

United States Commercial Bathroom Products - 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 United States Commercial Bathroom Products Market size is estimated at USD 369.90 million in 2025, and is expected to reach USD 435.09 million by 2030, at a CAGR of 3.3% during the forecast period (2025-2030).

The increased awareness of sanitary and personal hygiene fueled the market expansion in the United States. According to the World Health Organization (WHO), the causes that are leading to death, diarrhea, and other health problems are poor sanitary conditions; therefore, the demand for suitable bathroom products is increased by the realization of the importance of maintaining good personal hygiene to lead a healthy life. The US commercial bathroom products market is expanding because of the increasing consumer demand for antimicrobial toilet seats.

One of the factors that increased the demand for bathroom products is the increasing consumer spending on home improvement and remodeling projects in the United States. This trend has increased due to the rising home prices and low mortgage rates. Furthermore, the major manufacturers provide product warranties and guarantees to extend the product's lifespan, which leads to market growth.

With the increasing rate of home construction and renovation, disposable income, housing space issues, and rising living standards contribute toward the growth of bathroom products in the United States. In the United States, bathroom renovations are done for various reasons, like system upgrades, more extensive showers, and flooring modifications. Therefore, bathroom products are in most demand among people in the United States to embrace urbanization.

United States Commercial Bathroom Products Market Trends

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The Increasing Demand of Smart Bathrooms Drives the Market

Features like voice, motion, and function recognition integrated into smart bathrooms that allow users to control the lights, security, and temperature via smartphones increased consumers' demand for smart bathrooms. Integrating digital bathroom accessories with smart bathrooms helps consumers conserve water and energy. Incorporating features like digital temperature control settings, touchless technology, and infrared tap technology with smart bathrooms became popular among consumers to conserve water.

Users can control water flow and play music with digital shower panels with LCDs. Consumers can also connect smartphones and smart devices like Alexa and Google Home to enhance the experience of smart bathrooms. These features make smart bathrooms increasingly popular in the United States and will propel market growth.

Offline Segment is the Largest Growing Sector

The vendors of commercial bathroom products opened offline stores, which helped customers visit and experience assembled bathroom accessories. The offline segment's distribution channel is specialist stores such as home furniture and homeware retailers. Due to the lower prices and a pleasant shopping experience, consumers prefer to buy from hypermarkets and supermarkets like Walmart and Tesco. The offline segment allows customers to choose their requirements and budgets. Hence, the demand for the offline segment boosts the market.

United States Commercial Bathroom Products Industry Overview

The US commercial bathroom products market is fragmented. Major companies in the market are implementing various strategic alliances, partnerships, mergers and acquisitions, geographical expansion, and product/service launches to enhance their presence in the market. The major market players are Bradley Corp., Duravit AG, Fortune Brands Innovations Inc., Fujian Xinchang Sanitary Ware Co. Ltd, and Gerber Plumbing Fixtures LLC.

Additional Benefits:

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

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