

US 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 US Hand Dryers Market size is estimated at USD 423.11 million in 2025, and is expected to reach USD 650.11 million by 2030, at a CAGR of 8.97% during the forecast period (2025-2030).

Hand dryers are commonly used in public restrooms throughout the United States. They are found in various settings, including restaurants, airports, office buildings, schools, and other public places. Hand dryers are so popular in the US because of their environmental impact. Unlike paper towels, which necessitate tree felling and often wind up in landfills, hand dryers offer a waste-free alternative. This renders them a sustainable choice for businesses and organizations. Another reason for the popularity of hand dryers in the US is their convenience. They are easy to use and do not require extra effort on the user's part other than placing their hands under the dryer.

Hand dryers, on the other hand, are considered more eco-friendly than paper towels because they use less waste and paper, which is in line with people's growing concern about the environment. Hand dryers offer long-term cost savings over paper towels due to lower operating costs and reduced maintenance requirements, making them an attractive investment for businesses and institutions.

Building codes and regulations mandating the use of energy-efficient and environmentally friendly appliances in commercial and public buildings drive the adoption of hand dryers as a sustainable solution. Competition among manufacturers leads to product innovation, pricing strategies, and marketing efforts aimed at capturing market share and meeting diverse customer needs.

Economic conditions, such as GDP growth, consumer spending, and construction activity, influence the demand for hand dryers in commercial, industrial, and institutional settings.

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This makes them a popular choice for high-traffic areas where efficiency is important. Some studies have also shown that hand dryers can be more hygienic than paper towels, as they do not require users to touch anything other than the dryer itself. This can help prevent the spread of microorganisms and bacteria in public toilets. Overall, hand dryers are common in public restrooms across the United States and are appreciated for their convenience, sustainability, and potential hygiene benefits.

US Hand Dryers Market Trends

Technological Innovations are Driving the Market

Technological advancements are playing a significant role in driving the hand dryer industry forward in the United States. Many modern hand dryers in the United States now feature touchless technology, such as infrared sensors or automatic dispensers. This reduces the potential for the spread of germs and bacteria and provides a more convenient and hygienic experience for users. Some hand dryers incorporate high-speed air streams to dry hands faster and more efficiently.

Many hand dryers now feature noise-reducing technology, such as soundproofing materials or quieter motor systems, providing more efficient, hygienic, and user-friendly solutions for public restrooms.

Growth of Commercial Sector is Driving the Market

Due to the widespread use of hand dryers in offices, public restrooms, and other commercial buildings, the commercial sector is one of the main factors driving the growth of the hand dryer industry. Compared to conventional paper towels, hand dryers have several benefits, such as lower costs, increased hygiene, and reduced environmental impact.

Using more environmentally friendly and energy-efficient hand dryers in commercial buildings has become increasingly popular. These hand dryers are more environmentally friendly than conventional models because they generate less energy and less waste. The popularity of hand dryers in the commercial sector has increased due to these developments.

Overall, the commercial sector is anticipated to continue driving the growth of hand dryers as companies and organizations look to increase their operational sustainability, hygiene, and cost-effectiveness.

US Hand Dryers Industry Overview

The US hand dryers market studied is fragmented and competitive. The report covers major international players operating in the United States hand dryers market. Some US hand dryers market players are Dyson, Excel Dryer, Palmer Fixture, American Dryer, and World Dryer. Due to technological advancement and product innovation, mid-size and smaller companies are increasing their market presence by securing new contracts and tapping new markets.

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

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2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Technological Advancements are Fueling Market Growth

4.2.2 Less Maintenance costs and Higher operational efficiency compared to paper towel dispensers is driving the hand dryers market

4.3 Market Restraints

4.3.1 Higher Installation Costs

4.3.2 Spread of bacterial infections

4.4 Market opportunities

4.4.1 Energy Efficient and Sustainability Solutions

4.4.2 Increasing Awareness about Hygiene

4.5 Industry Value Chain Analysis

4.6 Industry Attractiveness: Porter's Five Forces Analysis

4.6.1 Bargaining Power of Buyers

4.6.2 Bargaining Power of Suppliers

4.6.3 Threat of New Entrants

4.6.4 Threat of Substitutes

4.6.5 Intensity of Competitive Rivalry

4.7 Insights into Technological Advancements in the Industry

4.8 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 Other End-Users (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 Excel Dryer

6.2.3 American Dryer

6.2.4 World Dryer

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- 6.2.5 Palmer Fixture
- 6.2.6 Bobrick Washroom Equipment, Inc.
- 6.2.7 ASI Group
- 6.2.8 Bradley Corporation
- 6.2.9 Saniflow Corporation
- 6.2.10 Mitsubishi Electric US, Inc.
- 6.2.11 TOTO USA, Inc.
- 6.2.12 Sloan Valve Company
- 6.2.13 Stiebel Eltron USA
- 6.2.14 Umbra*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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