

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

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Report description:

The Thailand Ceramic Tiles Market size is estimated at USD 0.82 billion in 2024, and is expected to reach USD 1.17 billion by 2029, growing at a CAGR of 7.56% during the forecast period (2024-2029).

Key Highlights

- The outbreak of the COVID-19 pandemic had a significant impact on the Thailand ceramic tiles market, as it had on many other industries globally. The pandemic disrupted the supply chain of raw materials required for ceramic tiles production, resulting in delays in production and delivery times. The construction industry, which is the major end-user of ceramic tiles, was severely impacted by the pandemic due to a slowdown in construction activity and reduced consumer spending. As a result, demand for ceramic tiles decreased, leading to a decline in sales and revenue.
- Due to the pandemic, there was increased adoption of e-commerce in Thailand, leading to a shift in the distribution channel of ceramic tiles from physical stores to online stores. Overall, the pandemic significantly impacted the Thailand ceramic tiles market. However, as the world adapts to the new normal, the market is expected to recover gradually as the construction industry picks up pace and demand for ceramic tiles increases.
- The ceramics industry is one of the oldest industries in Thailand. Some of the major factors driving the demand for ceramic tiles in the country include expansion in the construction sector with an increase in residential units, a rise in consumer expenditure, and growing urbanization in the country. In Thailand, ceramic tiles are sold to homeowners and contractors for condominium and large-scale property development projects, such as office/shopping complexes.
- Architects and interior designers often influence customer choices for ceramic tile products in the country. The leading foreign markets for Thai glazed ceramic and mosaic tiles are the United States, Australia, Germany, Singapore, and the Netherlands. Thailand has some of the largest and most successful tile manufacturers, who are constantly innovating in terms of product offerings in the country, which is expected to further fuel the demand for ceramic tiles in the region in upcoming years.

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Thailand Ceramic Tiles Market Trends

Rising Imports of Ceramic Tiles in Thailand

- The rising imports of ceramic tiles in Thailand indicate an increasing demand for these products. This could be due to several reasons such as a growing construction industry, rising urbanization, and an increase in disposable income among consumers. Thailand's construction industry has been growing steadily over the past few years, which has led to an increase in demand for building materials such as ceramic tiles.
- Additionally, the country's urbanization rate has been increasing, with more people moving to cities and urban areas. As a result, there is a greater need for the construction and renovation of buildings, which includes the use of ceramic tiles.
- Furthermore, the increase in disposable income among consumers has also contributed to the rise in imports of ceramic tiles in Thailand. As consumers have more money to spend, they are more likely to invest in home renovation projects, which often involve the use of ceramic tiles. Overall, the rising imports of ceramic tiles in Thailand indicate a positive trend for the construction and renovation industry, as well as for the country's overall economic growth.

Glazed Ceramic Tiles are the Dominant Category

- Glazed ceramic tiles are witnessing increased popularity in the region. Glazed ceramic tiles with shiny or matte finishes are widely used in the region, and they are mainly used to cover floors, walls, and counters. The demand for these tiles can be segmented into the high, medium, and low end. High-end users seek quality and new designs with little price sensitivity.
- Low-end users are price sensitive at the expense of quality and design, and medium-range users' needs fall between these extremes.
- Glazed ceramic tiles also are highly water-resistant, due to which these ceramic tiles are increasingly used for applications in wet areas, such as bathrooms and kitchens and other areas, which are expected to further increase the demand for glazed tiles in the country.

Thailand Ceramic Tiles Industry Overview

The Thai ceramic tiles market is fragmented and competitive, with the presence of some major players, like SCG Ceramics, Kenzai, and Dynasty Ceramics. International Ceramic tile manufacturers are also gaining prominence in the region, and the local players are constantly trying to innovate their product offerings by enhancing product quality and introducing varied designs to sustain the rising competition in the market.

Additional Benefits:

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

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