

## **United States Ceramics Tableware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The United States Ceramics Tableware Market size is estimated at USD 6.20 billion in 2024, and is expected to reach USD 8.58 billion by 2029, growing at a CAGR of 6.69% during the forecast period (2024-2029).

Ceramic tableware can be predominantly cut down into three different categories, namely beverageware, tableware, and flatware. Ceramic tableware is usually made from clay such as bone china, porcelain, and stoneware. Ceramic tableware helps add a unique and personal touch to restaurants, hotels, and even homes. Dinnerware and beverageware which are made of ceramic can easily be clean and stain-resistant as well. These ceramic beverage wares are leakproof and it is most idyllic for hot and cold beverages such as tea, soup, and curd. In the United States, the tableware market is robust and expected to witness substantial growth in the upcoming years. The United States is the biggest importer of ceramic tableware products in the world.

During COVID-19, the global tableware market witnessed sluggish growth and suffered substantial losses during the first half of 2020. Sales in the market were dampened by the imposition of lockdown and halt in production activities. However, in 2021, demand in the tableware market recovered from its initial collapse, thanks to growing commercial sectors, particularly the hospitality sector, which is influencing the growth of the global tableware market.

Some of the major factors fuelling the growth of ceramic tableware in the United States include a rising number of home renovation projects, increasing household units, and the increasing installation of modular kitchens.

Furthermore, rapid growth in the food and beverage and home decor industries is anticipated to increase the demand for ceramic tableware in the forecast period. There is also a rising boom in the e-commerce segment, which has created lucrative opportunities for producers and suppliers in the ceramic tableware industry in the United States to sell their products through

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online platforms.

## US Ceramics Tableware Market Trends

### Increase in Product Development Activities Create Lucrative Prospects in Ceramic Tableware Market

The ceramic dinnerware segment includes plates, bowls, mugs, saucers, and cups. Ceramic tableware products are witnessing an increasing demand in this category in the US market, due to their aesthetic appeal and attractive features, such as more extended durability. Owing to the unique designs of handmade crockeries, several businesses across the US are inclining toward the use of such products in place of mass-produced dinnerware.

The suppliers of ceramic tableware products in the country are witnessing increased sales of casually styled ceramic dinnerware products such as ceramic dinner sets rather than expensive formal styles made from porcelain and bone china.

Lenox, Noritake, Wedgwood, Royal Doulton, and Mikasa dominate the ceramic dinnerware market in the United States. The players are coming up with innovations in dinnerware products in terms of design, such as bringing natural handcrafted looks. Furthermore, major manufacturers are increasing their R&D activities to develop more durable, unique, and sustainable ceramic tableware. These factors are expanding the horizon of the ceramic tableware market

### Increased Spending on Home and Kitchen Renovation Projects is Driving the Market

The increase in home renovation and kitchen renovation projects is expected to be one of the significant driving trends in the US market for ceramic tableware. The United States has one of the highest home renovation projects in the world. In addition, the average spending on dining renovation is also increasing.

The trend in home renovation is anticipated to continue to grow during the forecast period. Furthermore, a considerable amount of revenue from home and dining renovation projects is expected to flow into ceramic tableware products, which may boost market growth.

Apart from the increasing home renovation and modular kitchen projects, the strong distribution network between manufacturers and retailers, coupled with the rapid increase of online retail sales, are some other factors that may fuel the market growth further during the forecast period.

## US Ceramics Tableware Industry Overview

The US ceramic tableware market is competitive and fragmented with the presence of players, such as Lifetime Brands, Meyer, Newell Brands, Lenox, and The Oneida Group. The market is witnessing increased mergers and acquisition activity, as players are trying to expand their product portfolio by merging with local players. The major brands are likely to focus on the innovation of new products and R&D activities to strengthen their footprint in the ceramic tableware market.

### Additional Benefits:

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

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