

Global Bidets Market Size study, by Type (Ceramic Bidets, Over the Rim Bidets, Toilet Seat Bidets, Handheld Bidets, Portable Bidets, Others), by Category (Electronic, Manual), by End Use (Residential, Commercial), and Regional Forecasts 2022-2032

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Abstracts

The Global Bidets Market is valued at approximately USD 30.03 Billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.03% over the forecast period 2024-2032. Bidets are essential bathroom fixtures that ensure hygiene and offer consumers a comfortable experience. The rising need for housing and increased awareness of sanitation and hygiene have significantly shifted the industry's focus from non-electronic to electronic bidets. The expanding middle class, coupled with rising incomes, is driving the demand for significant home upgrades and refurbishments, positively impacting the global bidets market. Customized, germ-resistant bidets are becoming increasingly popular, especially among affluent consumers. Home improvement and remodelling expenditures in the United States totalled more than USD 350 billion, according to Home Improvement Industry Statistics. Approximately 13 million projects were initiated in the United States in 2018. The development of bidet infrastructure has been boosted by the significant rise of housing and projects. Manufacturers such as Kohler and TOTO have introduced innovative toilet systems with antimicrobial components to prevent the transmission of bacteria and germs.

The bidet market is driven by urbanization, increasing disposable income, and the use of opulent accessories in luxury hotels. The market is expected to expand as people become more aware of the importance of maintaining personal hygiene and reducing toilet paper use, which also lessens pollution. The widespread use of bidets by elderly



people, who benefit from their ease of cleaning, is another factor driving market growth. The increasing older population globally motivates manufacturers to produce bathroom fixtures like bidets that support the maintenance of cleanliness and personal hygiene. Additionally, the prevalence of arthritis and other health issues is expected to drive up demand for bidets. Furthermore, countries such as Japan, one of the leading productions of advanced smart bidets, which are in high demand globally, particularly in regions such as China and the United States. Modern smart bidets, featuring heated seats and automatic dryers, are becoming increasingly popular in smart homes. Additionally, there has been a substantial increase in awareness of sanitation and hygiene. However, environmental concerns, rising levels of consumer hygiene and comfort, increasing numbers of commercial and residential construction projects, changing lifestyles, and rising disposable incomes are some of the major factors likely to affect the bidets market.

The key regions considered for the global bidets market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. In 2023, North America dominates the market in terms of revenue, with the United States being a major participant due to its large population and significant number of households using bidets. The region's strong focus on modernizing bathroom fixtures, coupled with rising health and wellness trends, boosts bidet adoption. Technological advancements and growing availability of sophisticated bidet models further support market dominance. Additionally, North America's high standard of living and willingness to invest in home improvements contribute to the widespread acceptance of bidets. The presence of major manufacturers and retailers in the region also strengthens its position as a key player in the global bidet market. Europe accounted for a healthy market share due to stricter hygiene regulations. The Asia Pacific region is expected to register fastest growth rate during the forecast period 2024-2032.

Major market players included in this report are:

Lixil Corporation

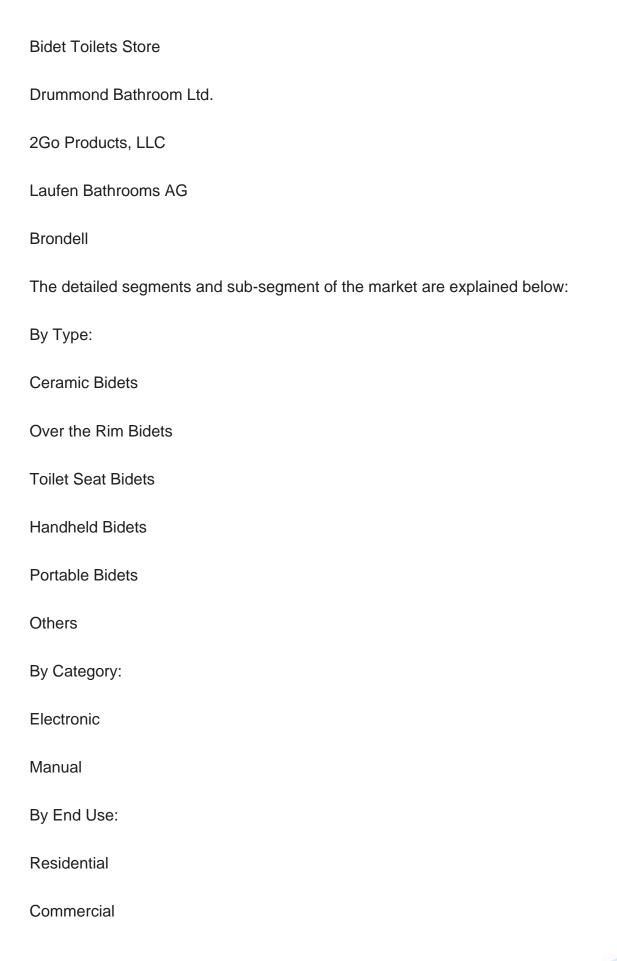
Duravit AG

Toto Ltd.

Kohler Co.

Roca Sanitario, S.A.







By Region:	
North America	
U.S.	
Canada	
Europe	
UK	
Germany	
France	
Spain	
Italy	
Rest of Europe	
Asia Pacific	
China	
India	
Japan	
Australia	
South Korea	
Rest of Asia Pacific	
Latin America	
Brazil	

Global Bidets Market Size study, by Type (Ceramic Bidets, Over the Rim Bidets, Toilet Seat Bidets, Handheld Bi...



Mexico
Rest of Latin America
Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa
Years considered for the study are as follows:
Historical year – 2022
Base year – 2023
Forecast period – 2024 to 2032
Key Takeaways:
Market Estimates & Forecast for 10 years from 2022 to 2032.
Annualized revenues and regional level analysis for each market segment.
Detailed analysis of geographical landscape with Country level analysis of major regions.
Competitive landscape with information on major players in the market.
Analysis of key business strategies and recommendations on future market approach.
Analysis of competitive structure of the market.
Demand side and supply side analysis of the market.



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