

Europe Ceramic Tiles - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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Report description:

The Europe Ceramic Tiles Market size is estimated at USD 8.10 billion in 2025, and is expected to reach USD 10.44 billion by 2030, at a CAGR of 5.2% during the forecast period (2025-2030).

The European ceramic tiles market is a significant part of the construction industry, valued at billions of euros annually. It is characterized by a wide range of products, including ceramic, porcelain, and other types of tiles used for various applications in residential, commercial, and industrial construction. The market relies on diverse industrial minerals to formulate bodies, glazes, engobes, and pigments. These raw materials are sourced domestically or imported from other European countries or outside the European Union. Efficiency in the supply chain is vital as it directly impacts the accessibility of mineral resources, thereby serving as a competitive advantage for tile manufacturers. Moreover, dependence on a limited number of sources can pose a critical supply risk for certain raw materials.

The demand for ceramic tiles is closely linked to the construction industry, as tiles are commonly used in residential, commercial, and industrial buildings. Factors such as urbanization, population growth, and economic development contribute to the overall growth of the construction industry, driving the demand for ceramic tiles. Additionally, interior design and architecture trends influence consumer preferences for ceramic tiles, leading to new designs, colors, and textures to meet market demand.

Europe Ceramic Tiles Market Trends

The Residential Segment Accounts For the Largest Share of the Ceramic Tiles Market

The residential sector is the predominant end user of ceramic tiles. This leading position stems from the robust demand for

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ceramic tiles in both new residential constructions and renovation endeavors. The inherent versatility, durability, and aesthetic charm of ceramic tiles render them a favored option for flooring, wall finishes, and various other applications in homes.

Homeowners are modernizing their living spaces, often choosing ceramic tiles for their versatility and aesthetic appeal. This trend is especially noticeable in kitchen and bathroom renovations, where ceramic tiles are valued for their durability and water resistance.

The rise in sustainable and energy-efficient housing is driving the demand for ceramic tiles, which are favored for their eco-friendly characteristics. These tiles, made from natural materials, offer thermal mass properties that contribute to home energy conservation. Additionally, the rapid expansion of new residential construction, supported by governmental housing initiatives and low interest rates, is boosting the demand for ceramic tiles across Europe.

Italy Dominates the European Ceramic Tiles Market

Italy is renowned for its high-quality ceramic tiles, which are known for their durability, beauty, and craftsmanship. Italian ceramic tiles are often made from natural clay, sand, and feldspar materials. The construction industry is stimulated by various government initiatives for housing and infrastructure development. The government's commitment to sustainable building practices has also increased the demand for ceramic tiles, which are known for their environmental sustainability and energy efficiency.

Italy's thriving tourism and hospitality industries further contribute to the demand, as hotels and resorts often use ceramic tiles for their durability and aesthetic appeal. Additionally, Italy is home to leading ceramic tile manufacturers known for their design expertise and technological innovations. They offer a wide range of high-quality, design-oriented tiles that attract consumer interest.

Europe Ceramic Tiles Industry Overview

The European ceramic tiles market is fragmented. Technological advancements and product innovations are enabling mid-sized and small companies to increase their market presence by securing new contracts and entering new markets. Companies are optimizing their distribution channels to reach customers efficiently, which may involve expanding their reach through distributors, retailers, and online platforms. Key players in the market include Mohawk Industries, Atlas Concorde SpA, Johnson Tiles, and Porcelanosa Group.

Additional Benefits:

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

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