

Building Materials

Sector Update

June 09, 2026

Coverage Universe

Name of the Company	Rating	CMP (INR)	TP (INR)
Astral Ltd.	BUY	1,511	1,863
Century Plyboard (I)	Accumulate	750	862
Cera Sanitaryware	Buy	5,473	7,429
Finolex Industries	Accumulate	169	207
Greenpanel Industries	BUY	195	332
Kajaria Ceramics	Accumulate	1,075	1,323
Prince Pipes and Fittings	Accumulate	267	816
Supreme Industries	BUY	3,491	4,626

Price Hikes Persist; Competitive Pressures Stay Elevated

Quick Pointers

- Demand remains healthy across regions.
- Jaquar is emerging as the most preferred brand driven by stronger brand pull, pricing competitiveness, and architect influence.

We interacted with sanitaryware and faucetware dealers across key regions in India to assess demand trends, competitive intensity, pricing dynamics, and channel sentiment. Our discussions indicate that demand remains healthy across most markets, with project demand generally outperforming retail demand. However, competitive intensity continues to remain elevated, with customers increasingly gravitating toward established brands with stronger brand recall, wider product portfolios, better pricing, and deeper engagement with architects and influencers. While product quality is largely perceived to be comparable across leading players, brand pull, dealer economics, inventory availability, and execution capabilities are emerging as key differentiators in driving market share gains.

West Region - Very High Competitive Intensity

- Dealers across the region indicated that Jaquar is emerging as the most preferred brand, primarily due to its attractive pricing and stronger brand pull at the consumer level.
- CERA also enjoys healthy acceptance in several markets owing to its value-for-money positioning and broad product portfolio. Channel partners highlighted that successive price hikes have widened the pricing gap versus small regional players, making it difficult to push products at the retail level.
- Hindware dealers reported operational concerns such as frequent catalog and model changes, inventory shortages, packaging issues, and inconsistent product availability, impacting dealer confidence and customer servicing.
- In Mumbai, some dealers noted that customers in the premium segment are increasingly gravitating toward Kohler and Jaquar, while product availability issues have resulted in lost sales opportunities.
- Overall demand remains healthy; however, dealer sentiment suggests that execution challenges and pricing competitiveness are impacting market share for some premium players.

North Region – Moderate Competitive Intensity

- Demand remains healthy across both retail and project channels, with project demand particularly strong.
- Dealers indicated that Jaquar remains the first preference in several customer segments due to its brand strength and acceptance among architects and developers.
- In certain pockets, Hindware continues to benefit from its long-standing market presence and customer familiarity.
- While price hikes have been largely absorbed in projects, some retail dealers highlighted concerns regarding pricing competitiveness versus both Jaquar and Hindware.
- Product quality perception remains positive; however, stronger competitor brand recall continues to influence purchase decisions.

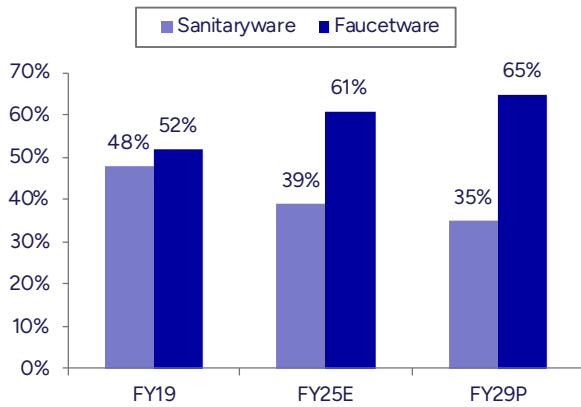
Central Region – High Competitive Intensity

- Dealers reported healthy demand but indicated that Jaquar and Parryware are gaining stronger traction, particularly in the retail channel.
- Product quality across major brands is considered broadly comparable, resulting in customers placing greater emphasis on brand perception, pricing, and influencer recommendations.
- Several channel partners highlighted that architects and consultants tend to suggest established brands more frequently, especially in premium projects.
- Successive industry-wide price hikes have created challenges in retail sales.
- Wider product portfolios and stronger market visibility of competing brands continue to intensify competition.

