

India Sanitaryware Market 2017 Share, Trend, Segmentation and Forecast to 2022

"India Sanitaryware Market Overview, 2017-2022", premium segment now contributes almost 20% to the overall sanitaryware market revenues

PUNE, INDIA, November 16, 2017 /EINPresswire.com/ -- Ceramic sanitaryware industry usually comprises those fixtures and components that are used for sanitation purpose ranging from a variety of products such as washbasins, water closets, bath tubs, faucets among others. But this report includes products like wash basins, water closets, cisterns, seat covers, vanity basins, sinks, bidets, pedestals, accessories, etc. The [India sanitaryware market](#) is divided into organized and unorganized market in terms of value and volume both. The unorganized players manufacture sanitaryware items using conventional technologies and cater mainly to the mass market or low-income strata group. Whereas organized players employ latest world class technologies for production and majorly serve to premium and super-premium market segments. Sanitaryware market is further categorised on the basis of prices into low-end, mass market, premium and luxury. The consumption of ceramic sanitary ware in terms of volume during the period 2011-12 to 2016-17 is provided in the report.

According to recently published report of "India Sanitaryware Market Overview, 2017-2022", premium segment now contributes almost 20% to the overall sanitaryware market revenues. This growth can be attributed to reasons like increasing disposable income, rapid urbanization and changing end user preferences. The market further gets boost because of increasing positivity in the hospitality and tourism industry along with various Government initiatives like Clean India Campaign to prompt sanitation in the country. Major players operating in the organized industry are HSIL, Cera Sanitaryware, Parryware Roca, Kohler India, Duravit India and Jaquar.

Sanitaryware market is fragmented based on geography into North, East, West and South. The South region dominates in consumption of sanitaryware products owing to increased awareness and higher literacy rate in those regions. The demand for sanitaryware items which comes from development of new infrastructure, building, etc., is known as new demand whereas in case of renovations or remodelling, the demand is called replacement demand. Likewise, based on end user the sanitaryware market is categorised into retail sector and institutional sector. Retail sector encompasses residents or people who buy sanitaryware products for their personal use from retail outlets or online. Whereas institutional sales are usually done in bulk and the prospective customers include real estate (commercial and residential), hospitals, hotel

industries, government institutions, schools, colleges, etc.

“India Sanitaryware Market Overview, 2017-2022” discusses the following aspects of sanitaryware in India:

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The report gives an in-depth understanding of sanitaryware market in India:

- Global Sanitaryware Market Outlook
- Global Sanitaryware Market Size By Value & Forecast
- Global Sanitaryware Market Size By Volume & Forecast
- Global Sanitaryware Market Segmental Analysis: By Region, By Application
- Global Sanitaryware Market Production
- Global Sanitaryware Market Production By Region
- Global Sanitaryware Market Production By Country
- India Sanitaryware Market Outlook
- India Sanitaryware Market Size By Value & Forecast
- India Sanitaryware Market Size By Volume & Forecast
- India Sanitaryware Market Segmental Analysis: By Organized vs. Unorganized, By End User, By Region, By New vs. Replacement Demand
- India Organized Sanitaryware Market Size By Value & Forecast
- India Organized Sanitaryware Market Size By Volume & Forecast
- India Organized Sanitaryware Market Segmental Analysis: By Company
- India Unorganized Sanitaryware Market Size By Value & Forecast
- India Unorganized Sanitaryware Market Size By Volume & Forecast
- The key vendors in this market space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of sanitaryware in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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