

# **Ceramic Sanitary Ware Market By Product Type (Toilet Sinks/Water Closets, Wash Basins, Pedestals, and Cisterns), Technology (Slip Casting, Pressure Casting, Tape Casting, and Isostatic Pressing) And Geography (North America, Asia-Pacific, Europe and RoW) - Global Trends & Forecast To 2019**

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## **Abstracts**

The growth in the real estate industry together with the changing preferences of the consumers towards hygienic products is driving the market for ceramic sanitary ware. The ceramic sanitary ware products are required in public, residential and commercial areas.

Asia-Pacific accounts for a major share in the ceramic sanitary ware market. The booming construction industry in the region gives rise to the increased demand for sanitary ware products. The increasing disposable income of the consumers in China and India is driving the market for high quality ceramic products. Thus, the ceramic sanitary ware products have become the products of choice in the region.

However, the factors that hinder the growth of the ceramic sanitary ware market are the environmental concerns. The production process for ceramic sanitary ware products involves processes that lead to the release of harmful gases, wastewater and solid waste into the environment. The stringent regulations in Europe and North America do not allow the discharge of harmful gas in the environment and thus, the regulations can pose a threat to the market for ceramic products.

There are also numerous opportunities for the ceramic sanitary ware market in the developing nations. Booming real estate market in Brazil acts as a driver for the ceramic

sanitary ware products. The demand for sanitary ware products arises particularly from China, India and Thailand. The rapid economic developments in China and India act as a key driver for the market. Moreover the increasing disposable income of the consumers and changing consumer preferences also acts as a driving force for ceramic sanitary ware products.

In terms of technology slip casting accounts for a major share. However, the demand for pressure casting is also increasing in many regions. Followed by Asia-Pacific, Europe is the second-largest market for ceramic sanitary wares. The European ceramic sanitary ware market is principally focused on delivering high-quality products to its consumers. The products are tailored to meet the specific requirements of the end consumers coupled with tremendous pre and post sales services.

The global ceramic sanitary ware market is analyzed in terms of revenue (\$million) for all regions and their respective major countries. The market is segmented on the basis of product types, technologies and regions. The report forecasts revenue of the global ceramic sanitary ware market with respect to five main regions such as North America, Europe, Asia-Pacific, and RoW.

The market research study provides a detailed qualitative and quantitative analysis of the ceramic sanitary ware market. Various secondary sources have been used, such as encyclopedia, directories, and databases to identify and assemble information useful for this extensive commercial study of the ceramic sanitary ware market. The primary sources—experts from related industries and suppliers—have been interviewed to obtain and verify critical information as well as to assess the future prospects and market estimations.

This report analyzes various marketing trends and establishes the most effective growth strategy in the market. It identifies market dynamics such as drivers, restraints, and opportunities. Major companies such as American Standard Brands (U.S.), Roca Sanitario S.A. Spain) and Toto Ltd. (Japan), and others have also been profiled in this report.

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## About

The report "Ceramic Sanitary Ware Market by Product (Washbasins, Toilet Sinks, Cisterns, Pedestals, and Others), by Technology (Slip Casting, Tape Casting, Pressure Casting, and Isostatic Pressing), and Region-Trends & Forecasts To 2019", defines and segments the ceramic sanitary ware market with an analysis and forecast of the ceramic sanitary ware market size by value.

The ceramic sanitary ware market size by value is projected to reach \$46 billion by 2019, with a CAGR of 10.1% between 2014 and 2019.

This research report categorizes the market for ceramic sanitary ware on the basis of raw materials, product type, technology, and by region in terms of revenues, volumes, and analyzing trends in each of the sub-markets.

The leading players in ceramic sanitary ware market include

Roca Sanitario S.A.(Spain)

Toto Ltd. (Japan)

American Standard Brands (U.S.)

Kohler Co. (U.S.) among several others.

The ceramic sanitary ware market is mainly driven by the growth in the real estate market. In developed economies, the demand for ceramic sanitary ware products is driven by the replacement need. The shift of production from developed nations to developing nations and changing consumer preferences for luxury products are also driving the market for ceramic sanitary ware products. Consumers in the developing nations are emphasizing more on look and feel; hence it acts as a driver for the market.

The release of harmful gases, waste water, and solid waste are the biggest restraints for the ceramic sanitary ware market. The manufacturing of ceramics releases nitrogen

oxides, particulate matter and sulfur oxides into the air that pose a threat to the environment.

The report covers the ceramic sanitary ware market and its trends concerning four regions, namely, North America, Europe, Asia-Pacific, and RoW. The various product types, such as toilet sinks, wash basins, cisterns and pedestals are covered. Technologies used to manufacture ceramic sanitary ware products, such as slip casting, pressure casting, tape casting, and isostatic pressing are included along with their estimated market revenues and consumption trends.

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