
Secondary Research

Pottery Charm Tableware

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History of Ceramic:

Ceramics is one of the most ancient industries going back thousands of years. Once humans discovered that clay could be found in abundance and formed into objects by first mixing with water and then firing, a key industry was born.

The first examples of pottery appeared in Eastern Asia several thousand years later. In the Xianrendong cave in China, fragments of pots dated to 18,000-17,000 BCE have been found. It is believed that from China the use of pottery successively spread to Japan and the Russian Far East region where archeologists have found shards of ceramic artifacts dating to 14,000 BCE.

One of the first breakthroughs in the fabrication of ceramics was the invention of the wheel, in 3,500 BCE. The introduction of the wheel allowed for the utilization of the wheel-forming technique to produce ceramic artifacts with radial symmetry. Meanwhile, ceramic pottery evolved in its use of increasingly elaborate paintings, so that these objects eventually became genuine pieces of art.

Understanding term 'Tableware':

Tableware is any **dish** or **dishware** used for setting a table, serving food, and dining. It includes cutlery, glassware, serving dishes, and other items for practical as well as decorative purposes. The quality, nature, variety and number of objects varies according to culture, religion, number of diners, cuisine and occasion. For example, Middle Eastern, Indian or Polynesian food culture and cuisine sometimes limits tableware to serving dishes, using bread or leaves as individual plates. Special occasions are usually reflected in higher quality tableware.

Setting the table refers to arranging the tableware, including individual place settings for each diner at the table as well as decorating the table itself in a manner suitable for the occasion. Tableware and table decoration is typically more elaborate for special occasions. Unusual dining locations demand tableware be adapted.

There are four types of tableware, namely

Serveware– Serveware is used for serving food items. It mainly consists of serving bowls, platters, salad bowls, dessert bowls, casseroles, soup pots, teapots that assist in placing the food onto the table. Other utensils that come under this category are serving spoons, ladles and pairs of tongs.

Dinnerware– these are sets of dishes that comprise plates and bowls used while dining. These are made of ceramics and vary in shape, size and colour. Check out our dinnerware sets collection

Silverware– Another term for silverware is flatware. These are the knives and spoons and forks that are used by the individual. They are made of steel and may vary in shape and size.

Drinkware– The object is in the shape of glass, cups and coffee mugs that are used for drinking water or wine. They are also available in different shapes and sizes, depending on the occasion.

Generally, dishware is composed of materials like wood, silver, gold, glass, plastic, acrylic and pewter. But in the past centuries, dinnerware sets were typically made of pottery and ceramic materials. Ceramic is a non-metallic, solid material that is used in making tiles, bricks, plates and glasses.

Ceramic Tableware industry in India:

Tableware made of **clay**, such as bone **china**, **porcelain**, **melamine**, and **stoneware**, is popular. Restaurants, hotels, and even homes will benefit from using **ceramic tableware** to add a special and personal touch. **Ceramic dinnerware** and beverage ware are easy to clean and stain-resistant. These leak-proof ceramic beverage ware is ideal for hot and cold drinks such as tea, soup, and curd.

According to **NIIR PROJECT CONSULTANCY SERVICES (NPCS)**, **between 2007 and 2012**, India's average annual disposable income increased by more than **29 percent in real terms**, while consumer spending increased by more than **25 percent**, resulting in a change from ordinary to trendy crockery, fuelling demand.

During the forecast period, commercial ceramic tableware is expected to dominate the industry. The business can be divided into two categories based on delivery channels: **online and offline**. **Specialty shops, supermarkets, hypermarkets, and department stores** are the different types of offline distribution channels.

Though ceramics have a hard surface that **does not absorb chemicals and prevents chemicals from leaching into food**, this tableware is also made of **nontoxic materials**, which is another major factor driving the growth of the ceramic tableware market. Furthermore, the promotion of ceramic tableware through various online platforms, as well as the **boom in e-commerce** and a growing emphasis on new product innovation and **research and development activities**, will create numerous opportunities for the ceramic tableware market to grow during the forecast period.

Due to high demand from developing countries such as **India** and China, the **Asia Pacific region** is one of the fastest-growing regional markets for ceramics tableware. In the Asia Pacific region, the increase in disposable income and brand awareness has resulted in a **high demand for branded ceramic tableware**. The rising number of houses due to population growth and rapid development is also a major driving

force. Furthermore, in the forecast era, the growing number of hotels, restaurants, and other dining options will boost regional market growth.

Rapid growth of the food & beverage sector and home decor industries is expected to increase the demand for ceramic tableware in the coming years. Also, growth in e-commerce is providing opportunities to players operating in the ceramic tableware market to sell their products through online platforms. This is further helping in the growth of the ceramic tableware market.

The sales of ceramic tableware through the online channel are growing swiftly due to the increasing penetration of the internet and smartphones globally. The factors such as ease of shopping, hefty discounts, and better payment and return policies are encouraging consumers to purchase ceramic tableware online. Moreover, the young working population with hectic schedules prefer online channels as their purchase medium rather than offline due to easy access and doorstep service. This, in turn, is expected to fuel the growth of the market in the forthcoming years.