South Region (Karnataka) – Moderate Competitive Intensity

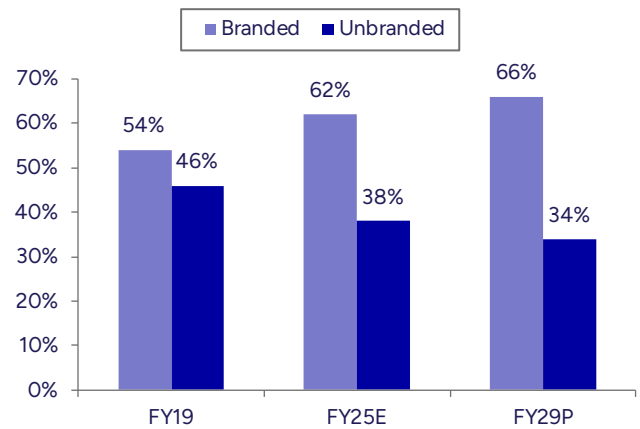
- Demand remains healthy and product quality is not perceived as a concern.
- Dealers highlighted that CERA enjoys a strong value proposition, with quality perceived to be comparable to leading competitors while offering attractive pricing.
- However, aggressive discounting by sub-dealers and channel partners has created pricing distortions in the market, particularly in project business.
- For CERA, Certain project opportunities have reportedly shifted toward competing brands due to specification-related issues.
- Despite these challenges, overall brand perception remains positive, and demand trends continue to be stable.

Exhibit 1 : Indian sanitaryware and faucetware market segmentation



Source: Company, PL

Exhibit 2 : Branded share in Indian sanitaryware and faucetware



Source: Company, PL

Exhibit 3 : Indian sanitaryware – Industry structure

Particulars	Value
Total bathware market size (INR bn)	331
Sanitaryware market size (%)	39.00
Sanitaryware market size (INR bn)	129.1
Organized market share (%)	75
Organized market size (INR bn)	96.8
CRS FY25 revenue (INR bn)	9.4
CRS total market share (%)	7
CRS organized market share (%)	10

Source: Company, PL

Exhibit 4 : Indian faucetware – Industry structure

Particulars	Value
Total bathware market size (INR bn)	331
Faucetware market size (%)	61.0
Faucetware market size (INR bn)	201.9
Organized market share (%)	60
Organized market size (INR bn)	121.1
Jaquar total market share (%)	15–20
Hindware total market share (%)	4–5
CRS total market share (%)	4–5

Source: Company, PL

Analyst Coverage Universe

Sr. No.	Company Name	Rating	TP (INR)	Share Price (INR)
1	Amber Enterprises India	BUY	8396	7154
2	Astral Ltd.	BUY	1863	1444
3	Avalon Technologies	Hold	1233	1256
4	Bajaj Electricals	Accumulate	384	343
5	Cello World	BUY	489	368
6	Century Plyboard (I)	Accumulate	862	778
7	Cera Sanitaryware	Buy	7429	5782
8	Crompton Greaves Consumer Electricals	Accumulate	320	285
9	Cyient DLM	HOLD	370	358
10	Finolex Industries	Accumulate	207	192
11	Greenpanel Industries	BUY	332	186
12	Havells India	Accumulate	1505	1349
13	Kajaria Ceramics	Accumulate	1323	1188
14	Kaynes Technology India	Accumulate	3506	3337
15	KEI Industries	Accumulate	5660	5018
16	LG Electronics India	Accumulate	1690	1491
17	Polycab India	BUY	10282	8416
18	Premier Energies	Accumulate	1071	982
19	R R Kabel	BUY	1964	1571
20	Supreme Industries	BUY	4626	3692
21	Syrma SGS Technology	Hold	1128	1075
22	Vikram Solar	Accumulate	226	215
23	Voltas	Hold	1308	1294
24	Waaree Energies	Buy	3713	3230

PL's Recommendation Nomenclature (Absolute Performance)

BUY	: > 15%
Accumulate	: 5% to 15%
Hold	: +5% to -5%
Reduce	: -5% to -15%
Sell	: < -15%
Not Rated (NR)	: No specific call on the stock
Under Review (UR)	: Rating likely to change shortly

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