

Ceramic Artware

Global Ceramic Artware Market

Where does India stand?

India's share in exports is growing but very less as compared to top exporters. Considering the changing



demands and world turning to vegan friendly, India stands a chance to exports these in coming future. Comparative advantage of India loses against China in Bone china and porcelain-based tableware and kitchenware household articles. India needs to make effort to sustain its comparative advantage in it considering declining values of RCA in past 5 years. Other competing countries for prime export potential products for Indian porcelain and bone china-based household articles include Germany.

Global Ceramic Artware Trend

Way forward for India

The global ceramic sanitary ware market size was valued at USD 40.2 billion in 2018. The growing popularity of ceramic materials in the construction industry on account of their cost-effectiveness and excellent resistance to chemicals and scratches is expected to remain a favorable factor. Furthermore, shifting inclination towards sanitation and hygiene is projected to promote consumer spending on the usage of luxury items with aesthetic appeal in the near future.

Prospects for Indian Ceramic Artware across Global Markets

The global Bone China market is anticipated to rise at a considerable rate during the forecast period, between 2020 and 2025. In 2020, the market was growing at a steady rate and with the rising adoption of strategies by key players, the market is

expected to rise over the projected horizon. However, the low durability of ceramic tableware is one of the major factors anticipated to hamper the growth of the ceramic tableware market. In Asia-Pacific, China is the largest producer, exporter and consumer, but most of Chinese manufacturers are supplying the low-end products, low price and fierce competition. Japanese and other European brands are dominating the high-end market. India, Indonesia and Thailand also are important producers, but most of players are small- and medium-sized manufacturers and supplying the low-and-medium-grade products.



Global Regional Analysis: Focus Products for 2025

Countries	HS Code	Product
USA	691110	TABLEWARE-PORCELAIN - 69111011
EU		
Japan		
Latin America		
CIS		
Australia		
ASEAN		

The above mentioned is highly imported and have good market, therefore the Indian exporters should focus for the above-mentioned HS Code.

United States of America

Import Trends of porcelain-based household articles in USA has been erratic. However, Indian exporters have a huge potential for HS code 691110 i.e., Tableware and kitchenware of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same HS code.

Business tips for Indian companies

- Bone China is the strongest of the porcelain or China ceramics, its high strength allows it to be produced in thinner cross-sections than other types of porcelain. Lenox was the only major manufacturer of bone China in the United States and has supplied presidential services to the White House.
- The global ceramic sanitary ware market size was valued at USD 40.2 billion in 2018. The growing popularity of ceramic materials in the construction industry on account of their cost-effectiveness and excellent resistance to chemicals and scratches is expected to remain a favorable factor. Furthermore, shifting inclination towards sanitation and hygiene is projected to promote consumer spending on the usage of luxury items with aesthetic appeal in the near future. Handcrafted bone China & porcelain products have potential for US market citing different type of designs or pottery like blue & indigo pottery.

European Union

Import Trends of porcelain-based household articles in EU has been erratic. However, Indian exporters have a huge potential for HS code 691110 i.e., Tableware and kitchenware

of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same HS code.

Business tips for Indian companies

- German Culture promotes sustainability. Bowls made of bone china or porcelain can be used as collecting bowl.
- These days Dala horse is a traditional gift in Sweden for any kind of life celebration including weddings and graduations. Considered good luck symbol. The horse itself was considered as a status symbol and highly valued property in the Swedish household.
- Porcelain tiles are available that are remarkably good at mimicking natural stone such as marble or even wood grains. This makes porcelain tile an excellent choice where you want the look of wood without wood's susceptibility to water damage. It is best for used for appearance. European style Santos rose wood tile.

LAC

Import Trends of porcelain-based household articles in LAC has been erratic. However, Indian exporters have a huge potential for HS code 691110 i.e. Tableware and kitchenware of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same HS code. Mexico and Chile have an increasing demand for tableware and kitchenware of porcelain or bone china (HS code 691110) among all the countries in the LAC region. However, in the absence of any trade remedy on the select product, import tariff rate of 15% is applied in Mexico and 6% in Chile.

Business tips for Indian companies

- Latin Americans in general have a taste for bright and happy colors and patterns, hence porcelain cutlery should have colorful and floral designs on it to suit their preference.
- Brazilians use cutlery for eating everything. Hence, there is good market of aesthetic porcelain cutlery & toothpick holder.
- Mexican porcelain kitchenware and tableware are generally brightly coloured with vibrant floral and geometric patterns.
- Chile porcelain kitchenware are color coordinated with simple designs and patterns.

CIS

Import Trends of porcelain-based household articles in CIS has been on a rise for the past five years. Hence, Indian exporters have a huge potential for HS code 691110 i.e. Tableware and kitchenware of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same

HS code and a good import demand from CIS. Russian Federation and Ukraine have an increasing demand for tableware and kitchenware of porcelain or bone china (HS code 691110) i.e. 3% and 23% respectively among all the countries in the CIS region. However, in the absence of any trade remedy on the select product, import tariff rate of 12% is applied in Russian Federation and 10% in Ukraine.



Business tips for Indian companies

- The horse is the most central part of Kazakh culture. Many Ka akhs own horses and keep pictures of them in their houses or offices. Hence porcelain cutlery with horse images on it can be marketed well.
- Russia has imperial porcelain kitchenware company, popularly known as Lomonosov porcelain. It has royal designs, Russian nobility caricatures and has immense usage of gold colors to depict Russian heritage and vintage taste.

Africa

Import trends of porcelain-based household articles in Africa has been on a rise for the past five years. Hence, Indian exporters have a huge potential for HS code 691110 i.e. Tableware and kitchenware of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same HS code and a good import demand from Africa. Morocco and South Africa have an increasing demand for tableware and kitchenware of porcelain or bone china (HS code 691110) among all the countries in the African region. However, in the absence of any trade remedy on the select product, high import tariff rate of 30% is applied in Morocco and South Africa.

Business tips for Indian companies

- Moroccan porcelain and bone china kitchenware and tableware has very intricate patterns, with a dominance of blue color in it.

ASEAN

Import trends of porcelain-based household articles in ASEAN has been on a rise for the past five years. Hence, Indian exporters have a huge potential for HS code 691110 i.e. Tableware and kitchenware of porcelain or bone china as it has a better stand in comparison to Chinese RCA for the same HS code and a good import demand from ASEAN.

Singapore and Malaysia have an increasing demand for tableware and kitchenware of porcelain or bone china (HS code 691110) among all the countries in the ASEAN region. Despite the absence of any trade remedy on the select product, import tariff rate of 0% is applied in Singapore. In the presence of India-Malaysia CECA agreement, a preferential tariff of 25% is applied in Malaysia while MFN rate is 30%.

Business tips for Indian companies

- Aromatherapy, Yoga & meditation have gained importance in ASEAN. Hence Porcelain candle stand, essential oils diffusers can be marketed in the region.

Conclusion

Indian manufacturer should focus preciously on the product development, as the ceramics product have diverse importance and use region wise. The producers also need to work on packaging, new designs & E-commerce. ■

The study conducted by Indian Institute of Foreign Trade (IIFT) & sponsored by O/o DC (Handicrafts), Ministry of Textiles, is available at <https://epch.in/iift-epch-study/Home-Decore.pdf>. In case of any query please write to us at policy@epch.com