



Growing **SMOOTH** and **SHINE**

Rapid urbanization and rising disposable income are pushing the growth of tiles & flooring market. **Construction Times** presents the latest developments in line with the changing needs of the customers and projects.

The Indian real estate sector has witnessed significant growth in the past few years. The significant growth of luxury and ultraluxury markets have driven the demand for premium and sustainable flooring and wall solutions. This has also reflected in the demand for tiles and flooring materials. Significant changes are emerging in the design and size of the tiles with large size, geometric and natural identical designs are gaining more popularity among the young customers.

NEW TRENDS

There is a growing need for tiles that are both aesthetic and functional in commercial and residential spaces. Urbanization and rising disposable incomes among young population are driving increased construction in densely populated areas, which has a direct effect on the tile and flooring trends. According to **Satyendra Prasad Narala, Managing Director, Regency Ceramics Limited**, urbanization of Tier 2 & Tier 3 cities is the largest driver of tile consumption in India and they will be the flag bearers for the industry. Demand is



visible from across the segments of residential, commercial, and infrastructural developments. Government schemes and policy supports are also pushing the trend.

Growing urbanization is perhaps the major trendsetter in the adoption of innovative designs and aesthetics in tiles and flooring materials. "Homeowners, architects, and interior designers are now looking for durable, stylish, and low-maintenance flooring options that align with modern urban lifestyles," says **Rahul Bhugra, Director, Antica Ceramica Tiles Company**. According to him, the rising trend of luxury apartments and high-end commercial spaces is also driving the adoption of designer and large-format tiles that offer seamless aesthetics.



The current design scene is vibrant, with several trends capturing consumer interest. According to **Abhishek Somany, Managing Director and CEO, Somany Ceramics**, there's a noticeable shift towards natural aesthetics, with textures and patterns mimicking wood, marble, and



stone gaining popularity. He adds, “Large-format tiles are in vogue, offering seamless looks with minimal grout lines, thus enhancing the sense of space. Mosaic and subway tiles are back and are being increasingly used as highlighters or as accent walls.”

PRODUCT INNOVATIONS

As mentioned earlier, the customers of tiles and flooring who include, property owners, architects, interior designers, are looking for trending designs and sustainable materials for their upcoming needs.

Nirupam Sahay, Chief Executive Officer, Hindware Limited, highlights, “Tiles, with their wide range of designs and durability, offer appealing alternatives to traditional flooring like hardwood and marble. In urban spaces, large-format tiles enhance a sense of spaciousness, while easy maintenance and longevity cater to fast-paced city living.”



Hindware has expanded its offerings in the tiles and flooring segment with a range of premium solutions designed for style, durability, and functionality. The brand's key tile offerings include Carpet Tiles (800x1600mm and 600x600mm), providing a sophisticated, textured flooring solution; Wallpaper Tiles (600x1200mm), which bring an artistic touch to walls; and Cool Roof Tiles (300x300mm), specifically designed to maintain lower temperatures during summers. “These innovative solutions cater to diverse consumer needs, seamlessly blending aesthetics with benefits,” adds Sahay.

According to Somany, bold colours and geometric patterns are making a comeback, allowing homeowners to infuse personal style into their spaces. He adds, “At Somany Ceramics, we stay ahead of these trends, ensuring our collections resonate with contemporary tastes and preferences.”

According to Narala, the year 2025 will see classic colours taking a richer route than before – from coffee browns to milky latte to long black; terracotta tones that warm up a room, and even more pigmented colours like deep blue that takes its cue from ocean depths. “Minimalistic and soothing colours will also find an audience – with satin and matte finishes taking over from glossy tiles,” he adds.



Antica Ceramica has a range of tiles with marble finish, wooden finish, green colour, and circle design. “The Indian market is seeing a shift towards large-format tiles, minimalist designs, and nature-inspired textures. Matte finishes, neutral tones, and digital-printed tiles replicating wood, marble, and stone are gaining immense popularity. Additionally, geometric patterns, textured surfaces, and handcrafted tile aesthetics are being widely embraced by homeowners and designers alike,” he adds.

LOOKING AHEAD

According to Sahay, in the long term, the tiles and flooring industry will be shaped by several key trends, particularly in high-end residential and commercial spaces. “Notable developments include a major shift towards sustainable materials like recycled plastics and biopolymers, along with the rise of multifunctional flooring that offers features like energy generation and climate control. Additionally, there is a growing demand for enhanced customization, allowing customers to create personalized and interactive designs,” he adds.

Somany elaborates, “The future of the tiles and flooring industry appears promising, with several avenues for growth. The government's emphasis on infrastructure development and housing projects is set to amplify demand.”

According to Narala, glazed vitrified tiles is the material of the future for floorings. “The versatility and functionality are unmatched,” he adds.

“By staying ahead of industry trends and prioritizing product excellence, we aim to drive sustained growth and strengthen our leadership in the market,” concludes Sahay. ■



2025 will see classic colours taking a richer route than before.

SATYENDRA PRASAD NARALA

Managing Director, Regency Ceramics Limited

How is the tiles & floorings market doing presently?

The market for tiles did not increase at the expected pace of 4% in 2024-25. The Indian domestic market has contracted and the high transport costs for export destinations and economic recession overseas reduced demand for tiles. Manufacturing increased by 150 million sq.m (6.5% yoy) in India in 2023. India is the second largest exporter – exports grew by almost 600 million sq.m. in 2023, but 2024 saw major declines. This has put pressure on domestic pricing and margins for ceramic tile companies in India. This can be seen in the financial performances of market leaders in our country.

How is urbanisation driving the trends in tiles and flooring solutions?

Urbanization of Tier 2 & Tier 3 cities is the largest driver of tile consumption in India and they will be the flag bearers for the industry. The current preference is for glossy and shining tiles in these markets. But influencers, social media and design sites/apps are largely being used by consumers to imagine their homes and these sources will dictate the design trends in the years to come.

What are the key products and solutions offered by the company in tiles/floorings?

Regency Ceramics offers a wide range of glazed vitrified tiles in different sizes from the large slabs of 2400 x 1200mm to planks of 200 x 1200mm, full body tiles in large formats as well as wall tiles, exterior tiles and steps/risers. The company has plans to introduce high impact resistance and anti-slip/anti-microbial surfaces as well as cool roof tiles to combat the summer that is expected to be very severe this year.

What is trending in design and aesthetics?

The year 2025 will see classic colours taking a richer route than before – from coffee browns to milky latte to long black; terracotta tones that warm up a room, and even more pigmented colours like deep blue that takes its cue from ocean depths. Tiles that emulate hand-drawn detailing or that have deliberately imperfect finishes will find favour among consumers. Minimalistic and soothing colours will also find an audience – with satin and matte finishes taking over from glossy tiles.

How is sustainability playing a key role in your range of tiles and flooring products?

Sustainability is one of the four brand pillars of Regency Ceramics – we have relooked at all our processes and have a road map for each step of the process to reduce power consumption, water re-use, reduction of non-biodegradable materials, increase green cover at our factory locations and generate renewable energy. It's a step-by-step progress to achieve the best that we can to promote sustainability.

What are the growth opportunities of tiles and floorings in future? What are your future plans?

Glazed vitrified tiles is the material of the future for floorings. The versatility and functionality are unmatched. Regency will invest in ensuring its production practices are governed by its brand pillars – design, imagination, innovation and sustainability. Our marketing principle is rather simple – provide best value for money. Hence, quality and service will be our motto to the consumer. This has been our legacy for the past 40 years and it has worked to establish Regency as a reliable brand. ■