

# **Global Instant Water Heater Market Size study, by Product Type (Gas Instant Water Heaters and Electric Instant Water Heaters), Application (Commercial, Residential, and Industrial), and Distribution Channel (Supermarket & Hypermarket, Specialty Store, Convenience Store, and Online Stores) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Instant Water Heater Market is valued approximately USD 18.81 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 7.70 % over the forecast period 2020-2027. As the name suggests, an instant water heater is a system that heats water instantly. Often known as an inline water heater or water heater without a tank. It is an electric or gas power supply heating equipment that heats water. In both the commercial and household sectors, these water heaters have proven to be very useful, which, in turn, gives impetus to the growth of the instant water heater market globally. Instant water heaters have several benefits, including compactness and energy-saving performance. Therefore, instant water heater manufacturers are designing new and revolutionary instant water heaters, which are cost-effective in nature, to increase global sales. In line with current trends, the demand for instant water heaters is also expected to rise exponentially as it consumes 50 % less energy compared to standard water heater. Further, among the key factors that are motivating home appliance manufacturers to launch more sustainable products, are growing environmental issues among customers and government initiatives. The energy efficiency of appliances continues to be one of the key factors affecting customer buying decisions, contributing to the development of the current market for water heaters. Further, Emerged economies serve as a potential market for instant water heaters as they are untapped. Non-member countries of the Organization for Economic Co-operation and

Development (OECD) make up more than 80 per cent of the world's population, yet consume less than developed economies. The countries of Asia-Pacific and LAMEA have seen significant economic growth over the last few years, and as a result, lifestyle changes have also taken place. Promote the growth of instant water heaters in Asia-Pacific. Emerging economies are estimated to make up more than 60 per cent of the world's current middle class population by 2020. As a result, the increase in the middle-class population is expected to boost demand for instant water heater products, thus increasing the growth of the instant water heater market. However, high installation cost impedes the growth of the market over the forecast period of 2020-2027. Also, the increase in demand for the replacement of conventional systems, coupled with the adoption of low-emission heaters, is expected to amplify the growth of the instant water heater industry.

The regional analysis of global Instant Water Heater market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading/significant region across the world in terms of market share owing to Factors such as the region's cold climate, the adoption of economical and energy-efficient goods and increasing demand, including hospitals, hotels and restaurants, from the commercial sector. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as the high population leading to high demand, the presence of leading producers, and rapid urbanization would create lucrative growth prospects for the Instant Water Heater market across Asia-Pacific region.

Major market player included in this report are:

A.O. Smith Corporation  
Ariston Thermo S.P.A.  
Bradford White Corporation  
General Electric Company  
Ferroli S.P.A  
Havells India Ltd  
Nihon Itomic Co., Ltd  
Rheem Manufacturing Company  
Vaillant Group  
Whirlpool Corporation.

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 Type:

Gas instant water heaters

Electric instant water heaters

By Application:

Commercial

Residential

Industrial

By Distribution Channel:

Supermarket and Hypermarket

Specialty Store

Convenience Store

Online Stores

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 – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global Instant Water Heater 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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