

Ceramic Tiles Market Competition Analysis 2026: How Players Are Shaping Growth

*The Business Research Company's
Ceramic Tiles Global Market Report 2026
– Market Size, Trends, And Forecast 2026-2035*

LONDON, GREATER LONDON, UNITED KINGDOM, January 8, 2026

/EINPresswire.com/ -- The [Ceramic Tiles market](#) is dominated by a mix of global building material leaders and specialized regional manufacturers.

Companies are focusing on advanced product designs, sustainable raw materials, and digitally enabled tile production technologies to strengthen market presence and meet evolving architectural demands.

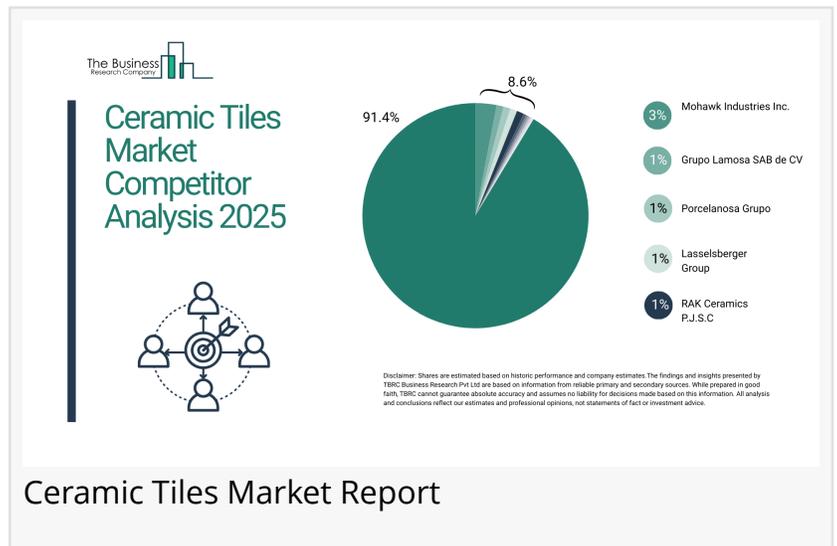
With increasing emphasis on durability, aesthetics, and eco-friendly construction solutions, vendors are expanding product portfolios and enhancing manufacturing capabilities to stay competitive. Understanding the competitive landscape is key for stakeholders seeking growth opportunities and strategic partnerships in both residential and commercial infrastructure development.

Which Market Player Is Leading the Ceramic Tiles Market?

According to our research, Mohawk Industries Inc. led global sales in 2024 with a 3% market share. The Global Ceramic division of the company is completely involved in the ceramic tiles market provides, ceramic and porcelain floor and wall tiles for residential and commercial use, plus exterior pavers and cladding. They also offer large-format porcelain slabs, porcelain roof tiles and stone surfaces, and complementary quartz and natural stone countertops. Mohawk distributes tiles through an extensive manufacturing and dealer network and supports projects with specification services and sustainability reporting for tile lines. Their product focus spans traditional ceramic, glazed porcelain and high-performance porcelain for exterior and heavy-traffic applications.

How Concentrated Is the Ceramic Tiles Market?

The market is fragmented, with the top 10 players accounting for 7% of total market revenue in 2024. This level of fragmentation reflects the industry's relatively low entry barriers supported by



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moderate capital investment requirements, easy access to raw materials such as clay and feldspar, and widely available tile production technologies across regions. Leading manufacturers such as Mohawk Industries, Grupo Lamos, Porcelanosa Grupo, Lasselsberger Group, and RAK Ceramics strengthen their position through extensive product portfolios, strong distribution networks, and branding focused on quality, design, and durability, while smaller and regional manufacturers compete by offering cost-effective solutions and localized design preferences. As demand for sustainable building materials, digitally printed surface designs, and premium architectural aesthetics continues to grow, consolidation, strategic partnerships, and capacity expansion are expected to reinforce the market presence of major players while enabling niche manufacturers to address evolving consumer needs.