Global Ceramic Tableware Market Scope and Market Size:

Global Ceramic Tableware Market, By Product Type (Ceramic Dinnerware, Ceramic Beverageware, Ceramic Flatware), Material Type (Bone China, Stoneware, Porcelain, Others), Application (Household Purpose, Commercial Purpose), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Wholesalers, Online, Others), Country (U.S., Canada, Mexico, Brazil, Argentina, Rest of South America, Germany, France, Italy, U.K., Belgium, Spain, Russia, Turkey, Netherlands, Switzerland, Rest of Europe, Japan, China, India, South Korea, Australia, Singapore, Malaysia, Thailand, Indonesia, Philippines, Rest of Asia-Pacific, U.A.E, Saudi Arabia, Egypt, South Africa, Israel, Rest of Middle East and Africa) Industry Trends and Forecast to 2028.



Ceramic tableware market size is valued at USD 101.71 billion by 2028 and is expected to grow at a compound annual growth rate of 5.47% for the forecast period of 2021 to 2028. Ceramic tableware market report analyses the growth, which is currently being growing due to the increase in the modular kitchen projects.

Also the market is largely driven by the rapid increase in consumer spending on household products. Additionally, the high growth in the food and beverage and home decor industries, rising demand for branded ceramic tableware in emerging economies, increasing population and rising disposable incomes are also highly impacting the growth of the ceramic tableware market.

However, the low durability of ceramic tableware and high pricing of good quality products are the major limiting factors for the ceramic tableware market, whereas the lack of awareness regarding the product has the potential to challenge the growth of the ceramic tableware market in the forecast period of 2021 to 2028.

Ceramic tableware market is segmented on the basis of product type, material type, application and distribution channel. The growth amongst the different segments helps you in attaining the knowledge related to

the different growth factors expected to be prevalent throughout the market and formulate different strategies to help identify core application areas and the difference in your target markets.

Types of Ceramic:

We often get asked what the difference is between earthenware, stoneware & porcelain, or ceramic & pottery. Pottery and ceramics are one of the same.

The word ceramic derives from Greek which translates as “of pottery” or “for pottery”. Both pottery and ceramic are general terms that describe objects which have been formed with clay, hardened by firing and decorated or glazed.

Clay is a natural material created by weathered rock. It is soft, malleable and will permanently harden if baked at high temperatures, making it a practical material for making tableware.



There are three main types of pottery/ceramic. These are earthenware, stoneware and porcelain.

1. Earthenware:

Earthenware is clay fired at relatively low temperatures of between 1,000 to 1,150 degrees. This results in a hardened but brittle material which is slightly porous (small holes through which liquid or air can go through), therefore can not be used to contain water. To remedy this, a glaze is used to cover the object before it is fired in the kiln for a second time and rendered waterproof.

2. Stoneware:

Stoneware is made from a particular clay which is fired at a higher Temperature of 1,200 degree. This results in a more durable material, with a denser, stone-like quality. The finished product will be waterproof and unlike earthenware, does not need to be glazed.

3. Porcelain:

Porcelain comes from a refined clay which is fired at very high temperatures of approximately 1,200-1,450 degree. The result is an extremely hard, shiny material often white and translucent in appearance.

The earliest form of porcelain originated in China around 1600 BC and this association popularised the term “fine china”, or bone china when the porcelain has had ground animal bone added to the clay, in order to create an even more durable material.

Advantages of using Ceramic Tableware:

We all have a dining table in our home where everybody sits together and have their meal. And the tableware is an important component of the dining table. We cannot have our lunch, breakfast and dinner without them.

People have been using ceramic tableware since time immemorial. They also prefer cooking food in ceramic cookware. This is because ceramic is considered as the healthiest material of all the materials. It is non-porous and ceramic products are safe to use.

Let us take a look at some of its advantages –

Safe for health

Ceramic has been in use for over millions of years and is found healthy and safe for food. It has been observed that ingredients that form ceramic are considered non-toxic.

Heat friendly

Ceramic dishes are heat friendly. You can cook food on the stove, microwave or oven. Unlike plastic, it can be heated without breaking and melting. This is because the material porcelain (supreme material of all the materials) which is present in the product is responsible for even distribution of heat to the gas chambers. But not all ceramics are heat resistant; only some can bear the heat. So before buying, make sure the particular utensil is heat friendly.

Durability

Dinnerware made of porcelain is best known for its durability. Porcelain is burnt at a very high temperature, and as a result, it is durable and non-porous. Even though they look fragile, they possess supreme solidity. Next time before buying ceramic dinnerware, make sure it contains porcelain.

Non-sticky

Ceramic crockery is proven to be non-sticky. They have a smooth glassy texture that helps clean the dishes easily. Whether you are preparing a dish on ceramic cookware or having a meal, the utensil is left with no spots. Moreover, they can be cleaned with much ease by just applying soap and water.

