

Sanitaryware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Sanitaryware Market size is estimated at USD 57.28 billion in 2025, and is expected to reach USD 79.93 billion by 2030, at a CAGR of 6.89% during the forecast period (2025-2030).

The sanitaryware market has been growing with the growing residential, commercial, and infrastructure construction projects, which are fueling up the residential and commercial applications across the region. According to the Unicef and WHO (World Health Organization) statistics, over half of the global population still lacks safe sanitation and at least 2 billion people use a drinking water source contaminated with faeces. To end this, several NGOs (Non-Government Organizations) along with the help of WHO, the World Bank are running campaigns and are building toilets in several rural and under-developed areas to offer people safe sanitation. This has been helping the market to spread to the niche segments and record more transactions over the review period.

On the other hand, customer's increasing concerns over personal hygiene are also driving the key market players to focus on ways to make a differentiation in the products offered by them, in order to attract more customers and to increase their market shares. In addition, the improving economic situation, rise in disposable income, and growth rate of urbanization in the developing nations, are expected to fuel the growth further.

The sanitaryware market has recorded a mixed trend during the past year (2020) owing to the COVID-19 outbreak which resulted in several disruptions in manufacturing, importing and exporting, and transportation. The pandemic also affected the economic situation of several customers and resulted in delays in the construction projects as the majority of days (months in some countries) were spent in lockdowns and the following stay at home to stay safe protocols.

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Ceramic Sanitaryware Products are Dominating the Market

With the increasing customer knowledge and practices of safe sanitation across the world, the demand for sanitaryware products is rising. Owing to the glossy finish offered by the ceramic, along with other properties including resistance to stains, heat, and easy cleaning majority of customers have been choosing them for their sanitaryware. They are also easily available in the market and comes at budget-friendly prices and also easily go with the interiors and bring more elegance to the surroundings making them more suitable for both residential and commercial applications. Owing to these factors the ceramic sanitaryware products are anticipated to continue to dominate the market in the forecast period as well.

Asia-Pacific is Anticipated to Continue to Record more Revenues

Asia-Pacific is the largest sanitaryware products exporter in the world and recorded an increase in its share of world exports from 58% to 62.8%% in 2019 which was a result of exports from China, India, and Vietnam. The exports were largely affected during 2020 due to COVID-19, with the changing situations in the region, the market returned to the growth track in production and exports in 2021. China continued to top the rankings with 1.75 million tons in 2019, up from 768,000 tons in 2009 and achieved 14% growth over 2018 to set a new all-time record. China alone accounted for 79% of Asia and 60.6% of world exports. India with 9% growth over 2018 to 199,000 tons, continued to be the 3rd largest exporter of sanitaryware products in the year preceded by Mexico. This trend is anticipated to continue in the forecast period as well and bring more revenues to the market studied.

Sanitaryware Industry Overview

The key market players of the market such as Jaquar Group, Kohler Co, Cera Sanitaryware Ltd., and others are focusing on ways to strengthen their market position by offering more technologically upgraded, and easy to maintain products. In terms of market share, few major players currently dominate the market in some regions. In recent years, manufacturers have also entered into collaborations with retailers to expand the reach of their products for consumers and to tap new international markets.

Additional Benefits:

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

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