

## **India Bath Fittings - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 130 pages | Mordor Intelligence

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### **Report description:**

The India Bath Fittings Market size is estimated at USD 10.66 billion in 2024, and is expected to reach USD 15.47 billion by 2029, growing at a CAGR of 7.74% during the forecast period (2024-2029).

The Indian bath fittings market had experienced steady growth over the past few years. Along with the growth in the housing market, the related industry verticals, such as bathroom fittings, are also poised for strong growth in the coming years. Bathrooms in the contemporary Indian houses are embellished with fittings and interiors that make a style statement. The housing sector has been growing, due to the rise in the purchasing power of individuals, continuous rise in population, increase in the number of nuclear families, rapid urbanization, and government intervention to provide easy loans, among others. This factor, in turn, has been contributing toward the growth of the Indian bath fittings market. Moreover, the Indian real estate industry is addressing the demand for built-up space, from a variety of property segments, such as offices, housing units, shopping malls, hospitality industry, manufacturing sector, and logistics facilities. Thus, the housing sector is undergoing significant growth, thereby, fueling the demand for bath fittings, which form an integral part of the modern-day infrastructure.

### India Bathroom Fittings Market Trends

#### Growing Urbanization is Driving the Market

The growth for the bath fittings market in India has been majorly driven by rising urbanization and improving consumer awareness regarding new bath accessories. A home with at least one bathroom has become a necessity in urban areas, which in turn has led to an increase in demand for bathroom fittings. The primary factors driving the bathroom fittings market include rapid urbanization and improving living standards. As a result, consumers are now becoming more inclined toward premium and

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high-end household fittings. In addition to this, the increasing urbanization levels, along with the growing construction of smart and luxury housing projects have further augmented the demand for bathroom fittings. Various automated bathroom accessories including, sensor taps, smart showers/mixers, automatic soap dispensers, etc., are gaining popularity, precisely among the urbanized population.

### Residential Application Dominates the Market

By application, the market is dominated by the residential segment. With economic growth driving incomes, the purchasing power is expected to increase significantly, across all consumer groups, thus, creating one of the largest consumer groups. The majority of the Indian families had not considered installing stylish bathroom fittings earlier. However, with the increase in disposable incomes, the middle and upper classes are willing to spend more on their lifestyle products, such as bathroom fittings and accessories. People are opting for bigger and better bathrooms as a sure sign of luxurious living. Additionally, increasing the sizes of bathrooms also gives a chance of adorning the space with exquisite fixtures.

### India Bathroom Fittings Industry Overview

The report covers major international players operating in the India bath fittings market. In terms of market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and by tapping new markets.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

#### **Table of Contents:**

##### 1 INTRODUCTION

###### 1.1 Study Deliverables and Market Definition

###### 1.2 Study Assumptions

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

###### 4.1 Market Overview

###### 4.2 Drivers

###### 4.3 Restraints

###### 4.4 Opportunities

###### 4.5 Recent Developments in the Market

###### 4.6 Value Chain Analysis

###### 4.7 Porter's Five Forces Analysis

###### 4.8 Technological Advancements in the Market

###### 4.9 Insights on Government Regulations and Initiatives

###### 4.10 Consumer Behavior Analysis

###### 4.11 Impact of COVID 19 on the Market

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## 5 MARKET SEGMENTATION

### 5.1 Product Type

#### 5.1.1 Faucets

#### 5.1.2 Showers

#### 5.1.3 Bath Tubs

#### 5.1.4 Shower Enclosures

#### 5.1.5 Other Product Types

### 5.2 Market Type

#### 5.2.1 Unorganized

#### 5.2.2 Organized

### 5.3 Distribution Channel

#### 5.3.1 Multibrand Stores

#### 5.3.2 Exclusive Stores

#### 5.3.3 Online

#### 5.3.4 Other Distribution Channels

### 5.4 End User

#### 5.4.1 Residential

#### 5.4.2 Commercial

## 6 COMPETITIVE LANDSCAPE

### 6.1 Market Concentration Overview

### 6.2 Company Profiles

#### 6.2.1 CERA Sanitaryware Limited

#### 6.2.2 Parryware Limited

#### 6.2.3 Jaquar

#### 6.2.4 Kohler

#### 6.2.5 H & R Johnson (India) Ltd

#### 6.2.6 Duravit India

#### 6.2.7 Hindware Homes Limited

#### 6.2.8 Regal Bathroom Fittings

#### 6.2.9 Omen India

#### 6.2.10 Eros

#### 6.2.11 Wavers India

#### 6.2.12 Other Companies

## 7 FUTURE OPPORTUNITIES OF THE MARKET

## 8 APPENDIX

## 9 DISCLAIMER

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