

# China Sanitary Ware Industry Report, 2014-2018

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## Abstracts

With the deepening of China's urbanization, continuous improvement of people's living standards and increasing requirements on housing comfort, the demand for sanitary ware has grown, leading to steady growth of sanitary ware market in China. In 2014, China's sanitary ware market size reached RMB109.5 billion, registering a CAGR of 12.4% from RMB54.2 billion in 2008.

The Chinese sanitary ware products can be divided into ceramic sanitary ware (e.g. toilet, bidet, wash basin, sink, mop sink, toilet roll holder and soap box) and non-ceramic sanitary ware (e.g. bathtub, bathroom cabinet, faucet, flusher, hand dryer and electronic parts). In 2014, the ceramic sanitary ware market size rose 15.8% year on year to RMB55.52 billion, making up about 50.7% of the total sanitary ware market size, firstly exceeding the non-ceramic sanitary ware market worth RMB54 billion.

China's sanitary ware industry features a high degree of marketization, fierce competition and low concentration. Sanitary ware companies there can be roughly grouped into the three. First, sole-proprietorship or joint-venture ones of world-renown companies which boast rich capital and R&D strength, such as TOTO, KOHLER, AmericanStandard and Roca; second, some joint ventures and stronger Chinese companies whose products are positioned at high and mid-end markets, represented by ARROW, FAENZA, MONARCH, HUIDA, HEGII, Bolina, etc.; third, small and medium-sized private ones with small scale and decentralized production, aimed at low-end market. On the one hand, foreign well-known companies have occupied the high-end sanitary ware market in China and seen product line gradually extending towards the local-counterpart-based mid-end market. On the other hand, local Chinese enterprises become more competitive through continuous research and development, independent innovation, brand management, and expanding their product structure from the low and mid-end market to the foreign-brand-dominated high-end market.

China Sanitary Ware Industry Report, 2014-2018 highlights the followings:

Overview of sanitary ware industry in China, including definition and classification, historical development, policies and regulations, etc.;

Analysis of sanitary ware market in China, consisting of market size, competition pattern, imports and exports, regional markets, etc.;

Analysis of sanitary ware market segments in China, involving market size and competition pattern of ceramic and non-ceramic sanitary ware market, etc.

17 sanitary ware companies at home and abroad e.g. TOTO, KOHLER, LIXIL, Roca, HCG, ARROW, FAENZA, MONARCH, RYOWA, ANNWA, HEGII and Bolina, including their profile, financials, production and sales, customers, featured products, R&D, distribution of production bases, technical features, etc.

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