

## **BRIEF ON CERAMIC AND SANITARY WARE:**

### **1. Overview:**

Gujranwala is quite known for its quality ceramics and sanitary products. This industry not only caters the local market demand, but also contributes in exports to international markets.

### **2. Major Products Category:**

Ceramics sanitary ware industry in Gujranwala is engaged in manufacturing Wash basin, Bath tubs ceramic, Bidets ceramic (Toilet seat), Cisterns ceramic (Flush Tank), Sink ceramic, Toilet ceramic (seat), Urinals ceramic, Water loset pans (Indian seat). Most of these products are sold in local market in order to cater local demand.

The industry is also engaged in manufacturing of ceramic tiles Washbasin, Taps, Valves, Tubes, Pipes, Hoses and Other Sanitary fittings of Plastic, Aluminum, Iron & Steel and copper are also manufactured. Major export partners are China, Thailand, Saudi Arabia, Afghanistan and Turkey.



### **3. Particular significance of sector**

Pakistan has diversified market of Sanitary ware and ceramic, where a number of units are engaged in Production of wide range of products like Tiles, Wash basins, sink, Toilets, Sanitary fixtures, Pipe fittings of Iron, elbow, Bend of steel etc. Moreover export data of major potential products for the year 2019-2020 is listed below:

Major Products	Quantity (No. of Units)	Value (Rupees '000')
Tiles	7,303	2,462
Wash basin	2	8
Sink	75	154
Toilet	71	249
Sanitary Fixtures	511	1270
Sink/washbasins	79,073	1,977,11
Iron Pipe Fittings	58	14,971

Elbo, Bend of Steel	10	1,296
Tube, pipe fittings	23	2,665

*Source: PBS Exports (2019-2020)*

#### 4. Trade Analysis:

Product Category	Pakistan Vs. Global Trade Statistics (US \$ Million 2019)			
	Global		Pakistan	
	Imports	Exports	Imports	Exports
Sanitary ware	7,300	11,700	8.04	1.2
Tiles	16,500	17,800	60	27,000
Fittings	124,900	118,400	221.6	4.45

*Source: Trade map (Imports & Exports 2019)*

#### 5. Association:

- Pakistan Ceramics Manufacturers Association (PCMA) (for ceramic sanitary).
- Pakistan Sanitary Merchant and Manufacturers Association (for sanitary fitting).

#### 6. Major Cluster

- Gujranwala

#### 7. Major Players:

Major players includes with reference to sector:

Sanitary ware	Tiles	Sanitary Fittings
• Best Asia Ceramics	• Master Tiles & Ceramics Ind. Ltd	• Sonex Sanitary Fittings,
• Honor Ceramics	• Shabbir Tiles & Ceramics Ltd.	• Master Sanitary Fittings,
• Shell Ceramics	• Karam Ceramics Limited	• Faisal Sanitary Fittings Industries Pvt. Ltd,
• Star Ceramics	• Sonex Tiles & Ceramics Ind. Ltd	• Magna Sanitary Fittings,
• Goray Ceramics	• Frontier Ceramics Ltd	• Super Asia Group,
• Karim Sanitary Ware	• Swat Ceramics (Pvt) Ltd.	• Bajwa Industries