

Global Bidets Market Research Report 2026(Status and Outlook)

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Abstracts

A bidet is a low fixed container in a bathroom that you can use to wash your bottom. It looks like a toilet but has warm-water jets for personal hygiene after you use the toilet. Bidets are normally situated near the toilet, and are especially helpful to lots of people: people who are recovering from surgery, people who have physical disabilities, people with dexterity or other problems that limit their range of motion, people who have various medical conditions, such as hemorrhoids, diarrhea, dysentery, difficult bowel movements, or other ailments that involve the rectal or genital areas, people who have developmental disabilities, such as Down's Syndrome, mental retardation, autism, or cerebral palsy, men and women who want better hygiene before or after sexual activities, and women who want more effective feminine hygiene during monthly menstrual periods. Global Bidets key players include TOTO, Hocheng Group (HCG), LIXIL Corporation, Kohler, Villeroy & Boch, etc. Global top five manufacturers hold a share about 55%. Asia-Pacific is the largest market, with a share about 45%, followed by Europe, with a share about 30 percent. In terms of product, Conventional Bidets is the largest segment, with a share about 55%. And in terms of application, the largest application is Household, followed by Commercial.

The global Bidets market size was estimated at USD 4317.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Bidets market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Bidets market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Bidets market.

Global Bidets Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

TOTO
ROCA
Villeroy & Boch
Kohler
Hocheng (HCG)
LIXIL
Geberit

NCM
Duravit
Panasonic
Brondell
Coway

Market Segmentation (by Type)

Conventional Bidets
Bidet Shower
Add-on Bidets

Market Segmentation (by Application)

Household
Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Bidets Market
Overview of the regional outlook of the Bidets Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Bidets Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Bidets, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Bidets
- 1.2 Key Market Segments
 - 1.2.1 Bidets Segment by Type
 - 1.2.2 Bidets Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 BIDETS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Bidets Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Bidets Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 BIDETS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Bidets Product Life Cycle
- 3.3 Global Bidets Sales by Manufacturers (2020-2025)
- 3.4 Global Bidets Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Bidets Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Bidets Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Bidets Market Competitive Situation and Trends
 - 3.8.1 Bidets Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Bidets Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 BIDETS INDUSTRY CHAIN ANALYSIS

- 4.1 Bidets Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BIDETS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Bidets Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Bidets Market
- 5.7 ESG Ratings of Leading Companies

6 BIDETS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Bidets Sales Market Share by Type (2020-2025)
- 6.3 Global Bidets Market Size by Type (2020-2025)
- 6.4 Global Bidets Price by Type (2020-2025)

7 BIDETS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Bidets Market Sales by Application (2020-2025)
- 7.3 Global Bidets Market Size (M USD) by Application (2020-2025)
- 7.4 Global Bidets Sales Growth Rate by Application (2020-2025)

8 BIDETS MARKET SALES BY REGION

8.1 Global Bidets Sales by Region

8.1.1 Global Bidets Sales by Region

8.1.2 Global Bidets Sales Market Share by Region

8.2 Global Bidets Market Size by Region

8.2.1 Global Bidets Market Size by Region

8.2.2 Global Bidets Market Size by Region

8.3 North America

8.3.1 North America Bidets Sales by Country

8.3.2 North America Bidets Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Bidets Sales by Country

8.4.2 Europe Bidets Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Bidets Sales by Region

8.5.2 Asia Pacific Bidets Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Bidets Sales by Country

8.6.2 South America Bidets Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Bidets Sales by Region

8.7.2 Middle East and Africa Bidets Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 BIDETS MARKET PRODUCTION BY REGION

