

U.S. Automatic Faucets Market - Focused Insights 2024-2029

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Report description:

The U.S. automatic faucets market is expected to grow at a CAGR of 6.34% from 2023 to 2029.

MARKET TRENDS & DRIVERS

Advancement in Sensor Technology

Advancement in sensor technology is a major trend in the U.S. market. It is due to various factors, including improved functionality, hygiene focus, and additional features. Newer sensors offer precise detection and improve overall user experience by reducing accidental water activation. It offers improved detection accuracy, touchless refill systems, quicker response times, and remote-control monitoring. Many of the companies are offering guarantees for no-leakage faucets. ASSA ABLOY offers Pforever Seal, which features advanced ceramic disc valve technology with a never-leak guarantee. The Advancement in the sensor allows for features like water temperature control, automatic flow shut-off per set time, and adjustable sensing range. It makes faucets more user-friendly. The advancement in sensors makes faucets water-efficient. There is a rising demand for water conservation-based products in the kitchen and bathroom. People in the U.S. are focusing on the reduction in wastewater. Due to technological advancements, the demand for touchless and sensor-based products has increased in the U.S. market. It gives convenience to the disabled people. Demand for automatic faucets has increased at various commercial places due to a rising preference for convenience. As touchless operations help to prevent diseases, their demand has increased due to the Covid-19 pandemic. The improved sensor technology helps to maintain the touch-free faucet experience. Overall, sensor innovation is a major reason for the increase in automatic faucet popularity in residential and commercial applications.

Growing Popularity of Wall Mounted Automated Faucets

The popularity of wall-mounted automatic faucets is growing significantly in the U.S. market due to various factors, including clean aesthetics, hygiene benefits, and space savings. Wall-mounted faucets create a streamlined and clean look on vanities and sinks, particularly in minimalist and modern bathroom designs. By improving hygiene, wall-mounted faucets reduce potential bacteria

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and germ harborage areas. Its demand is rising in commercial spaces where more traffic of people is there. It also frees up the counter space around the sink and is ideal for smaller bathrooms. Wall-mounted faucets are known for maximizing usable surface area. They are widely used in high-traffic public restrooms across industries like healthcare, education, hospitality, and office buildings. The sleek design of wall-mounted automatic faucets attracts consumers to their residential spaces. These faucets are more popular in modern homes because they provide hygienic benefits. The demand for guest rooms and master bathrooms is high. Due to increased demand for hygiene in the hospitality industry from consumers, hospitality industry players are offering the best possible services for their consumers to enhance their experience. Thus, the manufacturers focus on targeting such end-users to gain traction in the market. This will drive the demand for automatic faucets in the U.S. market during the forecast period.

Growing Incidence of Contagious Diseases Increases Product Demand

The rise of contagious diseases drives the U.S. automatic faucets market. It is due to the threat of re-emergence of pandemics, climate change, and emerging diseases. New diseases are constantly emerging, from animals to humans. Factors like human-animal interaction and deforestation can contribute to this. A warming planet can change the range of pathogens, allowing the growth of various illness-related diseases in new areas. Due to the close contact & touch, various diseases are spreading significantly in the U.S. The number of contagious diseases is rising in the U.S. caused by viruses, bacteria, fungi, etc. The health authorities are forced to adopt hygiene protocols in public places. The Centers for Disease Control (CDC) estimates that HAIs account for around 1.7 million infections and around 99,000 associated deaths each year in U.S. hospitals alone. The declining vaccination rates and overuse of antibiotics have led to the return of various diseases like cough, measles, etc. Various public health agencies are constantly monitoring contagious diseases. With increased awareness about health and wellness, the U.S. people avoid direct contact with sanitary products in public places. Proper cough etiquette and frequent handwashing are essential to stop the spread of germs. The increasing hygiene standards and the prevalence of HAIs in the U.S. drive the demand for automatic faucets.

INDUSTRY RESTRAINTS

High Cost

High cost is a significant challenge in the U.S. automatic faucets market. Some issues in the U.S. automatic faucets market include higher upfront costs, perception vs value, and installation considerations. Automatic faucets have a higher upfront cost than traditional faucets. This is due to the additional electronic component and sensor technology involved. As per the model, installing automatic faucets requires more plumbing work. It adds to the overall cost. Some consumers are not looking for the long-term benefits of automatic faucets, such as touchless operation or water conservation, outweigh the initial cost. Thus, some people may avoid installing automatic faucets and prefer buying traditional ones. It may hinder the market growth for automatic faucets during the forecast period.

