

Saudi Arabia Sanitary Ware Market Report and Forecast 2024-2032

Market Report | 2024-05-01 | 162 pages | EMR Inc.

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Report description:

Saudi Arabia Sanitary Ware Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Saudi Arabia sanitary ware market size reached a value of USD 365.75 million in 2023. Aided by the rapid urbanisation, infrastructure development, and increasing consumer awareness of hygiene and sanitation, the market is projected to further grow at a CAGR of 5.3% between 2024 and 2032 to reach a value of USD 583.26 million by 2032.

Sanitary ware comprises a range of products designed for use in bathrooms and kitchens, including toilets, sinks, bathtubs, showers, and faucets. These products play a crucial role in maintaining hygiene, convenience, and aesthetics in residential, commercial, and institutional settings. With the growing emphasis on modernisation, luxury, and sustainability, the demand for innovative, high-quality sanitary ware solutions is on the rise in Saudi Arabia.

As per the Saudi Arabia sanitary ware market analysis, Saudi Arabia is witnessing rapid urbanisation, driven by population growth, economic diversification, and infrastructure investments. The expansion of residential, commercial, and hospitality sectors necessitates the development of modern, efficient sanitary infrastructure, driving demand for sanitary ware products.

The integration of digital and smart technologies into sanitary ware products is gaining momentum in Saudi Arabia. Smart toilets with features such as integrated bidet functionality, heated seats, self-cleaning mechanisms, and touchless operation are becoming increasingly popular among consumers seeking enhanced comfort, convenience, and hygiene in their bathrooms, which can aid the Saudi Arabia sanitary ware market growth. Manufacturers are investing in IoT (Internet of Things) connectivity, mobile apps, and voice-activated controls to offer innovative, connected bathroom solutions tailored to modern lifestyles.

Rising per capita income and improving living standards are boosting consumer spending on home improvement and renovation projects, including bathroom and kitchen upgrades. Consumers are increasingly inclined towards premium, aesthetically pleasing sanitary ware products that enhance the visual appeal and functionality of their living spaces.

Luxury and wellness features are becoming key differentiators in the sanitary ware market in Saudi Arabia, catering to affluent consumers seeking premium experiences in their homes. High-end products with spa-like features such as hydrotherapy bathtubs, chromotherapy showers, aromatherapy systems, and built-in sound systems are in demand among luxury homeowners and hospitality establishments. These features enhance relaxation, rejuvenation, and overall well-being, aligning with the growing

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trend towards self-care and indulgence.

As per the Saudi Arabia sanitary ware market outlook, consumers in Saudi Arabia are seeking personalised and customisable sanitary ware solutions that reflect their tastes, preferences, and lifestyle needs. Manufacturers offer a wide range of design options, finishes, colours, and configurations to enable customisation according to specific requirements and design aesthetics. Customizable faucets, sinks, shower systems, and accessories allow consumers to create unique, tailored bathroom spaces that reflect their personality and style statement.

The COVID-19 pandemic has underscored the importance of hygiene and sanitation, leading to heightened awareness and demand for sanitary ware products that promote cleanliness and wellness, which can boost the overall Saudi Arabia sanitary ware market share. Features such as touchless faucets, antimicrobial surfaces, and easy-to-clean designs are gaining popularity among consumers concerned about hygiene.

With growing environmental consciousness and government initiatives promoting sustainable construction practices, there is a rising demand for eco-friendly, water-efficient sanitary ware solutions. Manufacturers are increasingly incorporating recycled materials, water-saving technologies, and energy-efficient designs to cater to the evolving preferences of environmentally conscious consumers.

Manufacturers are investing in research and development to introduce innovative designs, materials, and technologies in sanitary ware products. Advanced features such as smart toilets, sensor-based faucets, and customisable shower systems are gaining traction, offering convenience, comfort, and luxury to consumers and further aiding the Saudi Arabia sanitary ware market expansion.

Market Segmentation □

The market can be divided based on material type, product, end use, and distribution channel.

Market Breakup by Material Type

- Ceramics
- Plastic
- Metal
- Others

Market Breakup by Product

- Water Closet
- Urinals
- Bathtubs
- Wash Basins
- Cisterns
- Pedestals
- Others

Market Breakup by End Use

- Residential
- Commercial

Market Breakup by Distribution Channel

- Online
- Offline

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 Saudi Arabia sanitary ware market. Some of the major players explored in the report by Expert Market Research are as follows:

- Saudi Ceramic Company
- RAK Ceramics PJSC
- Geberit International Sales AG
- Kohler Co.

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- Porsalina
- Roca Sanitario, S.A
- The Ceramics Factory (Saudi Industrial Development Company (SIDC))
- Ideal Standard Group
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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