

Global Sanitary Ware Market Report and Forecast 2024-2032

Market Report | 2024-05-02 | 156 pages | EMR Inc.

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Report description:

Global Sanitary Ware Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global sanitary ware market size reached a value of USD 12.95 billion in 2023. Aided by the rising demand for hygienic and comfortable sanitary solutions and urbanisation and real estate development, the market is projected to further grow at a CAGR of 5.7% between 2024 and 2032 to reach a value of USD 21.41 billion by 2032.

Sanitary ware encompasses a wide range of products used in bathrooms and washrooms, including toilets, basins, bidets, urinals, bathtubs, and showers. These products are essential components of residential, commercial, and institutional spaces, contributing to hygiene, comfort, and aesthetic appeal.

As per the sanitary ware market analysis, with increasing awareness about hygiene and sanitation, consumers are prioritising the adoption of sanitary ware products that offer superior cleanliness, ease of maintenance, and enhanced comfort. Manufacturers are innovating to develop advanced sanitary solutions with features such as self-cleaning surfaces, water-saving technologies, and ergonomic designs to meet evolving consumer expectations.

Rapid urbanisation, coupled with a growing population, is driving demand for housing and infrastructure development worldwide. As per the sanitary ware market outlook, the construction of residential complexes, commercial buildings, hospitality establishments, and public facilities fuels the demand for sanitary ware products as integral components of modern building designs. Emerging markets, particularly in Asia-Pacific and Africa, witness significant investments in real estate projects, driving the growth of the market.

The integration of advanced technologies, such as sensor-based faucets, touchless flushing systems, and smart toilets, is revolutionising the sanitary ware sector. These innovations offer enhanced functionality, convenience, and water efficiency, catering to the needs of tech-savvy consumers and sustainability-conscious users and fuelling the sanitary ware market growth. Manufacturers are investing in research and development to introduce innovative products with smart features and IoT connectivity, driving market growth and differentiation.

Increasing environmental concerns and regulatory initiatives to promote sustainable practices are shaping product development and consumer preferences in the sanitary ware market. Manufacturers are adopting eco-friendly materials, such as recycled

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ceramics, bio-based polymers, and water-saving technologies, to reduce environmental impact and meet sustainability goals. Green building certifications and eco-labelling programs in the sanitary ware market further drive the adoption of sustainable sanitary ware solutions in residential and commercial projects.

The ageing population demographic trend, particularly in developed regions, is fuelling demand for sanitary ware solutions designed to meet the needs of elderly and mobility-impaired individuals. Universal design principles, such as barrier-free access, grab bars, and ergonomic fixtures, are becoming increasingly important in bathroom design to enhance accessibility, safety, and comfort for users of all ages and abilities, further propelling the sanitary ware market expansion.

The growing emphasis on wellness and self-care is driving demand for luxury sanitary ware products that offer spa-like experiences and relaxation features. Hydrotherapy bathtubs, steam showers, chromotherapy lighting, and aromatherapy functionalities are gaining popularity among affluent consumers seeking to create personalized wellness retreats within their homes. Manufacturers are innovating to incorporate luxury and wellness features into their product offerings to cater to this niche market segment.

The digitalisation of retail channels and the rise of e-commerce platforms provide manufacturers with new avenues to reach customers, expand market reach, and streamline distribution channels, which can boost the overall sanitary ware market share. Online platforms offer convenience, product visibility, and accessibility, enabling manufacturers to target diverse consumer segments and geographical regions effectively.

Emerging economies in Asia-Pacific, Latin America, and Africa offer lucrative opportunities for market expansion due to rapid urbanisation, infrastructure development, and rising disposable incomes. Manufacturers can capitalise on these markets by offering affordable, yet high-quality sanitary ware solutions tailored to local preferences and requirements.

Market Segmentation □

The market can be divided based on type, material, application, distribution channel, and region.

Market Breakup by Type

- Wash Basins
- Cisterns
- Toilet Sinks and Water Closet
- Others

Market Breakup by Material

- Ceramic
- Plastic
- Others

Market Breakup by Application

- Residential
- Commercial

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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

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- Kohler Co.
- Toto Ltd.
- Roca Sanitario, S.A.U.
- Villeroy & Boch AG
- Geberit AG
- Hindware Limited
- Jaquar Group
- Cera Sanitaryware Limited
- Duravit AG
- LIXIL Corporation
- 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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