- Leading companies include:
 - o Mohawk Industries Inc (3%)
 - o Grupo Lamosa SAB de CV (1%)
 - o Porcelanosa Grupo (1%)
 - o Lasselsberger Group (1%)
 - o RAK Ceramics P.J.S.C (1%)
 - o Dongpeng Holdings Company (0.4%)
 - o Monalisa Tiles Co. Ltd. (0.3%)
 - o Kajaria Ceramics Limited (0.3%)
 - o Florida Tile Inc. (0.3%)
 - o Florim Ceramiche (0.3%)

Request a free sample of the [Ceramic Tiles Market report](https://www.thebusinessresearchcompany.com/sample_request?id=5977&type=smp):
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Which Companies Are Leading Across Different Regions?

- North America: Florim USA, Pan American Ceramics, Daltile, Du Co Ceramics Company, Dal-Tile Corporation, Cesantoni S.A. de C.V., Interceramic Inc., Roca Tile USA, Stonepeak Ceramics Inc., Hakatai Enterprises, Inc., Clayhaus Ceramics, Grupo Lamosa S.A.B. de C.V., Cerasec Surfaces and Mohawk Industries are leading companies in this region.
- Asia Pacific: Geogestones, KITO Ceramics, Hongyu Ceramics, Oceano Ceramics, Victor Home, GANI Marble Tiles, Dongpeng, Marco Polo, Monalisa, Foshan Hanse Industrial, Guangdong Sanfi Ceramics Group, CIMIC Ceramics, LIXIL Corporation, INAX Corporation, TOTO Ltd., Kano Corporation, Danto Tile Co., Ltd., Icot Ryowa Co., Ltd., Ceravision Kato Co., Ltd., Aika Kogyo Co. Ltd., IS DONGSEO Co., Ltd., Sungil Ceramics, KCC Corporation, Daebong Ceramics Co., Ltd., Korea Fine Ceramic Co., Ltd., Kukdong Ceramics Co., Ltd., Gai International Co., Ltd., Sam Won Corporation, National Ceramics Industries Australia (NCIA), Classic Ceramics, Johnson Tiles, Ceramica Living, Atlas Concorde, Marble Centre International (MCI), Kajaria Ceramics, Somany Ceramics, Prism Johnson (H&R Johnson), Asian Granito India Ltd. (AGL), Kaolin Porcelain Surfaces, Cera Sanitaryware Ltd., PT Arwana Citramulia Tbk, Platinum Ceramics Industry and KIA Keramik Tbk are leading companies in this region.
- Western Europe: AGROB BUCHTAL, Novoceram, H&R Gruppe (H&R Group), Styl'group, STN

Ceramics (formerly Steuler Fliesen), Stroeher, Von Müller, Iris Ceramica Group, Pamesa Grupo Empresarial, Grupo Lamosa, Topps Tiles plc, Alusid Ltd., British Ceramic Tile and Johnson Tiles (Part of Norcros plc) are leading companies in this region.

- Eastern Europe: Lasselsberger Group, Cerrad, Cesarom, Vesco Group, Ceramika Paradyż, Cersanit S.A., Tubądzin Group, Cerrad Sp. z o.o. and Opoczno S.A are leading companies in this region.
- South America: Ceramica Alberdi, Grupo Elian, Elizabeth Revestimentos, Portobello S.A., Eliane Revestimentos, Ceusa Revestimentos, Cerâmica Villagres and Incepa Revestimentos. are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Expansion of high-recycled-content floor tiles is transforming to meet growing sustainability expectations and regulatory pressures.
- Example: Topps Tiles plc Mas floor-tile (February 2025) assigns to standard tiles produced in Spain.
- These innovations aim to deliver floor tiles that combine aesthetics, performance and sustainability to meet the evolving needs of both retail consumers and large-scale specifiers.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching new products and solutions supported by strategic investments to expand its business capabilities and strengthen market position
- Enhancing manufacturing capabilities through advanced automation and recycling-based production systems to improve efficiency, cost control and product durability
- Focusing on expanding distribution networks and retail partnerships across domestic and international markets to improve brand visibility and market penetration
- Leveraging digital design platforms, virtual showrooms and e-commerce channels to deliver immersive customer experiences and support scalable sales growth

Access the detailed Ceramic Tiles Market report here:

<https://www.thebusinessresearchcompany.com/report/ceramic-tiles-global-market-report>

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