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Ceramics: Market Shares, Strategies, and Forecasts, Worldwide, 2014 to 2020

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Abstracts

The 2014 study has 575 pages, 177 tables and figures. The vendors in the ceramics industry have to invest in high-quality production processes, logistics systems that guarantee fast delivery, and the development of innovative products in order to keep market share. Worldwide ceramics markets are increasingly diversified, poised to represent significant size as every segment continues to grow. Ceramics covers a broad range of sectors within the building industry. Ceramics sub-sectors are being impacted by the need for the availability of raw materials and the high costs of energy. As solar energy becomes available, competitive, and affordable by 2016, this is set to create vast market shifts in the ceramics markets. The cost structures of energy-intensive ceramics producers are impacted by increasing fuel prices. The ceramics manufacturing process needs efficient energy. High energy costs for manufacturing is changing markets, hindering the competitiveness of ceramics producers without access to cheap fuels. The price of energy has risen. Ceramics sectors substantially mirror the change in the price of crude oil. Energy costs account for a measurable share of operating costs. Ceramic segments include roof tiles, floor tiles, bricks, sanitary pottery, ceramic insulation, glass, cement, and refactory clay bricks. There are many different types of ceramic tiles including refractory tiles, technical tiles, ornamental tiles, roofing tiles, and tiles made into stands. The ceramics sector is faced with a number of competitiveness challenges, many of which have been fuelled by globalization. Increased environmental regulation continues to be an issue. The increase in the number of comparative low-cost ceramics products being imported from emerging economies is a sign that in some sectors, particularly in the ceramic tableware sub-sector, the local competitive advantage on the basis of cost is diminishing. Major global players are emerging in many ceramics subsectors, especially in wall and floor tile manufacturing. A key competitiveness factor for the ceramics sector is increased environmental regulation and control. The relatively high energy-intensity of ceramics production, brought about

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by the need to heat kilns up to 2000°C, makes the reduction of carbon dioxide emissions challenging. The technologies and techniques used in ceramics production to minimize energy use by kilns are already advanced. Major short-term future increases in efficiency are unlikely. According to Susan Eustis, lead author of the WinterGreen Research team that prepared the study, “The effects of globalization on the ceramics industry include potential economic benefit for market participants who are able to expand globally. Globalization of the ceramics sector has encouraged specialization in many markets. Within the EU, vendors have become world leaders in producing value added ceramics products, many of which are manufactured by flexible and innovative SMEs. Globalization opportunities have encouraged firms to extend their activities to an international arena. A systematic review through the framework profile of the ceramics sector was undertaken, covering the regulatory conditions, the framework conditions, and the conditions. The review was based on a literature survey and interviews with market participants and users.” Consideration of ceramics market forecasts indicates that markets at $296.2 billion will reach $502.8 billion by 2020. Growth comes as every industry achieves efficiency in manufacturing process and renewable energy efficiency. The vendors in the ceramics industry have to invest in high-quality production processes, logistics systems that guarantee fast delivery and the development of innovative products in order to keep market share. WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment. WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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Corning

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Kronos Worldwide

Libbey

Lixil / American Standard

Mohawk Industries

Nippon Sheet Glass Co Ltd

Owens-Illinois

PPG

Roca

SCHOTT

Samsung Electronics Co., Ltd

Saint-Gobain

Cemex

Market Participants

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Casalgrande Padana

Ceramiche Caesar

Ceramiche Sant’agostino

Ceradyne

Coem

Atlas Concorde and Caesar

Coop. Ceramica imola group

Dong Xu Ltd

Dora Tiles

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?i?ecam

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Key Topics

Ceramics

Glass

Cement

Concrete

Building Industry

Low Iron Glass

Solar Glass

roof tiles

floor tiles

Bricks

Sanitary Pottery

Ceramic Insulation

Glass bottles

Cement for Roads

Refactory clay bricks

Bricks

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Sanitaryware Easy care

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About

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