9.1 Global Production of Bidets by Region(2020-2025)

9.2 Global Bidets Revenue Market Share by Region (2020-2025)

9.3 Global Bidets Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Bidets Production

9.4.1 North America Bidets Production Growth Rate (2020-2025)

9.4.2 North America Bidets Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Bidets Production

9.5.1 Europe Bidets Production Growth Rate (2020-2025)

9.5.2 Europe Bidets Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Bidets Production (2020-2025)

9.6.1 Japan Bidets Production Growth Rate (2020-2025)

9.6.2 Japan Bidets Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Bidets Production (2020-2025)

9.7.1 China Bidets Production Growth Rate (2020-2025)

9.7.2 China Bidets Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 TOTO

10.1.1 TOTO Basic Information

10.1.2 TOTO Bidets Product Overview

10.1.3 TOTO Bidets Product Market Performance

10.1.4 TOTO Business Overview

10.1.5 TOTO SWOT Analysis

10.1.6 TOTO Recent Developments

10.2 ROCA

10.2.1 ROCA Basic Information

10.2.2 ROCA Bidets Product Overview

10.2.3 ROCA Bidets Product Market Performance

10.2.4 ROCA Business Overview

10.2.5 ROCA SWOT Analysis

10.2.6 ROCA Recent Developments

10.3 Villeroy and Boch

10.3.1 Villeroy and Boch Basic Information

10.3.2 Villeroy and Boch Bidets Product Overview

10.3.3 Villeroy and Boch Bidets Product Market Performance

10.3.4 Villeroy and Boch Business Overview

10.3.5 Villeroy and Boch SWOT Analysis

10.3.6 Villeroy and Boch Recent Developments

10.4 Kohler

10.4.1 Kohler Basic Information

10.4.2 Kohler Bidets Product Overview

10.4.3 Kohler Bidets Product Market Performance

10.4.4 Kohler Business Overview

10.4.5 Kohler Recent Developments

10.5 Hocheng (HCG)

10.5.1 Hocheng (HCG) Basic Information

10.5.2 Hocheng (HCG) Bidets Product Overview

10.5.3 Hocheng (HCG) Bidets Product Market Performance

10.5.4 Hocheng (HCG) Business Overview

10.5.5 Hocheng (HCG) Recent Developments

10.6 LIXIL

10.6.1 LIXIL Basic Information

10.6.2 LIXIL Bidets Product Overview

10.6.3 LIXIL Bidets Product Market Performance

10.6.4 LIXIL Business Overview

10.6.5 LIXIL Recent Developments

10.7 Geberit

10.7.1 Geberit Basic Information

10.7.2 Geberit Bidets Product Overview

10.7.3 Geberit Bidets Product Market Performance

10.7.4 Geberit Business Overview

10.7.5 Geberit Recent Developments

10.8 NCM

10.8.1 NCM Basic Information

10.8.2 NCM Bidets Product Overview

10.8.3 NCM Bidets Product Market Performance

10.8.4 NCM Business Overview

10.8.5 NCM Recent Developments

10.9 Duravit

- 10.9.1 Duravit Basic Information
- 10.9.2 Duravit Bidets Product Overview
- 10.9.3 Duravit Bidets Product Market Performance
- 10.9.4 Duravit Business Overview
- 10.9.5 Duravit Recent Developments

10.10 Panasonic

- 10.10.1 Panasonic Basic Information
- 10.10.2 Panasonic Bidets Product Overview
- 10.10.3 Panasonic Bidets Product Market Performance
- 10.10.4 Panasonic Business Overview
- 10.10.5 Panasonic Recent Developments

10.11 Brondell

- 10.11.1 Brondell Basic Information
- 10.11.2 Brondell Bidets Product Overview
- 10.11.3 Brondell Bidets Product Market Performance
- 10.11.4 Brondell Business Overview
- 10.11.5 Brondell Recent Developments

10.12 Coway

- 10.12.1 Coway Basic Information
- 10.12.2 Coway Bidets Product Overview
- 10.12.3 Coway Bidets Product Market Performance
- 10.12.4 Coway Business Overview
- 10.12.5 Coway Recent Developments

11 BIDETS MARKET FORECAST BY REGION

11.1 Global Bidets Market Size Forecast

11.2 Global Bidets Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Bidets Market Size Forecast by Country
- 11.2.3 Asia Pacific Bidets Market Size Forecast by Region
- 11.2.4 South America Bidets Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Bidets by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Bidets Market Forecast by Type (2026-2035)

- 12.1.1 Global Forecasted Sales of Bidets by Type (2026-2035)

