

# **Global Heated Towel Rail Market Size study, by Product (Electric and Hydronic), by Application (Residential and Commercial), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Heated Towel Rail Market is valued approximately at USD 1 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.9% over the forecast period 2021-2027. Heated towel rails have a major function to warm the towels that are hanged on them and to give a decorative look to the bathroom. Growing trend of adopting modern housing infrastructure is widening the scope for growth in coming years. Rising residential construction around the globe, growing preference for moist-free and warm bathrooms with energy efficient solutions and increase in home renovation activities has fueled the growth in market over the years. For instance, according to Office for National Statistics report of 2021, in January 2021, construction output in United Kingdom has increased by 0.9%. Also, in United States, 16,81,000 privately-owned housing units authorized by building permits in May 2021 which is a 34% growth as compared to 12,46,000 permits given in May 2020. Furthermore, constantly growing hospitality sector, new product launches and frequent climate change instances are expected to boost the demand for heated towel rails in coming years. For instance, in January 2019, WarmlyYours.com Inc. had launched new-line of controls that can be used with both electric towel warmers and radiant panels. However, lack of awareness for the product in developing and under developed countries and high cost of the product may hamper the market during forecast period.

Europe is dominating the world market among Asia Pacific, North America, Europe, Latin America, and Rest of the World due to higher instances of low temperature witnessed in the region, which increases the need for people to heat their surrounding such as bathroom and towel for stress free environment. Whereas, Asia Pacific is

expected to grow at the highest growth rate during forecast period due to growing urbanization and rising standard of living of people in the region.

Major market player included in this report are:

Amba Products

WarmlyYours.com, Inc.

Warmrails

Vogue UK Ltd.

MARGAROLI SRL

Zehnder Group AG

Ecolec

Kudox

Jeeves

Bathroom Butler

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Electric

Hydronic

By Application:

Residential

Commercial

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Heated Towel Rail Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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