

## **Saudi Arabia Ceramic Tiles - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Saudi Arabia Ceramic Tiles Market Analysis

Saudi Arabia ceramic tiles market size in 2026 is estimated at USD 1.90 billion, growing from 2025 value of USD 1.77 billion with 2031 projections showing USD 2.72 billion, growing at 7.39% CAGR over 2026-2031. Massive construction spending tied to Vision 2030, highlighted by mega-projects such as NEOM's SAR 1.3 billion (USD 0.35 billion) automation joint venture and ROSHN's SAR 37.5 billion (USD 10.0 billion) residential contracts, is the primary volume catalyst. The USD 950 billion national project pipeline, equal to 62% of total MENA construction value, positions the Kingdom as the world's largest construction arena by 2028 . Climate-driven shifts toward porcelain and glazed surfaces, together with a premium turn to large-format and anti-bacterial finishes, are reshaping product specifications. Mandatory 70% local-content thresholds under the IKTVA program and rising natural-gas tariffs are further steering manufacturers toward efficient kilns and dry-granulation technology that lowers gas use from 46 m<sup>3</sup>/ton to 15 m<sup>3</sup>/ton

Saudi Arabia Ceramic Tiles Market Trends and Insights

Surge in Residential Construction Under Vision 2030 Housing Schemes

Vision 2030 aims to lift the home-ownership rate above 70% by 2030, and ROSHN alone plans 400,000 units across nine cities, including the 30,000-unit SEDRA community in northern Riyadh. Government-backed mortgages and infrastructure outlays are encouraging private developers to accelerate ground-breaking schedules, locking in multi-year demand visibility for ceramic floor

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and wall packages. Standards issued by SASO now require higher energy efficiency and low-VOC finishes, pressuring suppliers to deliver compliant tile formulations. Rising suburban projects in secondary cities are broadening geographic consumption beyond Riyadh, Jeddah, and Dammam. Collectively these factors underpin sustained volume growth for producers meeting local-content and sustainability benchmarks.

#### Mega-Projects Boosting Tile Demand Through NEOM, Red Sea, and Qiddiya

NEOM's SAR 1.3 billion (USD 0.35 billion) robotics investment with Samsung C&T signals unprecedented construction scale, with early civil works already consuming large-format porcelain for infrastructure command centers. The Port of NEOM, designed for net-zero operations, mandates high-performance, chemically resistant flooring for logistics halls exposed to salt spray. Red Sea Global requires durable, UV-stable glazed tiles for resort boardwalks, while Qiddiya's entertainment venues specify anti-slip ceramic for pedestrian zones and aquatic attractions. Phased rollouts ensure overlapping procurement cycles, smoothing order intake for tile makers through 2029. Successful material trials at these giga-sites are expected to ripple into conventional projects nationwide.

#### Raw-Material and Energy Cost Volatility

Global price swings in clay, feldspar, and silica sand can lift production costs by up to 20% within a quarter, compressing margins for smaller Saudi kilns that lack hedging programs. Domestic energy reforms raised natural-gas tariffs, forcing a shift to energy-saving presses and low-friction rollers that demand fresh capex. Limited local clay reserves oblige import reliance, exposing buyers to currency swings versus EUR and CNY. The Ministry of Industry's plan to issue 22 quarry licenses may ease pressure, yet full output is not expected before 2027. Volatility complicates fixed-price tenders for giga-projects where penalties apply for late delivery or price escalation.

Other drivers and restraints analyzed in the detailed report include:

Climate-Driven Preference for Porcelain and Glazed Tiles  
Premiumization Toward Large-Format and Anti-Bacterial Tiles  
Price-Led Competition From Asian Imports

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Porcelain held 53.12% of 2025 revenue owing to its sub-0.5% water absorption, thermal-shock endurance, and superior abrasion resistance, attributes ideally matched to harsh Gulf climates. Saudi Arabia ceramic tiles market size for porcelain is projected to extend its lead as architects favor 20 mm outdoor slabs and slim 6 mm interior panels that cut structural weight without sacrificing strength. Unglazed tiles, while cost-efficient, are positioned for workshops and budget housing; still, their 8.10% CAGR makes them the fastest-growing slice due to condensed firing cycles that lower selling prices. Glazed formats keep a foothold in hospitality and retail decor where stain-proof finishes command premiums. Digital-printing advances allow all segments to replicate marble, travertine, and hardwood visuals, erasing aesthetic gaps between porcelain and legacy products.

Manufacturers investing in SACMI CONTINUA+ lines can press porcelain slabs up to 30 mm thick with less than 1.5% waste, raising yields and positioning plants for mega-project tender lists. Energy-reduced roller kilns let producers widen color palettes without cost spikes, unlocking margin lift in premium designs. Unglazed output benefits from localized clay beneficiation in Eastern Province, trimming freight costs and carbon footprint. Producers that bundle matching skirting and step tiles secure add-on revenues while simplifying contractor procurement. Over the forecast horizon, product-portfolio breadth will differentiate winners more than sheer capacity volume.

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Floor installations represented 61.78% of 2025 turnover as every new villa, apartment, or shopping mall requires large-area coverage versus selective wall cladding. Saudi Arabia ceramic tiles market share for floor products is forecast to stay above 60% given giga-project footprints exceeding 2 million m<sup>2</sup> of gross floor area each. Wall applications grow steadily as bathroom and kitchen renovations adopt 300 mm×900 mm glazed options that minimize grout joints. Roofing remains niche because flat concrete roofs dominate local architecture, though heritage restorations in Diriyah deploy clay barrel tiles for authenticity. High-traffic commercial venues mandate PEI Class 4 or Class 5 floor ratings, effectively steering demand to porcelain and high-fired ceramics.

The rise of radiant-cooling slabs in luxury residences supports thicker porcelain floor modules that integrate hydronic coils, adding technical complexity and value per square meter. Mall developers in Jeddah and Khobar specify oversized 1,000 mm tiles to create uninterrupted visual planes that enhance shopper experience. Advanced slip-resistant micro-texture glazes are adopted in airport concourses to meet ICAO safety codes. Wall-tile suppliers market stain-proof inks that resist turmeric and coffee splashes, responding to local cuisine influences. Overall, application-driven specification adds resilience to average selling prices even as raw-material volatility persists.

The Saudi Arabia Ceramic Tiles Market Report is Segmented by Product Type (Porcelain Tiles and More), Application (Floor, Wall, Roofing), End-User (Residential, Commercial), Construction Type (New Construction, Renovation and Replacement), Distribution Channel (Specialty Tile & Stone Stores and More), and Geography (Riyadh Region, Makkah & Madinah Region and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Saudi Ceramic Company RAK Ceramics Arabian Ceramics Manufacturing Company (ACMC) Future Ceramics and Porcelain Company Alfanar Ceramic & Porcelain Al Jawdah Ceramics Forsan Ceramics Riyadh Ceramics Factory Al Omran Ceramics Al Khaleej Ceramics Co L.L.C Skytouch Ceramic Ceroto Tiles Sokhoor Al Arab Kajaria Ceramics Al Anwar Ceramic Tiles Porcelanosa Grupo Mohawk Industries (Dal-Tile) SCG Ceramics (COTTO) Marazzi Group Bluecera LLP

Additional Benefits:

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

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