

North America Decorative And Illuminated Mirror - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The North America Decorative And Illuminated Mirror Market size is estimated at USD 449.61 million in 2025, and is expected to reach USD 524.51 million by 2030, at a CAGR of 3.13% during the forecast period (2025-2030).

The increasing popularity of smart home devices influenced the growth of the decorative and illuminated mirror market in North America. In a smart home ecosystem, smart devices and voice assistant technology like Alexa and Google can be integrated with decorative and illuminated mirrors. Illuminated mirrors gained popularity in North America due to multifunctionality and modern touch. Since the demand for smart home devices is increasing, manufacturers and technology companies enhance the market growth.

The increasing trends in minimalist interior design with intelligent home integration increase the demand for decorative and illuminated markets in North America. Consumers in North America prioritize illuminated mirrors that offer functionality and provide elegance to living spaces. Due to the growing awareness of benefits like energy efficiency and longer lifespan, North America has increased demand for the decorative and illuminated mirror market.

The increased social media platforms and lifestyle trends contributed to North America's decorative and illuminated mirror market growth. The consumer's shift towards energy-efficient and sustainable solutions has also boosted the demand for illuminated mirrors. Amid consumer concerns regarding energy consumption and environmental impact, there is an increased demand for decorative and illuminated mirrors.

North America Decorative And Illuminated Mirror Market Trends

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Increasing E-Commerce Sales Drives the Market

Decorative and illuminated mirrors are gaining popularity among North American consumers because they are integrated with features like lighting, Bluetooth speakers, and a touchscreen. This provides opportunities for manufacturers to create innovative products that meet changing consumer preferences. Increased growth of e-commerce channels helps companies expand their distribution channel to reach a broader audience. The e-commerce platform provides customers with more visibility and accessibility, which allows companies to increase sales and expand their customer base.

With the increasing popularity of e-commerce and convenience, online sales of decorative and illuminated mirrors are increasing. Consumers find it more convenient to purchase online because it provides a wide product selection and competitive pricing. E-commerce platform attracts customers by providing detailed product information, customer reviews, and doorstep delivery convenience. Hence, increasing e-commerce sales drives the market.

The United States Dominates the Market

Due to the booming construction and real estate sectors, the United States holds a significant market share in the decorative and illuminated mirror market. The rising focus on the interior design trend and rising awareness of energy-efficient solutions contribute to the growth of the decorative and illuminated mirror market in the United States. Also, the growing hospital and commercial sectors fuel the demand for illuminated mirrors.

Factors like increasing consumer interest in connected devices and customized services help expand the business of decorative and illuminated mirrors in the United States. Therefore, manufacturers of illuminated mirrors offer various models with different sizes, designs, and additional functionalities like LED lighting, demister pads, Bluetooth connectivity, and built-in audio systems. Therefore, the United States dominates the market.

North America Decorative And Illuminated Mirror Industry Overview

The North American decorative and illuminated mirror market is competitive. Due to the portability and versatility of the decorative and illuminated mirror, it acquired the largest market share. The increased adoption of e-commerce platforms creates enormous opportunities for the market players. The major market players are Seura, the Procter & Gamble Company, Ikea, Kohler, and Grand Mirrors.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

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- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Sustainability and Eco-friendliness Drives the Market
 - 4.2.2 Customization Options Drives Market Demand
- 4.3 Market Restraints
 - 4.3.1 Small Surface Area Obstructs Reflection
 - 4.3.2 Wear and Tear Cause Damage of Mirrors
- 4.4 Market Opportunities
 - 4.4.1 Technological Advancement in Decorative and Illuminated Mirrors
- 4.5 Industry Value Chain Analysis
- 4.6 Industry Attractiveness - Porters' Five Forces Analysis
 - 4.6.1 Threat of New Entrants
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Bargaining Power of Suppliers
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on Technology Innovation in the Market
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product Type
 - 5.1.1 LED Technology
 - 5.1.2 Fluorescent
 - 5.1.3 Incandescent
- 5.2 By Application
 - 5.2.1 Bathroom
 - 5.2.2 Bedroom
 - 5.2.3 Hallways
- 5.3 By Distribution Channel
 - 5.3.1 Online
 - 5.3.2 Offline
- 5.4 By Geography
 - 5.4.1 United States
 - 5.4.2 Canada
 - 5.4.3 Mexico
 - 5.4.4 Rest of North America

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Seura
 - 6.2.2 The Procter & Gamble Company
 - 6.2.3 Ikea
 - 6.2.4 Kohler
 - 6.2.5 Grand Mirrors
 - 6.2.6 IBMirror
 - 6.2.7 Electric Mirror

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6.2.8 Blossom
6.2.9 Kiva Rhyme
6.2.10 Artika*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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