

# **Shower Tray Market By Material (Ceramics, Acrylic, Others) , By Application (Commercial Buildings, Residential) By Distribution Channel (Online, Offline) : Global Opportunity Analysis and Industry Forecast, 2024-2032**

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## **Abstracts**

The shower tray market was valued at \$4.2 billion in 2023, and is projected to reach \$6.5 billion by 2032, growing at a CAGR of 5.1% from 2024 to 2032.

Modern, visually appealing bathroom fixtures are gaining high traction in recent years due to rapid urbanization and increase in disposable income. Among them, shower tray is an additional bathroom fixture placed above the floor level. Its main purpose is to effectively direct the drainage flow. Both professionals and consumers are expressing interest in this fixture due to advancements in materials and designs, providing better durability and enabling easier installation. Premium shower trays are gaining popularity for containing water and preventing excess water accumulation. They are available in various shapes such as square, rectangular, and corner styles, catering to diverse functional preferences.

The growth of the global shower tray market is driven by rise in demand for user-friendly and adaptable bathroom accessories and fixtures that are gaining popularity due to rise in emphasis on water conservation and sustainable building techniques. In response to this trend, manufacturers are launching innovative products with water-saving features such as low-flow showerheads and effective drainage systems, or products constructed from recycled materials. They are aiming to capitalize on the do-it-yourself trend to unveil a range of modular shower trays that are simple to install and customize.

However, fierce rivalry between major companies, fluctuations in raw material prices, and regulatory limitations about environmental compliance and product standards act as the key deterrent factors of the global market. On the contrary, manufacturers are always looking for new and innovative ways to differentiate their products through partnerships, mergers, and acquisitions to obtain a competitive advantage in the market. In July 2023, a well-known technology company and Jomoo Kitchen & Bath Co., Ltd. established a strategic agreement to include smart components in Jomoo's shower tray offerings, which are aimed at tech-savvy Chinese consumers.

The global shower tray market is segmented on the basis of material, application, distribution channel, and region. On the basis of material, the market is categorized into ceramics, acrylic, others. Depending on application, it is segregated into commercial buildings and residential. By distribution channel, it is fragmented into online and offline. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA

### Key Findings

By material, the ceramics tray segment held the largest market share in 2023.

Depending on application, the commercial buildings segment acquired the highest share in the market in 2023.

According to distribution channel, the offline segment was the major shareholder in 2023.

Region wise, North America dominated the shower tray market in 2023.

### Competitive Scenario

Competitive analysis and profiles of the major players in the global shower tray market include Lixil Group, Roca, Kohler, Novellini, Duravit, Huppe, Porcelanosa, Eczacibasi (Vitra), Ideal Standard, and MAAX Bath. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the market globally.

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Key Market Segments

By Material

Ceramics

Acrylic

Others

#### By Application

Commercial Buildings

Residential

#### By Distribution Channel

Online

Offline

#### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Lixil Group

Roca

Kohler

Novellini

Duravit

Huppe

Porcelanosa

Eczacibasi (Vitra)

Ideal Standard

MAAX Bath

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