

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 12,46000 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Heated Towel Rail Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Heated Towel Rail Market, by Product, 2019-2027 (USD Billion)
 - 1.2.3. Heated Towel Rail Market, by Application, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL HEATED TOWEL RAIL MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL HEATED TOWEL RAIL MARKET DYNAMICS

- 3.1. Heated Towel Rail Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rise in residential construction
 - 3.1.1.2. Growing preference for moist-free and warm bathrooms
 - 3.1.2. Market Restraint
 - 3.1.2.1. Lack of awareness
 - 3.1.2.2. High cost
 - 3.1.3. Market Opportunities
 - 3.1.3.1. New product launches
 - 3.1.3.2. Growth in hospitality sector

CHAPTER 4. GLOBAL HEATED TOWEL RAIL 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 (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL HEATED TOWEL RAIL MARKET, BY PRODUCT

- 5.1. Market Snapshot
- 5.2. Global Heated Towel Rail Market by Product, Performance - Potential Analysis
- 5.3. Global Heated Towel Rail Market Estimates & Forecasts by Product 2018-2027 (USD Billion)
- 5.4. Heated Towel Rail Market , Sub Segment Analysis
 - 5.4.1. Electric
 - 5.4.2. Hydronic

CHAPTER 6. GLOBAL HEATED TOWEL RAIL MARKET , BY APPLICATION

- a. Market Snapshot
- 6.1. Global Heated Towel Rail Market by Application, Performance - Potential Analysis
- 6.2. Global Heated Towel Rail Market Estimates & Forecasts by Application 2018-2027 (USD Billion)
- 6.3. Heated Towel Rail Market , Sub Segment Analysis
 - 6.3.1. Residential
 - 6.3.2. Commercial

CHAPTER 7. GLOBAL HEATED TOWEL RAIL MARKET , REGIONAL ANALYSIS

- 7.1. Heated Towel Rail Market , Regional Market Snapshot
- 7.2. North America Heated Towel Rail Market
 - 7.2.1. U.S. Heated Towel Rail Market
 - 7.2.1.1. Product breakdown estimates & forecasts, 2018-2027

- 7.2.1.2. Application breakdown estimates & forecasts, 2018-2027
- 7.2.2. Canada Heated Towel Rail Market
- 7.3. Europe Heated Towel Rail Market Snapshot
 - 7.3.1. U.K. Heated Towel Rail Market
 - 7.3.2. Germany Heated Towel Rail Market
 - 7.3.3. France Heated Towel Rail Market
 - 7.3.4. Spain Heated Towel Rail Market
 - 7.3.5. Italy Heated Towel Rail Market
 - 7.3.6. Rest of Europe Heated Towel Rail Market
- 7.4. Asia-Pacific Heated Towel Rail Market Snapshot
 - 7.4.1. China Heated Towel Rail Market
 - 7.4.2. India Heated Towel Rail Market
 - 7.4.3. Japan Heated Towel Rail Market
 - 7.4.4. Australia Heated Towel Rail Market
 - 7.4.5. South Korea Heated Towel Rail Market
 - 7.4.6. Rest of Asia Pacific Heated Towel Rail Market
- 7.5. Latin America Heated Towel Rail Market Snapshot
 - 7.5.1. Brazil Heated Towel Rail Market
 - 7.5.2. Mexico Heated Towel Rail Market
- 7.6. Rest of The World Heated Towel Rail Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. Amba Products
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. WarmlyYours.com, Inc.
 - 8.2.3. Warmrails
 - 8.2.4. Vogue UK Ltd.
 - 8.2.5. MARGAROLI SRL
 - 8.2.6. Zehnder Group AG
 - 8.2.7. Ecolec
 - 8.2.8. Kudox
 - 8.2.9. Jeeves

- 8.2.10. Bathroom Butler
- 8.2.11.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

- 9.1.1. Data Mining
- 9.1.2. Analysis
- 9.1.3. Market Estimation
- 9.1.4. Validation
- 9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 2. Global Heated Towel Rail Market , report scope

TABLE 3. Global Heated Towel Rail Market estimates & forecasts by region 2018-2027 (USD Billion)

TABLE 4. Global Heated Towel Rail Market estimates & forecasts by Product 2018-2027 (USD Billion)

TABLE 5. Global Heated Towel Rail Market estimates & forecasts by Application 2018-2027 (USD Billion)

TABLE 6. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. Global Heated Towel Rail Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Global Heated Towel Rail Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. U.S. Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 23. U.S. Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. U.S. Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. Canada Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 26. Canada Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. Canada Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. UK Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 29. UK Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. UK Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. Germany Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 32. Germany Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. Germany Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. France Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 35. France Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. France Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. Spain Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 38. Spain Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 39. Spain Heated Towel Rail Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 40. Italy Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 41. Italy Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. Italy Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. ROE Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 44. ROE Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. ROE Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. China Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 47. China Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. China Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. India Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 50. India Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. India Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. Japan Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 53. Japan Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. Japan Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Australia Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 56. Australia Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 57. Australia Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 58. South Korea Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 59. South Korea Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 60. South Korea Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 61. ROPAC Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 62. ROPAC Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 63. ROPAC Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 64. Brazil Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 65. Brazil Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 66. Brazil Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 67. Mexico Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 68. Mexico Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 69. Mexico Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 70. ROLA Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 71. ROLA Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 72. ROLA Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 73. ROW Heated Towel Rail Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 74. ROW Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 75. ROW Heated Towel Rail Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 76. List of secondary sources used in the study of global Heated Towel Rail Market .

TABLE 77. List of primary sources used in the study of global Heated Towel Rail Market .

TABLE 78. Years considered for the study.

TABLE 79. Exchange rates considered.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Heated Towel Rail Market , research methodology
- FIG 2. Global Heated Towel Rail Market , market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Heated Towel Rail Market , key trends 2020
- FIG 5. Global Heated Towel Rail Market , growth prospects 2021-2027
- FIG 6. Global Heated Towel Rail Market , porters 5 force model
- FIG 7. Global Heated Towel Rail Market , pest analysis
- FIG 8. Global Heated Towel Rail Market , value chain analysis
- FIG 9. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Heated Towel Rail Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Heated Towel Rail Market , regional snapshot 2018 & 2027
- FIG 18. North America Heated Towel Rail Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Heated Towel Rail Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Heated Towel Rail Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Heated Towel Rail Market 2018 & 2027 (USD Billion)
- FIG 22. Global Heated Towel Rail Market , company market share analysis (2020)

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