SEGMENTATION INSIGHTS

INSIGHT BY PRODUCT

The U.S. automatic faucets market by product type is segmented into counter-mounted and wall-mounted. The counter-mounted segment dominates and has the largest market share. The counter-mounted automatic faucets are also known as deck-mounted. It has various advantages, such as a wider variety of styles, familiarity, and simpler installation. It holds the larger market share due to its affordability, wide variety of styles, and ease of installation. Counter-mounted automatic faucets are a widely and traditionally used option. It makes them a familiar choice for many of the users in the U.S. market. With the rise of smart buildings and homes, the demand for counter-mounted automatic faucets is rising in the U.S. In many public spaces, its usage has been

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increasing in the U.S. market. The rising contagious diseases and increased awareness about hygiene drive demand in the U.S. market during the forecast period.

? By Product

- o Counter Mounted
- o Wall Mounted

INSIGHT BY ENERGY

The U.S. automatic faucets market by energy is categorized into DC and AC. The DC segment shows significant growth, with the fastest-growing CAGR during the forecast period. DC systems are known for their simpler application, and compared to AC, they are also simpler options for installation. It is crucial for both commercial and residential applications. Smart home devices' rising popularity increases demand for low-power supply-based appliances. Thus, it increases demand for DC power supply-based automatic faucets. Demand from restaurants, public buildings, hospitals, retail, small businesses, and educational institutions is rising. DC application systems are known for their efficiency. It is more efficient for low-power applications like automatic faucets. DC-powered sensor taps offer greater flexibility when it comes to installation. It can be installed without any electricity connection. Thus, its popularity is rising in the U.S.

? By Energy

- o DC
- o AC

INSIGHT BY END-USER

Based on end-user type, the commercial segment holds the largest share of the U.S. automatic faucets market. Automatic faucets contribute to an upscale restroom and modern experience. It can enhance the overall picture of a shopping mall. The shopping complexes are rising across the U.S. The demand for automatic faucets is rising across the shopping complexes in the U.S., as they have sensors that limit water flow. It also helps reduce the wear and tear on handles compared to traditional faucets. It helps to reduce the maintenance costs. It drives the demand for automatic faucets in the U.S. market during the forecast period.

? By End-User

- o Commercial
- o Hospitality
- o Residential
- o Healthcare
- o Corporate Space
- o Education
- o Government & Defense
- o Industrial
- o Others

INSIGHT BY DISTRIBUTION CHANNEL

The online segment shows prominent growth, with the highest CAGR during the forecast period. Online stores offer a wider selection, convenience, and price comparison. Physical stores have limitations for storage. Online plumbing supply stores offer a wide variety of selections compared to physical stores. Thus, the online stores can offer their products at competitive pricing and also give access to high-end or specialty brands. Many manufacturing companies directly sell automatic faucets to consumers

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through their websites. It allows the consumer to access exclusive deals and a full product line. Convenient delivery, convenience, wider selection, customer review, and competitive pricing are the major factors that attract consumers to the market. It helps increase the sale of automatic faucets in the U.S. market.

? By Distribution Channel

- o Offline
- o Online

COMPETITIVE LANDSCAPE

The U.S. automatic faucets market report contains exclusive data on 25 vendors. The market is competing based on quality, functionality, and pricing. Manufacturing companies focus on balancing quality, affordability, and advanced features. Thus, the companies focus on innovation in product materials, designs, and manufacturing processes. The established brands and many other small players fragment the market. Established plumbing brands dominate the market with their various automatic faucet brands. They are offering a wide variety of products in the U.S. market to gain traction. The companies in this market focus on strengthening their network and reaching a wider audience through various distribution channels. Leading companies in the market are FontanaShowers, Kohler, Lixil Group, Masco Corporation, Moen Incorporated, Newell Brands, Sloan Valve Company, Stern Engineering Ltd., TOTO, and Zurn Water, LLC.

Key Vendors

- ? FontanaShowers
- ? Kohler
- ? Lixil Group
- ? Masco Corporation
- ? Moen Incorporated
- ? Newell Brands
- ? Sloan Valve Company
- ? Stern Engineering Ltd.
- ? TOTO
- ? Zurn Water, LLC.

Other Prominent Vendors

- ? ASSA ABLOY
- ? Bobrick Washroom Equipment Inc.
- ? Brizo Kitchen & Bath Company
- ? Bradley Company, LLC
- ? Euronics Industries Pvt Ltd
- ? Kraus
- ? Speakman
- ? Symmons Inc.
- ? Dornbracht
- ? Electronic Faucet
- ? Hokwang Industries Co., Ltd.
- ? MAC Faucets, LLC
- ? MIS ELECTRONICS

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- ? The Chicago Faucet Company
- ? The Splash Lab

KEY QUESTIONS ANSWERED:

1. What are the key trends in the U.S. automatic faucets market?
2. How big is the U.S. automatic faucets market?
3. What is the growth rate of the U.S. automatic faucets market?
4. Who are the major players in the U.S. automatic faucets market?

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