Versatile

Porcelain tableware is available in different shapes, sizes and colours. You can arrange them on the table according to occasions and cuisines

Wide range of options and inexpensive

Ceramic tableware comes in a wide range of options and may vary in size and colours. But porcelain is said to have the finest properties than all the materials. You can select the best or classy style that fits your table requirements at an affordable rate. In the past, porcelain dinnerware used to be expensive and only aristocrats and rich people owned it. But now as the techniques evolved and new processes came into being, dinnerware is available at affordable prices.

Doesn't contain vinyl and chemicals

Chemicals and plastic can have an adverse effect on our health. These can be harmful to our bodies. These chemicals are present in food storage containers and other household and building products. Whereas some ceramics are chemically free and can be a good option for you.

Doesn't absorb chemical like plastic

Ceramic products are non-porous, and due to this property, it does not absorb chemicals. On the other side, chemicals of plastic dinnerware can get mixed with the food which can be hazardous for health.

Stable thermodynamics

The thermodynamics of ceramics is very stable, which doesn't allow the heat flow to go out quickly. As you know, our meal tends not to easily burst when it's especially subjected to rapid quenching changes with certain temperature differences. The ceramics are also a poor conductor of heat. Hence, the transfer of heat is very low as compared to glass, steel and other metal utensils. Thus, tableware is known for holding boiling water and hot food for a long time.

Chemical stability

The daily use of porcelain in our home also has a certain resistance to alkalis, acids, salts, and carbon dioxide in the atmosphere that can harm a human body internally, if taken consistently.

These mentioned chemicals have very little reactivity towards the ceramics tableware, which ultimately doesn't let it get rust and age. This property also proves the ceramics superiority of metals such as aluminium ware, copperware, and iron wares.

Process of making Ceramic Tableware

Be curious about how ceramic tableware is made? Let's discuss...

Step 1: Clay molding

With the dolomite clay and other materials, the molding begins.

Step 2: Molding casting

There are three casting ways for mold forming: by hand, by roller and by high pressure.

Step 3: Mold release

About 20-30 minutes later, the moisture evaporates to the appropriate level to release the mold.

Step 4.1: Scrub the clay body

The mold will be smoother after the product is scrubbed with water and the sponge.

Step 4.2: Strimming the clay body

After scrubbing the clay body with water and sponge, now we need skilled specialists to eliminate the unneeded parts.

Step 5: Bisque firing:

The firing process is performed in a ceramic bisque firing tunnel with a temperature of approximately 1080 degrees.

Step 6: Bisque check:

This is the first quality check. The product with imperfection look will be discarded by our workers. They are inferior products.

Step 7: Hand painting

Products are hand painted by highly skilled workers. The ceramic products which have been hand painted have an elegant, individual charm.

Step 8: Glazing process

Glaze can serve to colour, decorate or waterproof an item. This step is vital for producing ceramic items that will meet “Food Serving Quality” standards.

Step 9: Glost firing

Glost firing is the second firing of the ceramic ware, in which glaze is fused. Fire at a temperature of approximately 1080 degrees, the glaze changes the form with the ceramic body. After this process, the glazed product now has a shiny luster.

Step 10: Enamel glazing check:

After the glost firing, the ceramic items move to their second QC. Quality control specialists will inspect the glaze and the ceramic body itself.

Step 11.1: Decal putting

Decals are images or designs printed on a special paper so that they can be transferred onto the glazed surface and fired.

Step 11.2: Decoration firing

The product is then fired at a temperature of 830 degrees, which meets European standards for FSQ ceramics (the global standards). With this temperature, the decal will be melted with the glaze.

Step 12: The last quality checking

After the decoration firing, we now have to come to the last quality check. We need to make sure the decals are put in the right place per our customers requirements. In this step also ensure that there is no

colour distortion. This QC process will check all details about the products.

From tableware products I took an example of the cup process to understand it in an easy way. Below image will help to understand the process.



Conclusion:

Tableware mainly consists of plates, bowls, mugs and all kitchen supplies used for cooking, serving and decorating the food and table. Ceramic tableware is also called pottery. Ceramic tableware is a set of tableware made up of plates and bowls used at meals. These are all made of ceramic, of different shapes, sizes and colors.

Ceramics are made by firing clay at a high temperature, it is widely used in daily life. Ceramics are considered a very healthy material. In addition to ceramic tableware, people also like to use crockery very much. Most people like ceramic cooking utensils because they can be cooked either dry or wet. Ceramic cookers are also used for baking.

There are major three types of ceramics namely;

- 1) Earthenware
- 2) Stoneware
- 3) Porcelain

Ceramic is considered as the healthiest material of all the materials because It is non-porous and ceramic products are safe to use.

Advantages of ceramic tableware are;

- Safe for health
- Heat friendly
- Durability
- Non sticky
- Versatile
- Wide range of options and inexpensive
- Does not contains vinyl and chemicals
- Does not absorb chemicals like plastic
- Stable thermodynamics
- Chemical stability

Rapid growth of the food & beverage sector and home decor industries is expected to increase the demand for ceramic tableware in the coming years. Also, growth in e-commerce is providing opportunities to players operating in the ceramic tableware market to sell their products through online platforms. This is further helping in the growth of the ceramic tableware market.

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