

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

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Italy Ceramic Tiles Market size is estimated at USD 1.61 billion in 2025, and is expected to reach USD 2.04 billion by 2030, at a CAGR of 4.92% during the forecast period (2025-2030).

The Italy ceramic tiles market is expected to witness strong growth in the forecast period. The growth of the Italian ceramic tile industry has been largely driven by technological changes that involve process invention, adoption, and diffusion of new techniques in the industry. The fact that skilled workers and salespeople move around a lot has also contributed to the growth of the Italian ceramic tile industry.

Over the past few years, Italy's market for ceramic tiles has shown consistent growth. The industry was severely impacted by the COVID-19 epidemic. There was a labor shortage in March 2020, following Italy's imposition of a nationwide lockdown due to the COVID-19 outbreak. As a result, one of the biggest problems ceramic tile manufacturers faced in the midst of the pandemic was the timely completion of projects due to a labor shortage. The tile industry was the first to recover from the crisis and come out stronger than ever, though, once the lockdown began to end. The recovery in demand for ceramic tile in Italy was anticipated to soar dramatically after COVID-19.

Italy is one of the leading producers and exporters of ceramic tiles. Italy is also one of those countries and is also where tile trends are born, so the players keep introducing various innovations in their ceramic tile product offerings. In Italy, sales of ceramic products reached 459 million m² in 2021, up 12% from the previous year. Exports reached 367 million m², up 13% from the previous year, and domestic sales reached over 91 million m² (+9%).

Italian ceramic tiles can be used as a surface covering on floors, walls, and architectural volumes and are ideal for both interiors

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and exteriors. Italian ceramic tiles have great design and look great on floors, walls, shelves, and in the shower enclosure.

Italy Ceramic Tiles Market Trends

Increasing Production of Ceramic Tiles in Italy

Italian companies use the latest technologies to produce high-quality ceramic tiles with outstanding technical and environmental characteristics. The Italian ceramic tile industry manufactures products with high design content that lend unique, distinctive qualities to living spaces. They are made with modern technologies that pay attention to the environment and the safety of the workplace and that make the best use of resources according to the highest performance standards.

With continued investment in production equipment, many companies, especially the Italian tile manufacturers, are expanding their range of thicknesses and coming up with tiles ranging from 3 to 30 millimeters, including a new 12-millimeter-thick porcelain tile specifically designed for kitchen countertops, bathroom vanities, tables, and outdoor kitchens. Due to their ability to withstand frost and thermal shock, ceramic tiles are ideal for use in exteriors, where they deliver wear resistance and durability. These factors are fueling the demand for ceramic tiles in Italy, and the market is expected to witness further growth in the coming years.

Exports of Ceramic Tiles from Italy

Italy's proportion of urban residents stayed at roughly 71.35 percent in 2021 compared to 2020, showing no discernible changes. However, the share's maximum value over the examined time was in 2021. Housing, the road system, urban transportation, the water supply, infrastructures for generating electricity, smart cities, and other aspects of urban administration are all subject to investment. The country's demand for residential and commercial development is increased by urbanization, which has sped up the expansion of the ceramic tile market in Italy. Due to rising middle-class income levels and a stable democracy, Italy's urban population is growing in absolute terms.

Italy Ceramic Tiles Industry Overview

The Italian ceramic tile market is highly competitive and fragmented. Some of the major players in the market are Marazzi, Concorde, Cooperativa Ceramica d'Imola, and Gresmalt Group. The ceramic tile companies in Italy are continuously experimenting with color, size, and patterns to create one-of-a-kind ceramic tiles for the consumers. These developments and trends are likely to dominate the ceramic tile market in the upcoming years.

Additional Benefits:

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

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