

# **U.S. Sanitary Ware Market by Product Type (Toilet Sinks, Wash Basins, Pedestals, Cisterns ), Material (Ceramics, Pressed Metals, Acrylic Plastics & Perspex and Others), Distribution Channel (Retail Distribution and Wholesale Distribution), and Location (Commercial and Residential): Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

The U.S. sanitary ware market size was valued at \$4,168 million in 2017 and is expected to reach \$5,687.3 million by 2025, registering a CAGR of 4.0% from 2018 to 2025.

Sanitary ware refers to products used in bathrooms and kitchens. These include wash basins, toilet sinks, pedestals, and cisterns. Sanitary ware are now available in wide variety of materials such as metals, glass, and plastics. However, the ceramic sanitary wares have excellent resistance to chemical attacks, are cost effective, and are able to withstand heavy loads as well. Sanitary wares have evolved from being a necessity to a status statement. Thus, expenditure on sanitary ware products have increased manifold in the past few years. This is attributed to the change in lifestyle of people that is fueled by the growth in per capita income

The key factors that drive the growth of the US sanitary ware market include emerging trend of bathroom concept, easy availability of raw material and increasing expenditure on advertising and marketing activities by leading manufacturers in the region. Moreover, customized solutions according to specific requirements and designs have created new opportunities for the sanitary ware market growth. However, factors such as stringent government regulations and environmental policies for sanitary ware

manufacturing are expected to impede the overall market growth. Furthermore, novel innovations such as smart toilets, double flush toilets and customization have gained huge traction in the recent years, which in turn are anticipated to create lucrative opportunities for the market expansion in the upcoming future.

The U.S. sanitary ware market is segmented based on product type, material, distribution channel, and location. Based on product type, the market is divided into toilet sinks/water closets, wash basins, pedestals, and cisterns. Based on material, it is classified into ceramics, pressed metals, acrylic plastic & Perspex, and others. Based on distribution channel, it is bifurcated into retail distribution and wholesale distribution. Based on location, the market is categorized into commercial and residential.

Key players profiled in the report include Geberit AG, LIXIL Group Corporation, Jaquar Group, HSIL Limited, LAUFEN Bathrooms AG, CERA Sanitaryware Limited, Corona, Kohler Co., TOTO Ltd, Lecico Egypt, Masco Corporation (Delta Faucet Company), Elkay Manufacturing Company, Fortune Brands Home & Security, Inc., Villeroy & Boch, Duravit AG, and USCT Bath

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the US sanitary ware market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

## By Product Type

Toilet Sinks

Wash Basins

Pedestals

Cisterns

## By Material

Ceramics

Pressed Metals

Acrylic Plastics & Perspex

Others

## By Distribution Channel

Retail Distribution

Wholesale Distribution

## By location

Commercial

Residential

## Key Market Players Profiled in the Report

CERA Sanitaryware

Corona

Duravit AG

Elkay Manufacturing Company

Fortune Brands Home & Security, Inc.

Geberit AG

HSIL Limited

Jaquar Group

Kohler Co

LAUFEN Bathrooms AG

Lecico Egypt

LIXIL Group Corporation

Masco Corporation

Toto Ltd.

USCT Bath

Villeroy & Boch AG

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