

Philippines Ceramic Tiles - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Philippines Ceramic Tiles Market size is estimated at USD 3.89 million in 2024, and is expected to reach USD 5.26 million by 2029, growing at a CAGR of 6.26% during the forecast period (2024-2029).

Key Highlights

- Some of the major factors fuelling the demand for the ceramic tiles industry in the country are increasing construction activities, rising disposable income, and increased population in the country.
- Furthermore, the growing urbanization in the country will further lead to surging demands for utilities and, subsequently, to increased housing demands. This trend is estimated to be consistent over the forecast period and is expected to boost the ceramic tiles market growth.
- The companies are using the latest production technology automation, such as monopteros or single-fire technology, to enhance product quality and improve the cost efficiency of ceramic tiles. The ceramic tiles are distributed in the Philippines through exclusive and nonexclusive distributors. Distributors pass these products on to dealers (who sell to end-users) or retail the products themselves.
- The increased use of ceramic tiles was much higher than predicted, resulting in increased market demand and growth in the ceramic tile industry. Companies must improve their quality with specific and modern ceramic tile technology in order to compete in domestic and international markets at reasonable prices. Most Philippine ceramic tiles are now using the most recent ceramic tile technology, such as monopteros or single-fire technology, to improve product quality and, as a result, the ceramic tile industry's cost efficiency.
- Ceramic tiles are superior to regular tiles because they are aesthetically pleasing, solid, and long-lasting. These are some of the critical factors that have led to the use of ceramic tiles on numerous construction sites throughout the Philippines.
- In the Philippines, ceramic tiles are seen as one of the most important yet common forms of materials to be used in construction.

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China is the leading importer of ceramic tiles in the country. The country also imports ceramic tiles, with Italian tiles accounting for 3% and Spanish tiles accounting for 9% of total ceramic tile imports to the Philippines. In terms of exports, Japan remains the key foreign market for ceramic tile exports from the Philippines, followed by American Samoa and the United States.

Philippines Ceramic Tiles Market Trends

Growth of Construction Sector to Drive Demand for Ceramic Tiles

- The growth of the Philippines' ceramic tiles industry is hinged on the growth of the construction industry, which is the related industry of the property sector. The construction business in the country is currently witnessing positive growth, with a rise in residential as well as commercial construction throughout the country.
- As of 2022, the gross value added generated by the construction sector in the Philippines was approximately 1.4 trillion Philippine pesos. The construction sector's value-added has fluctuated over the last four years. On March 28, 2019, the Department of Trade and Industry (DTI) and the Philippine Contractors Association (PCA) launched the Construction Industry Roadmap 2020-2030 with the theme "Tatag at Tapat 2030," which will ensure the sustainability of the construction industry's growth and competitiveness. The roadmap will also serve as a supplement to the government's massive infrastructure program, "Build Build Build."
- The increase in residential buildings is likely to boost the demand for ceramic tiles as ceramic tiles find application for floorings and walls during the construction of buildings. Ceramic tiles are used widely in houses as they are durable, offer lower maintenance, and are cost-effective. Ceramic tiles are mainly used in the living room, kitchen and bathroom walls, and other spaces. These products are commercially available in a wide range of colors, sizes, and textures, thus gaining consumer attraction for high-end flooring applications.

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Floor Tiles is the Dominant Category

- When it comes to home interior design, one of the most important elements is ceramic floor tiles in the Philippines. Floor tiles help improve the aesthetic appeal of houses. Mosaic tiles are one of the most popular floor tile designs in the Philippines. Mosaics are known for being a mix of colors and patterns that help create one final design. Ease of replacement and installation are some major characteristics of ceramic tiles which makes them ideal for flooring.
- The growing presence of designers and architects for the application of porcelain ceramic tiles for flooring in the non-residential segment is anticipated to fuel product demand. The growing development of residential infrastructures, such as apartments and housing units, and non-residential infrastructure in the country, such as agricultural, institutional, industrial, and commercial, are also witnessing an increase in demand for ceramic floor tiles in the country.

Philippines Ceramic Tiles Industry Overview

The ceramic tile business in the Philippines is distinguished by a blend of local and international brands. The market is competitive, with a large number of companies in the business. While no dominating businesses control the industry, certain corporations have built a strong presence and enjoy a significant market share. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

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Some of the leading players in the market are Mariwasa Siam Ceramics Inc, Formosa Ceramic Tiles Manufacturing Corp. (Ten Zen Tiles), Eurotiles Industrial Corp., White Horse Ceramic, La Europa Ceramica, Floor Center, TILE Center, Machuca Tile, Galleria Ceramica, Niro Ceramic Philippines Inc. among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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