

Press Release – 2 December 2025

2025 EUROPEAN CERAMIC DAYS: CERAME-UNIE UNVEILS A CUMULATIVE COSTS ASSESSMENT AND URGES FOR IMMEDIATE ACTION TO SAFEGUARD THE EUROPEAN CERAMIC INDUSTRY'S RESILIENCE AND GLOBAL POSITION.

Brussels, Belgium – The European ceramic industry gathers for the 2025 European Ceramic Days (ECD) from 1 to 3 December 2025. This year, the event is dedicated to **“Ceramics: Building a Sustainable and Greener World”** and coincides with the 31st European Policy Ceramic Forum (EPCF) plenary, hosted by MEP Elisabetta Gualmini and focused on *“How to foster a stable business environment in the current regulatory and geopolitical context”*. The European Ceramic Days bring together industry leaders from all over Europe and EU and national policymakers to address the most pressing challenges facing the ceramic sector and the European industry as a whole.

On this occasion, Cerame-Unie presented a **Cumulative Costs Assessment**, providing updated insights into the current trends in regulatory costs and underlining the ***urgent need for immediate action to safeguard the European industry's resilience and global position***, notably in relation to energy and carbon costs and in terms of simplification for SMEs and small emitters.

The ceramic sector has a distinctive role in promoting sustainable development, producing a wide range of high-quality and sustainable products **made in Europe**, driving local added value, and providing more than 200.000 direct jobs in Europe.

Nevertheless, competitiveness of the European ceramic industry is put under critical pressure due to the combined effect of the EU's overly ambitious climate and environmental targets, surging energy and CO₂ prices, and unfair competition from third countries. Compared to 2021, the sector is experiencing a 30% decrease in production, accompanied by a reduction of 50% in its trade balance and a 10% loss in jobs provided. While **overregulation** is a barrier to innovation and local production, if not urgently tackled, ***the estimated 30-40% total cost inflation, stemming in particular from unbearable and unmatched energy and CO₂ prices, will accelerate relocation of production outside of Europe over the next few years.***

The ceramic industry is committed to its decarbonisation path towards climate neutrality in 2050, but ***urgently needs a stable and fair regulatory framework, together with major capital investments and the right access to affordable energy and electricity to successfully manage the transition.*** Ceramic plants are often located in remote rural areas, in some regions in clusters, suffering critical infrastructure gaps and limited access to financial support for R&D projects, hindering the sector's decarbonisation potential.

To ensure the essential role of ceramics in Europe, providing durable and affordable goods for households, sustainable solutions to the **housing crisis** and indispensable industrial products, immediate action is needed. Cerame-Unie calls for ***further simplification of the EU ETS framework, notably addressing small emitters' needs, extending indirect costs compensation and suspending the decrease of free CO₂ quotas as of 2026.*** Additional measures must include the reduction and stabilisation of EU electricity prices, ensuring fair and simplified access to European funding for R&D projects, and further reducing the overall regulatory and administrative burden, in particular on SMEs and small mid-caps.

As stressed by Cerame-Unie President and CEO of Wienerberger AG Heimo Scheuch, *“the current industrial and energy crisis requires emergency measures including a short-term review of the ETS through an Omnibus proposal. To be able to invest in a sustainable future, the industry needs these measures now”*.

Follow the discussion and updates on #25ECD and #EPCF. Keep an eye on our social media channels for live event coverage and the latest news! For more information, please visit www.cerameunie.eu or contact us at communication@cerameunie.eu.

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