

## **Italy Ceramic Tiles Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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### **Report description:**

The Italy ceramic tiles market is expected to witness strong growth in the forecast period. The growth of the Italian ceramic tiles industry has been majorly driven by the technological changes which involve process invention, adoption, and diffusion of new techniques in the industry. Additionally, the high mobility of specialized workers and salesmen has also guided the development of the Italian ceramic tiles industry.

Italy is one of the leading producers and leading exporters of ceramic tiles. Italy is also one of those countries are also where tile trends are born and thus the players keep on introducing various innovations in their ceramic tile product offerings.

Italian ceramic tiles can be used as a surface covering on floors, walls and architectural volumes and are ideal for both interiors and exteriors. Italian ceramic tiles feature the excellence of Italian design and make a significant contribution to all aspects of bathroom interiors, including floors, walls, shelves, and the shower enclosure.

Italy Ceramic Tiles Market Trends

Increasing Production of Ceramic Tiles in Italy

Italian companies use the latest technologies to produce high-quality ceramic tiles with outstanding technical and environmental characteristics. The Italian ceramic tile industry manufactures products with high design content that lend unique, distinctive qualities to living spaces. They are produced using modern technologies that ensure attention to the environment and workplace safety and optimize the use of resources in accordance with the highest performance standards.

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With continued investment in production equipment's many companies especially the Italian tile manufacturers are expanding their range of thicknesses and coming up with tiles ranging from 3-30 millimeters including a new 12-millimeter-thick porcelain tile specifically designed for kitchen countertops, bathroom vanities, tables, and outdoor kitchens. Due to their ability to withstand frost and thermal shock, ceramic tiles are ideal for use in exteriors, where they deliver wear-resistance and durability. These factors are fuelling the demand for ceramic tiles in Italy and the market is expected to witness further growth in upcoming years.

#### Exports of Ceramic Tiles from Italy

The contributing factors such as the Industry 4.0 tax incentives which were used effectively by companies in the sector, improvements in competitiveness deriving from the use of more advanced technologies, modernization of factories and production lines and consequently improved confidence in the investors are some of the major factors that have strengthened the ceramic tiles industry in Italy.

Italy is one of the largest exporters of ceramic tiles in the world. The country majorly exports its ceramic tiles to countries like Germany, the United States, and France. Italy exports nearly 70-80% of its ceramic tiles and in 2018, Italy generated ceramic tiles sales of nearly 5.4 billion euros while exports accounted for 4.5 billion euros.

#### Italy Ceramic Tiles Market Competitor Analysis

The Italy ceramic tiles market is highly competitive and fragmented. Some of the major players in the market are Marazzi, Concorde, Cooperativa Ceramica d'Imola and Gresmalt Group. The ceramic tile companies in Italy are continuously experimenting with color, size, and patterns to create one-of-a-kind ceramic tiles for the consumers. These developments and trends are likely to dominate the ceramic tile market in the upcoming years.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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