNAPSHOT

FIGURE 39 NORTH AMERICA: CERAMIC SANITARY WARE MARKET SNAPSHOT

FIGURE 40 EUROPE: CERAMIC SANITARY WARE MARKET SNAPSHOT

FIGURE 41 CERAMIC SANITARY WARE: MARKET EVALUATION FRAMEWORK, 2016-2020

FIGURE 42 CERAMIC SANITARY WARE MARKET: REVENUE OF KEY PLAYERS, 2016-2020

FIGURE 43 CERAMIC SANITARY WARE MARKET: COMPETITIVE LEADERSHIP MAPPING, 2019

FIGURE 44 CERAMIC SANITARY WARE MARKET (SMALL AND MEDIUM-SIZED ENTERPRISES) COMPETITIVE LEADERSHIP MAPPING, 2019

FIGURE 45 CERAMIC SANITARY WARE MARKET SHARE, BY COMPANY, 2019

FIGURE 46 GEBERIT GROUP: COMPANY SNAPSHOT

FIGURE 47 GEBERIT GROUP: SWOT ANALYSIS

FIGURE 48 LIXIL GROUP CORPORATION: COMPANY SNAPSHOT

FIGURE 49 LIXIL GROUP CORPORATION: SWOT ANALYSIS

FIGURE 50 VILLEROY & BOCH AG: COMPANY SNAPSHOT

FIGURE 51 VILLEROY & BOCH AG: SWOT ANALYSIS

FIGURE 52 RAK CERAMICS: COMPANY SNAPSHOT

FIGURE 53 TOTO LTD.: COMPANY SNAPSHOT

FIGURE 54 TOTO LTD.: SWOT ANALYSIS

FIGURE 55 HSIL: COMPANY SNAPSHOT

FIGURE 56 DURATEX SA: COMPANY SNAPSHOT

FIGURE 57 ROCA SANITARIO S.A.: COMPANY SNAPSHOT

FIGURE 58 ROCA SANITARIO S.A.: SWOT ANALYSIS

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