

Vietnam Sanitary Ware and Bathroom Accessories Market Report and Forecast 2024-2032

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Report description:

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Market Outlook

According to the report by Expert Market Research (EMR), the Vietnam sanitary ware and bathroom accessories market grew significantly in 2023. Aided by the surging real estate market and an expanding middle class in Vietnam, along with the nation's growing appetite for modernised living standards, the market is projected to further grow at a CAGR of 6.4% between 2024 and 2032.

Sanitary ware and bathroom accessories encapsulate a range of products from toilets, washbasins, and bathtubs to towel bars, faucets, and showerheads. These essentials play a pivotal role in modern households, symbolising not just utility but also aesthetic and comfort. In Vietnam, with rapid urbanisation and a flux of western influences, the emphasis on well-equipped and stylish bathrooms has surged.

The booming real estate sector is driving the Vietnam sanitary ware and bathroom accessories market growth. With a flux of investments into residential complexes, hotels, and resorts, the demand for high-quality sanitary ware and bathroom accessories has skyrocketed. This phenomenon is more evident in urban regions where contemporary apartment living necessitates compact yet luxurious bathrooms.

Further fuelling the market trajectory is Vietnam's burgeoning middle class. With rising disposable incomes, there's a palpable shift towards premium sanitary ware products that offer a blend of aesthetics, innovation, and sustainability. Brands offering smart toilets, automated faucets, or water-saving showerheads are finding increasing traction among this consumer segment. The Vietnam sanitary ware and bathroom accessories market outlook is not solely influenced by luxury or premium offerings. Given Vietnam's diverse socio-economic fabric, there's a massive demand at the affordable and mid-segment tiers as well. This is particularly discernible in semi-urban and rural regions, where the focus is more on durability and functionality, albeit without compromising on modern design sensibilities.

Beyond the domestic arena, Vietnam's sanitary ware market is gaining international prominence. Local manufacturers are upping their game, ensuring that their products meet international quality standards. This strategic pivot has ushered in export

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opportunities, with Vietnamese sanitary ware and bathroom accessories finding markets in neighbouring Southeast Asian countries, Europe, and North America.

Additionally, with the digital wave sweeping across sectors, e-commerce platforms are emerging as pivotal marketplaces for sanitary ware and bathroom accessories in Vietnam. Brands are harnessing online channels for broader reach, customer engagement, and offering personalised solutions, thus enhancing their portion in the Vietnam sanitary ware and bathroom accessories market share.

Market Segmentation

The market can be divided based on product type, material, and region.

Market Breakup by Product Type

- Toilet/Water Closet
- Wash Basin
- Pedestal
- Cistern
- Faucets
- Showers
- Others

Market Breakup by Material

- Ceramic
- Pressed Metal
- Acrylic Plastic & Perspex
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Vietnam sanitary ware and bathroom accessories market. Some of the major players explored in the report by Expert Market Research are as follows:

- Vietnam Caesar Sanitary Equipment Joint Stock Company
- Innoci Viet Nam Co., Ltd
- Italisa Vietnam Co., Ltd
- Jaquar Vietnam
- Grelli Sanitary Ware
- ROCA Sanitario, S.A.
- Toto Vietnam Co., Ltd.
- Viglacera Corporation- JSC
- Viet Ceramics International Joint Stock Company
- Others

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