

## **Global Ceramic Sanitary Ware Market Report and Forecast 2024-2032**

Market Report | 2024-05-01 | 191 pages | EMR Inc.

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### **Report description:**

Global Ceramic Sanitary Ware Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the global ceramic sanitary ware market reached a value of nearly USD 39.02 billion in 2023. Aided by rapid technological advancements and increasing demand for minimalist designs, the market is projected to grow at a CAGR of 6.2% between 2024 and 2032 to reach a value of around USD 67.06 billion by 2032.

Ceramic sanitary ware products, known for their durability, hygiene, and aesthetic appeal, are essential components in bathrooms and kitchens. These products include toilets, washbasins, pedestals, cisterns, and bidets, among others.

Ceramic sanitary ware is favoured for its long-lasting properties, resistance to chemical and scratch damage, and ease of cleaning. This makes it a preferred choice for residential, commercial, and industrial applications. The ceramic sanitary ware market expansion is significantly driven by the rising demand for modern and luxurious bathroom fittings, coupled with increasing global urbanisation and improvements in living standards.

One of the primary factors propelling the ceramic sanitary ware market growth is the increasing emphasis on sanitary and hygiene standards, especially highlighted by the recent global health crises. This has led to heightened consumer awareness and demand for high-quality sanitary installations. Additionally, the booming construction industry, both in residential and commercial sectors, globally fuels the demand for ceramic sanitary ware.

The market is also benefiting from technological advancements in ceramic materials and manufacturing processes, which have enhanced the quality and variety of designs available, making them more appealing to a broader audience. Innovations such as water-saving toilets and anti-microbial surfaces are aligning with global sustainability trends and public health priorities, further stimulating the ceramic sanitary ware market growth.

The ceramic sanitary ware market is witnessing several exciting trends and innovations that are shaping its future. One of the significant trends is the integration of smart technology into bathroom fixtures. Smart toilets and automated faucets that offer features such as touchless technology, self-cleaning capabilities, and integrated bidet functions are becoming increasingly popular. These features not only enhance convenience and hygiene but also appeal to the tech-savvy consumer base looking for high-tech home solutions. This is expected to contribute towards the ceramic sanitary ware market expansion.

Another trend is the increasing consumer preference for minimalistic and sleek designs in bathroom fittings. This has led

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manufacturers to innovate in terms of both aesthetics and functionality, offering products that are not only visually appealing but also space-saving. Wall-hung toilets and under-counter wash basins are examples of products that cater to this trend, providing a modern look while maximising space efficiency.

The Asia Pacific dominates the global ceramic sanitary ware market share, attributed to rapid urbanisation, increasing disposable incomes, and substantial investments in infrastructure development across major economies such as China and India. The region is expected to maintain its leadership stance, driven by the ongoing construction boom, and increasing focus on upgrading sanitary facilities.

Europe and North America are also significant markets, with growth driven by remodelling activities and the replacement of old installations with new, efficient, and aesthetically superior models. These regions are particularly sensitive to eco-friendly products, which align with the regulatory environment promoting water conservation and sustainable building materials.

Despite the promising growth prospects, the ceramic sanitary ware market faces several challenges. The high cost of premium designs and the fragility of ceramic goods pose logistical and affordability issues that could restrain the market growth. Moreover, the competition from alternative materials like polymers and composites, which offer comparable benefits at potentially lower costs, continues to intensify.

Looking forward, the ceramic sanitary ware market is expected to grow robustly, driven by continuous innovations, rising global demand for luxury sanitary ware products, and increasing investments in infrastructure projects. As market participants continue to evolve, integrating technological advancements and sustainability practices will be crucial in maintaining competitiveness and meeting the growing global demand for efficient and stylish sanitary solutions.

Overall, the future of the ceramic sanitary ware market looks promising, with multiple opportunities for growth in both developing and developed regions, spurred by ongoing trends in health, hygiene, and sustainability.

#### Market Segmentation □

The market can be divided based on product type, distribution channel, end use, and region.

##### Market Breakup by Product Type

- Washbasins
- Urinals
- Toilet Sinks and Water Closet
- Others

##### Market Breakup by Distribution Channel

- Offline
- Online

##### Market Breakup by End Use

- Residential
- Commercial

##### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global ceramic sanitary ware market. Some of the major players explored in the report by Expert Market Research are as follows:

- Roca Sanitario, S.A
- Kohler Co.
- Geberit AG

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- TOTO Ltd.
- Corona Industrial S.A.S.
- LIXIL Corporation
- Huida Sanitary Ware Co.,Ltd.
- Cersanit S.A.
- RAK Ceramics PJSC
- Cera Sanitaryware Limited
- Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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