

# Sanitaryware Market in India: Construction Boom Driving Demand Growth

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The sanitaryware market in India has grown rapidly during the last 5-6 years, with key players doubling their production capacities. India has emerged as a major bath and sanitaryware market in the Asia-Pacific region.

The organized sector comprises more than half of the total market by value. The major threat for the industry is from the unorganized sector, which provides products at low prices. In terms of market value, organized players lead the market but on the other hand in terms of volume, unorganized players hold the major share.

Housing and institutional sectors are the major growth drivers. At present, housing demand is rapidly rising and with increasing purchasing power people have started taking interest in premium sanitaryware products. Sanitaryware demand comes from new projects as well as from replacement market.

The report analyzes the Indian sanitaryware market. It begins with a discussion of the worldwide sanitaryware market and then analyzes Indian sanitaryware segments. Apart from analyzing the key trends prevalent in the market, the report also discusses the major sectors in the market and growth drivers. It also profiles major players with a discussion of their key business strategies.

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