

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.

Bidet Toilets Store

Drummond Bathroom Ltd.

2Go Products, LLC

Laufen Bathrooms AG

Brondell

The detailed segments and sub-segment of the market are explained below:

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

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

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.

Contents

CHAPTER 1. GLOBAL BIDETS MARKET EXECUTIVE SUMMARY

- 1.1. Global Bidets Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Category
 - 1.3.3. By End Use
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL BIDETS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL BIDETS MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Ever-increasing housing demand
- 3.1.2. Rising urbanization and disposable income
- 3.1.3. Growing awareness of hygiene and sanitation

3.2. Market Challenges

- 3.2.1. High installation and maintenance costs
- 3.2.2. Limited awareness in certain regions

3.3. Market Opportunities

- 3.3.1. Innovation in smart bidet technology
- 3.3.2. Expansion in emerging markets

CHAPTER 4. GLOBAL BIDETS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL BIDETS MARKET SIZE & FORECASTS BY TYPE 2022-2032

5.1. Segment Dashboard

5.2. Global Bidets Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Ceramic Bidets

- 5.2.2. Over the Rim Bidets
- 5.2.3. Toilet Seat Bidets
- 5.2.4. Handheld Bidets
- 5.2.5. Portable Bidets
- 5.2.6. Others

CHAPTER 6. GLOBAL BIDETS MARKET SIZE & FORECASTS BY CATEGORY 2022-2032

- 6.1. Segment Dashboard
- 6.2. Global Bidets Market: Category Revenue Trend Analysis, 2022 & 2032 (USD Billion)
 - 6.2.1. Electronic
 - 6.2.2. Manual

CHAPTER 7. GLOBAL BIDETS MARKET SIZE & FORECASTS BY END USE 2022-2032

- 7.1. Segment Dashboard
- 7.2. Global Bidets Market: End Use Revenue Trend Analysis, 2022 & 2032 (USD Billion)
 - 7.2.1. Residential
 - 7.2.2. Commercial

CHAPTER 8. GLOBAL BIDETS MARKET SIZE & FORECASTS BY REGION 2022-2032

- 8.1. North America Bidets Market
 - 8.1.1. U.S. Bidets Market
 - 8.1.1.1. Type breakdown size & forecasts, 2022-2032
 - 8.1.1.2. Category breakdown size & forecasts, 2022-2032
 - 8.1.1.3. End Use breakdown size & forecasts, 2022-2032
 - 8.1.2. Canada Bidets Market
 - 8.1.2.1. Type breakdown size & forecasts, 2022-2032
 - 8.1.2.2. Category breakdown size & forecasts, 2022-2032
 - 8.1.2.3. End Use breakdown size & forecasts, 2022-2032
- 8.2. Europe Bidets Market
 - 8.2.1. UK Bidets Market
 - 8.2.2. Germany Bidets Market

- 8.2.3. France Bidets Market
- 8.2.4. Spain Bidets Market
- 8.2.5. Italy Bidets Market
- 8.2.6. Rest of Europe Bidets Market
- 8.3. Asia-Pacific Bidets Market
 - 8.3.1. China Bidets Market
 - 8.3.2. India Bidets Market
 - 8.3.3. Japan Bidets Market
 - 8.3.4. Australia Bidets Market
 - 8.3.5. South Korea Bidets Market
 - 8.3.6. Rest of Asia Pacific Bidets Market
- 8.4. Latin America Bidets Market
 - 8.4.1. Brazil Bidets Market
 - 8.4.2. Mexico Bidets Market
 - 8.4.3. Rest of Latin America Bidets Market
- 8.5. Middle East & Africa Bidets Market
 - 8.5.1. Saudi Arabia Bidets Market
 - 8.5.2. South Africa Bidets Market
 - 8.5.3. Rest of Middle East & Africa Bidets Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Lixil Corporation
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Market Strategies
 - 9.3.2. Duravit AG
 - 9.3.3. Toto Ltd.
 - 9.3.4. Kohler Co.
 - 9.3.5. Roca Sanitario, S.A.
 - 9.3.6. Bidet Toilets Store

- 9.3.7. Drummond Bathroom Ltd.
- 9.3.8. 2Go Products, LLC
- 9.3.9. Laufen Bathrooms AG
- 9.3.10. Brondell

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Bidets Market, report scope

TABLE 2. Global Bidets Market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Bidets Market estimates & forecasts by Type 2022-2032 (USD Billion)

TABLE 4. Global Bidets Market estimates & forecasts by Category 2022-2032 (USD Billion)

TABLE 5. Global Bidets Market estimates & forecasts by End Use 2022-2032 (USD Billion)

TABLE 6. Global Bidets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Bidets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Bidets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Bidets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Bidets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Bidets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Bidets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Bidets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Bidets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Bidets Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Bidets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Bidets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Bidets Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Bidets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Canada Bidets Market estimates & forecasts by segment 2022-2032 (USD Billion)

Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Bidets Market, research methodology
- FIG 2. Global Bidets Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Bidets Market, key trends 2023
- FIG 5. Global Bidets Market, growth prospects 2022-2032
- FIG 6. Global Bidets Market, porters 5 force model
- FIG 7. Global Bidets Market, PESTEL analysis
- FIG 8. Global Bidets Market, value chain analysis
- FIG 9. Global Bidets Market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Bidets Market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Bidets Market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Bidets Market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Bidets Market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Bidets Market, regional snapshot 2022 & 2032
- FIG 15. North America Bidets Market 2022 & 2032 (USD Billion)
- FIG 16. Europe Bidets Market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Bidets Market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Bidets Market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Bidets Market 2022 & 2032 (USD Billion)
- FIG 20. Global Bidets Market, company market share analysis (2023)

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