12.1.2 Global Bidets Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Bidets by Type (2026-2035)

12.2 Global Bidets Market Forecast by Application (2026-2035)

12.2.1 Global Bidets Sales (K MT) Forecast by Application

12.2.2 Global Bidets Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Bidets Market Size by Type (M USD)
Table 4. Global Bidets Market Size by Application
Table 5. Bidets Market Size Comparison by Region (M USD)
Table 6. Global Bidets Sales (K MT) by Manufacturers (2020-2025)
Table 7. Global Bidets Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Bidets Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Bidets Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Bidets as of 2025)
Table 11. Global Market Bidets Average Price (USD/KG) of Key Manufacturers (2020-2025)
Table 12. Manufacturers? Manufacturing Sites, Areas Served
Table 13. Manufacturers? Product Type
Table 14. Global Bidets Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Bidets Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Bidets Sales by Type (K MT)
Table 27. Global Bidets Market Size by Type (M USD)
Table 28. Global Bidets Sales (K MT) by Type (2020-2025)
Table 29. Global Bidets Sales Market Share by Type (2020-2025)
Table 30. Global Bidets Market Size (M USD) by Type (2020-2025)
Table 31. Global Bidets Market Share by Type (2020-2025)
Table 32. Global Bidets Price (USD/KG) by Type (2020-2025)

Table 33. Global Bidets Sales (K MT) by Application
Table 34. Global Bidets Market Size by Application
Table 35. Global Bidets Sales by Application (2020-2025) & (K MT)
Table 36. Global Bidets Sales Market Share by Application (2020-2025)
Table 37. Global Bidets Market Size by Application (2020-2025) & (M USD)
Table 38. Global Bidets Market Share by Application (2020-2025)
Table 39. Global Bidets Sales Growth Rate by Application (2020-2025)
Table 40. Global Bidets Sales by Region (2020-2025) & (K MT)
Table 41. Global Bidets Sales Market Share by Region (2020-2025)
Table 42. Global Bidets Market Size by Region (2020-2025) & (M USD)
Table 43. Global Bidets Market Size by Region (2020-2025)
Table 44. North America Bidets Sales by Country (2020-2025) & (K MT)
Table 45. North America Bidets Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Bidets Sales by Country (2020-2025) & (K MT)
Table 47. Europe Bidets Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Bidets Sales by Region (2020-2025) & (K MT)
Table 49. Asia Pacific Bidets Market Size by Region (2020-2025) & (M USD)
Table 50. South America Bidets Sales by Country (2020-2025) & (K MT)
Table 51. South America Bidets Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Bidets Sales by Region (2020-2025) & (K MT)
Table 53. Middle East and Africa Bidets Market Size by Region (2020-2025) & (M USD)
Table 54. Global Bidets Production (K MT) by Region(2020-2025)
Table 55. Global Bidets Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Bidets Revenue Market Share by Region (2020-2025)
Table 57. Global Bidets Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 58. North America Bidets Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 59. Europe Bidets Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 60. Japan Bidets Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 61. China Bidets Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 62. TOTO Basic Information
Table 63. TOTO Bidets Product Overview
Table 64. TOTO Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 65. TOTO Business Overview

Table 66. TOTO SWOT Analysis

Table 67. TOTO Recent Developments

Table 68. ROCA Basic Information

Table 69. ROCA Bidets Product Overview

Table 70. ROCA Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. ROCA Business Overview

Table 72. ROCA SWOT Analysis

Table 73. ROCA Recent Developments

Table 74. Villeroy and Boch Basic Information

Table 75. Villeroy and Boch Bidets Product Overview

Table 76. Villeroy and Boch Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. Villeroy and Boch Business Overview

Table 78. Villeroy and Boch SWOT Analysis

Table 79. Villeroy and Boch Recent Developments

Table 80. Kohler Basic Information

Table 81. Kohler Bidets Product Overview

Table 82. Kohler Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Kohler Business Overview

Table 84. Kohler Recent Developments

Table 85. Hocheng (HCG) Basic Information

Table 86. Hocheng (HCG) Bidets Product Overview

Table 87. Hocheng (HCG) Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 88. Hocheng (HCG) Business Overview

Table 89. Hocheng (HCG) Recent Developments

Table 90. LIXIL Basic Information

Table 91. LIXIL Bidets Product Overview

Table 92. LIXIL Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 93. LIXIL Business Overview

Table 94. LIXIL Recent Developments

Table 95. Geberit Basic Information

Table 96. Geberit Bidets Product Overview

Table 97. Geberit Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Geberit Business Overview

Table 99. Geberit Recent Developments

Table 100. NCM Basic Information

Table 101. NCM Bidets Product Overview

Table 102. NCM Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. NCM Business Overview

Table 104. NCM Recent Developments

Table 105. Duravit Basic Information

Table 106. Duravit Bidets Product Overview

Table 107. Duravit Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Duravit Business Overview

