

Resumen nº 12

中国陶瓷砖产品发展趋势与策略分析

Analysis on the developing-tendency and strategy of Chinese Ceramic
tile

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1. 引言

陶瓷墙地砖产品的发展趋势与策略受多方面因素的影响与制约，资源与环保，建筑与房地产业的发展、社会经济水平与国民收入、消费观念与审美的需要、技术装备与材料工艺的科技水平等，陶瓷砖产品的研发受装备及材料工艺的影响越来越大，而全行业受资源与环保的制约越来越显著，本文仅对中国陶瓷墙地砖主要产品发展趋势进行简单分析，并对产品发展策略进行初步探讨。

The developing-tendency and strategy of the ceramic tile are influenced by many factors and restriction, resources and environmental protection, building and development of real estate, social economic level and national income, the need of consumption idea、 aesthetics , technological level of technical equipment and material etc.The research and development of the ceramic is influenced by equip and the material craft greater and greater, and the whole industry is restricted by resources and environmental protection more and more prominently, this text makes a simple analysis on the developing-tendency of main products of Chinese ceramic tile, and make the preliminary discussion on the strategy of ceramic tile.

关键词：中国 ， 陶瓷墙地砖 ， 发展方向 ， 策略

Keyword: China ， Ceramic tile ， developing-tendency ， strategy