

## **Europe Hand Dryers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Europe Hand Dryers Market is expected to register a CAGR of greater than 5% during the forecast period.

The Europe hand dryer market is growing steadily due to factors such as increasing hygiene awareness, rising demand for eco-friendly products, and government initiatives to reduce paper waste. Hand dryers are commonly found in public restrooms in Europe. Many hand dryers are available on the market, including traditional hot-air hand dryers, high-speed hand dryers, and jet-air hand dryers. In recent years, there has been an increase in the use of environmentally friendly hand dryers with less energy consumption and waste generation. For example, some hand dryers are designed to use recycled paper towels or contain a built-in HEPA filter to reduce the spread of germs. Overall, hand dryers are a convenient and hygienic way to dry hands after using a European public restroom. Increasing awareness of hand hygiene and the importance of reducing paper waste drives the adoption of hand dryers as a more hygienic and sustainable alternative to paper towels.

Similar to the US, European consumers and businesses prioritize sustainability, favouring hand dryers for their reduced environmental impact compared to paper towels.

Innovations in hand dryer technology, such as energy efficiency, fast drying times, and hygiene features, contribute to market growth by improving performance and user experience. European Union regulations and national building codes promote energy efficiency and sustainability, driving the adoption of hand dryers in commercial and public buildings.

Hand dryers offer long-term cost savings over paper towels due to lower operating costs and reduced waste, making them an attractive investment for European businesses and institutions.

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Competition among manufacturers in Europe leads to product innovation, pricing strategies, and marketing efforts aimed at capturing market share and meeting diverse customer needs.

## Europe Hand Dryers Market Trends

### Hospitals and Clinics Segment is the Fastest Growing Market

The demand for hand dryers in hospitals and clinics across Europe is fueled by various factors, including the necessity for hygienic and effective hand drying solutions, cost-effectiveness, and sustainability. These facilities prioritize hand dryers that offer hygienic solutions to minimize infection transmission. High-speed hand dryers are preferred for their ability to swiftly and efficiently dry hands, thus reducing the risk of cross-contamination.

Moreover, hand dryers are viewed as more environmentally friendly than paper towels due to their ability to reduce waste and the need for paper production. Given the increasing focus on sustainability, hospitals and clinics are inclined to choose hand dryers that support their environmental objectives. Additionally, the hand dryer market is dynamic, with ongoing technological advancements aimed at enhancing hygiene, energy efficiency, and user experience. Hospitals and clinics may seek hand dryers equipped with features like HEPA filters, antimicrobial coatings, and touchless operation to improve hygiene and user convenience.

### UK is the Major Importer of Hand Dryer

The UK is one of the major importers of hand dryers in Europe. The market for hand dryers in the UK is driven by factors such as hygiene awareness, environmental concerns, and regulations promoting energy efficiency in public facilities. The UK's hospitality sector, including restaurants, hotels, and public venues, is a key user of hand dryers, contributing to the country's significant import volumes. However, market conditions can change, so it's advisable to consult the latest data and market reports for the most up-to-date information.

The UK's hand dryer market is experiencing a consistent growth trajectory, propelled by rising concerns over hygiene and sanitation, alongside a heightened emphasis on energy efficiency and sustainability. Regulatory guidelines and standards for hand drying solutions in public and commercial spaces further shape this market. Technological advancements are a defining feature, with a focus on quieter, energy-efficient models and touchless designs that prioritize hygiene and minimize germ transmission.

## Europe Hand Dryers Industry Overview

The European Hand Dryers Market is competitive with various regional and global players. However, regional players include an advantage in supplying products in various styles, designs, etc. Manufacturers are bringing innovative designs into the market and investing in R&D to gain a competitive advantage. The report covers major international players operating in the Europe hand dryers market. Some key players in the Europe hand dryer market include Dyson Ltd., Excel Dryer Inc., Mitsubishi Electric Corporation, Electrostar GmbH, Bobrick Washroom Equipment, and JVD SAS. The companies are also promoting, differentiating, and selling limited editions to increase their visibility and brand awareness in the market.

### Additional Benefits:

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

### **Table of Contents:**

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## 1 INTRODUCTION

### 1.1 Study Assumptions and Market Definition

### 1.2 Scope of the Study

## 2 RESEARCH METHODOLOGY

## 3 EXECUTIVE SUMMARY

## 4 MARKET INSIGHTS AND DYNAMICS

### 4.1 Market Overview

### 4.2 Market Drivers

### 4.3 Market Restraints

### 4.4 Industry Value Chain Analysis

### 4.5 Industry Attractiveness: Porter's Five Forces Analysis

#### 4.5.1 Bargaining Power of Suppliers

#### 4.5.2 Bargaining Power of Buyers

#### 4.5.3 Threat of New Entrants

#### 4.5.4 Threat of Substitutes

#### 4.5.5 Intensity of Competitive Rivalry

### 4.6 Insights into Technological Advancements in the Industry

### 4.7 Impact of COVID-19 on the Market

## 5 MARKET SEGMENTATION

### 5.1 By Type

#### 5.1.1 Hot Hand Dryers

#### 5.1.2 Jet Hand Dryers

### 5.2 By End User

#### 5.2.1 Hotels

#### 5.2.2 Commercial Complexes

#### 5.2.3 Office Buildings

#### 5.2.4 Others (Hospital and Clinics, Food Processing and Service Industry)

### 5.3 By Distribution Channel

#### 5.3.1 Online

#### 5.3.2 Offline

## 6 COMPETITIVE LANDSCAPE

### 6.1 Market Concentration Overview

### 6.2 Company Profiles

#### 6.2.1 Dyson

#### 6.2.2 Bobrick Washroom Equipment

#### 6.2.3 Electrostar GmbH

#### 6.2.4 Excel Dryer Inc

#### 6.2.5 JVD SAS

#### 6.2.6 Mediclinics

#### 6.2.7 Stiebel Eltron

#### 6.2.8 Palmer Fixture Company

#### 6.2.9 Saniflow Hand Dryer Corporation

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6.2.10 Veltia Hand Dryers

6.2.11 World Dryer Corporation\*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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