

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

Market Report | 2026-02-09 | 130 pages | Mordor Intelligence

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Report description:

Saudi Arabia Tiles Market Analysis

Saudi Arabia Tiles Market size in 2026 is estimated at USD 129.13 billion, growing from 2025 value of USD 122.73 billion with 2031 projections showing USD 166.52 billion, growing at 5.22% CAGR over 2026-2031. The trajectory mirrors the construction momentum unleashed by Vision 2030 housing targets, a surge of giga-projects, and mortgage reforms that widened home-ownership access across the Kingdom. Demand tilts decisively toward ceramic and porcelain categories because durable surfaces meet Saudi Building Code performance requirements and aesthetic expectations for premium residential and commercial projects. Logistics upgrades-new rail corridors, automated warehouses, and multimodal freight hubs-shorten delivery lead times and reduce breakage, thereby strengthening domestic and import-driven supply chains. Competitive intensity stays moderate as the top five suppliers hold about 65% of total sales, yet more than 30 smaller brands retain price-sensitive niches, fueling product innovation and segmented marketing strategies.

Saudi Arabia Tiles Market Trends and Insights

Surging Residential Construction Under Vision 2030

Vision 2030's Sakani program delivered 374,000 housing units in 2024, each averaging 120 m² of tile-covered areas across kitchens, bathrooms, and living spaces. Mortgage rules that broadened borrower eligibility raised the home-ownership rate by 47% compared with 2024, injecting sustained demand into the Saudi Arabia Tiles Market. Developers specify material lifespans of

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at least 25 years, favoring ceramic and porcelain formats that demonstrate low water absorption and thermal-shock resistance. Riyadh, Jeddah, and King Abdullah Economic City account for most approved building permits, concentrating distribution flows into these zones. Suppliers leverage localized warehousing to maintain just-in-time inventory levels, mitigating stock-outs on fast-moving SKUs.

Government-Backed Giga-Projects Pipeline

NEOM's USD 500 billion megacity is slated to consume more than 15 million m² of tiles across residential, commercial, and infrastructural footprints by 2030. The Red Sea Project's hospitality cluster requires slip-resistant and high-albedo roof tiles that cut cooling loads by up to 30% versus conventional materials. Qiddiya and Diriyah Gate enlarge premium demand pools for decorative porcelain mosaics, while remote project sites prioritize suppliers with agile logistics and on-site storage capabilities. Tile makers respond by adding capacity for large-format slabs and photovoltaic-integrated roof systems, aligning with Saudi green-building mandates. This multi-regional pipeline locks in long-range order books and stabilizes factory utilization rates.

Volatile Natural-Gas & Raw-Material Prices

Ceramic kilns account for the majority of manufacturing energy use, exposing producers to significant cost swings when natural gas prices fluctuate sharply each quarter. Key raw materials like feldspar, clay, and silica sand saw notable price increases in 2024 due to export limits and global shipping disruptions. Larger tile manufacturers have mitigated some of this volatility by hedging energy inputs and installing regenerative burners to improve efficiency. In contrast, smaller firms struggle to absorb rising costs, facing tighter margins and limited flexibility. Some facilities are experimenting with solar-assisted kiln pre-heating, which can reduce gas usage by up to one-fifth. Although many companies rely on price pass-through to maintain revenue, extended procurement timelines and higher interest rates are creating added pressure on working capital.

Other drivers and restraints analyzed in the detailed report include:

Preference Shift Toward Ceramic & Porcelain Tiles
Improved Retail & Logistics Infrastructure
Rising Competition from Resilient Flooring

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

Segment Analysis

The roof-tile sub-segment is the Saudi Arabia Tiles Market's fastest riser, posting an 8.54% CAGR to 2031 as cool-roof mandates set solar-reflectance index (SRI) benchmarks above 78. Floor tiles occupy 49.12% of the Saudi Arabia Tiles Market share thanks to sustained residential construction, while wall tiles secure decorative equity in bathrooms and feature walls. Large-format flooring slabs (1200x600 mm) enhance installation speed and create open-plan aesthetics valued in modern villas. Roof-tile makers integrate reflective pigments and photovoltaic laminates, turning rooftops into passive energy assets. Distributors profile SKUs by climate zone, recognizing coastal versus inland thermal loads that influence product mix. Contractors adopt mechanized hoisting rigs to install lighter concrete-based roof tiles that cut structural loads. Insurance providers endorse high-albedo roofs because they lower cooling costs and extend membrane life, creating an ecosystem pull for the sub-segment.

The floor-tile category continues to dominate absolute volume yet faces price pressures from import-heavy SKUs. Market leaders use digital glazing lines to personalize patterns without delaying cycle times, maintaining margins. Wall-tile demand benefits from hospitality fit-outs in Makkah and Madinah, where decorative mosaics support premium room rates. Simultaneously, emerging DIY channels in Riyadh's retail corridors introduce click-system ceramic planks that allow homeowner installation with minimal tools. Cross-promotion campaigns pair grout additives with antibacterial properties, elevating customer lifetime value. Episodic buying

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cycles for renovation projects create opportunity windows for promotions tied to Islamic holidays and marriage seasons.

The Saudi Arabia Tiles Market Report is Segmented by Type (Floor Tiles, Wall Tiles, Roof Tiles), Material (Ceramic, Porcelain, Natural Stone & Mosaic, Others), End User (Residential, Commercial), and Geography (Central Region, Western Region, Eastern Region, Northern Region, Southern Region). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Saudi Ceramic Company RAK Ceramics Future Ceramics Arabian Tile Company (ARTIC) Alfanar Ceramics Forsan Ceramics Saudi Porcelain Tiles Co. Al-Omran Ceramics Al-Anwar Ceramic Tiles Nesma & Partners Tile Division Saudi Marble & Granite Factory Al Sorayai Group (Tiles Unit) Al Rajhi Building Solutions Al Watania for Ceramics Al Maha Ceramics Mohawk Industries (Saudi presence via Marazzi) Kajaria International (KSA JV) SCG (Saudi distribution) Somany Ceramics (KSA agents) Skytouch Ceramic (key importer)

Additional Benefits:

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

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