

# **GCC Ceramic Tiles And Sanitary Ware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)**

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## **Abstracts**

The GCC Ceramic Tiles And Sanitary Ware Market size is estimated at USD 9.23 billion in 2024, and is expected to reach USD 12.08 billion by 2029, growing at a CAGR of 5.52% during the forecast period (2024-2029).

The market's expansion can primarily be credited to the rising construction expenditure in GCC nations such as Saudi Arabia, UAE, Bahrain, and Kuwait. Anticipated to surge significantly in the coming years, demand for ceramic tiles in this region is driven by their durability, rigidity, and user-friendly qualities. Moreover, the accessibility and installation options of ceramic tiles in a diverse range of colors, textures, and dimensions are poised to enhance their popularity for both wall and floor applications.

The GCC construction sector is expected to benefit from implementing several government- and private-led infrastructure projects as part of the GCC governments' efforts to diversify their oil-dependent economies. For example, the Qatari government has been investing heavily in developing new sports arenas, hotels, airport terminals, and affordable housing developments in preparation for the Qatari National Vision Program (NVP) 2030.

Ceramic tiles are used in most homes because they are cheap, durable, and resistant to shocks, stains, and grime. They are available in various patterns and colors, making them ideal for creating stone and wood patterns.

The Saudi, UAE, and Qatar governments are increasing their investment in construction projects to support economic development in their respective countries. As a result, the construction industry is expected to see an increase in demand over the next few years.

The GCC region is experiencing rapid urbanization, which has created a need for sanitary ware to meet the growing demand for modern and functional bathroom and kitchen fixtures. As the number of construction and infrastructure projects continues to grow, particularly in urban areas, there is an increase in the need for modern and functional sanitary ware and ceramic tiles. This is because urban dwellers are looking for modern and practical bathroom and kitchen fixtures, which is driving the growth of the sanitary ware market in the GCC.

## GCC Ceramic Tiles And Sanitary Ware Market Trends

### Rising Demand for Floor Tiles is Boosting the Growth in the Market

The floor tile application segment led the market with the highest percentage of shares, as these tiles are stain-resistant, maintenance-free, and less expensive than stone- and marble-based flooring tiles. The growing use of microcrystal technology to produce tiles with smooth surfaces, clear textures, good looks, and high durability is also likely to contribute to this segment's future growth.

Low-cost, maintenance-free ceramic tiles are rapidly replacing traditional marble and stone floors. Technological improvements, such as the development of digital printing processes, have made ceramic floor tiles more popular. New printers have unique characteristics, e.g., high resolution and nanometer-grade printing and multiple layers of printed media on different surfaces or textures.

Demand for ceramic wall tiles is expected to increase over the next few years. Because they're less expensive and last long, ceramic tiles can be used in many homes and businesses instead of stones. Due to the growing number of people who wish to make their own ceramic tiles using 3D printing, the ceramic tile market is also expected to grow.

In addition to being used as exterior or interior floors, wall coverings, claddings, and countertops, ceramics can be used for other purposes. The technology makes it easy to produce tiles made of natural materials such as stone, marble, and wood. One of the fastest-growing materials for cladding applications is brick-type tiles.

## Saudi Arabia Will Continue to Dominate the Ceramic Tiles and Sanitary Ware Market

The country's rapidly expanding population drives the construction industry in Saudi Arabia. The government's increased investment in railway and road infrastructure will continue to drive the ceramic tiles market growth in Saudi Arabia over the next few years. The residential application segment is expected to grow significantly in the next few years, especially in the GCC and UAE. Saudi Arabia, which has the fastest-growing construction industry in the GCC, offers significant growth opportunities due to its vast wealth and strong market. The Saudi government has announced several initiatives that are expected to boost the residential application segment.

Under the Vision 2030 project, the construction of over 555,000 units of housing, 275,000 rooms of hotel accommodation, 4.3 million square meters of retail space, and 6.1 million square meters of new office space was planned for 2030, making Saudi Arabia the market leader in the GCC construction industry.

## GCC Ceramic Tiles And Sanitary Ware Industry Overview

The ceramic tiles and sanitary ware market in GCC is moderately fragmented. Manufacturers and distributors have always been part of the market. However, the market is dominated by distributors who import products from different countries. The regional companies compete with each other based on innovation and creativity to keep up with the changing consumer behavior. However, with the development of technology and innovation, mid-sized to small-sized companies are expanding their presence in the market by winning new contracts and entering new markets. Some of the major players dominating the market are RAK Ceramics, Jaquar Middle East, Saudi Ceramics, Forsan Ceramics, and Seedal Ceramics.

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## Contents

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
  - 4.2.1 Increased Spending on Home Renovations and Luxury Bathroom Fittings Driving the Market Growth
  - 4.2.2 Increasing Government Spending on Infrastructure Projects including Residential and Commercial Buildings Boosting the Market
- 4.3 Market Restraints
  - 4.3.1 Highly Competitive Market with Numerous Local and International Players
  - 4.3.2 Volatility in the Prices of Raw Materials Used in the Production of Ceramic Tiles
- 4.4 Market Opportunities
  - 4.4.1 There is a Growing Demand for Eco-Friendly and Energy Efficient Ceramic Tiles & Sanitaryware
  - 4.4.2 Advancements in Visually Appealing Ceramic Tiles & Sanitaryware
- 4.5 Value Chain / Supply Chain Analysis
- 4.6 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.6.1 Bargaining Power of Buyers/Consumers
  - 4.6.2 Bargaining Power of Suppliers
  - 4.6.3 Threat of New Entrants
  - 4.6.4 Threat of Substitute Products
  - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights into Technological Advancements in the Industry
- 4.8 Impact of COVID 19 on the Market

### 5 MARKET SEGMENTATION

- 5.1 By Product

### 5.1.1 Tiles

#### 5.1.1.1 Wall tiles

#### 5.1.1.2 Floor tiles

#### 5.1.1.3 Other Products

### 5.1.2 Sanitary ware

#### 5.1.2.1 Water Closets

#### 5.1.2.2 Wash Basins

#### 5.1.2.3 Cisterns

#### 5.1.2.4 Pedestals

#### 5.1.2.5 Bidet

### 5.2 By End-User

#### 5.2.1 Residential

#### 5.2.2 Commercial

### 5.3 By Country

#### 5.3.1 United Arab Emirates

#### 5.3.2 Saudi Arabia

#### 5.3.3 Qatar

#### 5.3.4 Kuwait

#### 5.3.5 Bahrain

#### 5.3.6 Oman

## 6 COMPETITIVE LANDSCAPE

### 6.1 Market Competition Overview

### 6.2 Company Profiles

#### 6.2.1 RAK Ceramics

#### 6.2.2 Jaquar Middle East

#### 6.2.3 Saudi Ceramics

#### 6.2.4 Forsan Ceramics

#### 6.2.5 Seedal Ceramics

#### 6.2.6 General ceramics

#### 6.2.7 Porcellan Co. LLC

#### 6.2.8 Al Khaleej Ceramics Co. LLC

#### 6.2.9 Riyadh Ceramics

#### 6.2.10 Gulf Ceramics\*

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 DISCLAIMER AND ABOUT US

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