Table 109. Duravit Recent Developments

Table 110. Panasonic Basic Information

Table 111. Panasonic Bidets Product Overview

Table 112. Panasonic Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 113. Panasonic Business Overview

Table 114. Panasonic Recent Developments

Table 115. Brondell Basic Information

Table 116. Brondell Bidets Product Overview

Table 117. Brondell Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 118. Brondell Business Overview

Table 119. Brondell Recent Developments

Table 120. Coway Basic Information

Table 121. Coway Bidets Product Overview

Table 122. Coway Bidets Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 123. Coway Business Overview

Table 124. Coway Recent Developments

Table 125. Global Bidets Sales Forecast by Region (2026-2035) & (K MT)

Table 126. Global Bidets Market Size Forecast by Region (2026-2035) & (M USD)

Table 127. North America Bidets Sales Forecast by Country (2026-2035) & (K MT)

Table 128. North America Bidets Market Size Forecast by Country (2026-2035) & (M USD)

Table 129. Europe Bidets Sales Forecast by Country (2026-2035) & (K MT)

Table 130. Europe Bidets Market Size Forecast by Country (2026-2035) & (M USD)

Table 131. Asia Pacific Bidets Sales Forecast by Region (2026-2035) & (K MT)

Table 132. Asia Pacific Bidets Market Size Forecast by Region (2026-2035) & (M USD)

Table 133. South America Bidets Sales Forecast by Country (2026-2035) & (K MT)

Table 134. South America Bidets Market Size Forecast by Country (2026-2035) & (M USD)

Table 135. Middle East and Africa Bidets Sales Forecast by Country (2026-2035) & (Units)

Table 136. Middle East and Africa Bidets Market Size Forecast by Country (2026-2035) & (M USD)

Table 137. Global Bidets Sales Forecast by Type (2026-2035) & (K MT)

Table 138. Global Bidets Market Size Forecast by Type (2026-2035) & (M USD)

Table 139. Global Bidets Price Forecast by Type (2026-2035) & (USD/KG)

Table 140. Global Bidets Sales (K MT) Forecast by Application (2026-2035)

Table 141. Global Bidets Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Bidets
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Bidets Market Size (M USD), 2025-2035
- Figure 5. Global Bidets Market Size (M USD) (2020-2035)
- Figure 6. Global Bidets Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Bidets Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Bidets Product Life Cycle
- Figure 13. Bidets Sales Share by Manufacturers in 2025
- Figure 14. Global Bidets Revenue Share by Manufacturers in 2025
- Figure 15. Bidets Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Bidets Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Bidets Revenue in 2025
- Figure 18. Industry Chain Map of Bidets
- Figure 19. Global Bidets Market PEST Analysis
- Figure 20. Global Bidets Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Bidets Market Share by Type
- Figure 27. Sales Market Share of Bidets by Type (2020-2025)
- Figure 28. Sales Market Share of Bidets by Type in 2025
- Figure 29. Market Share of Bidets by Type (2020-2025)
- Figure 30. Market Share of Bidets by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Bidets Market Share by Application
- Figure 33. Global Bidets Sales Market Share by Application (2020-2025)
- Figure 34. Global Bidets Sales Market Share by Application in 2025

- Figure 35. Global Bidets Market Share by Application (2020-2025)
- Figure 36. Global Bidets Market Share by Application in 2025
- Figure 37. Global Bidets Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Bidets Sales Market Share by Region (2020-2025)
- Figure 39. Global Bidets Market Size by Region (2020-2025)
- Figure 40. North America Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Bidets Sales Market Share by Country in 2024
- Figure 43. North America Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Bidets Market Size by Country in 2024
- Figure 45. U.S. Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Bidets Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Bidets Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Bidets Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Bidets Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Bidets Sales Market Share by Country in 2024
- Figure 53. Europe Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Bidets Market Size by Country in 2024
- Figure 55. Germany Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Bidets Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Bidets Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Bidets Market Size by Region in 2024
- Figure 68. China Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Bidets Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 74. India Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Bidets Sales and Growth Rate (K MT)
- Figure 79. South America Bidets Sales Market Share by Country in 2024
- Figure 80. South America Bidets Market Size and Growth Rate (M USD)
- Figure 81. South America Bidets Market Size by Country in 2024
- Figure 82. Brazil Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Bidets Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Bidets Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Bidets Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Bidets Market Size by Region in 2024
- Figure 92. Saudi Arabia Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Bidets Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Bidets Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Bidets Production Market Share by Region (2020-2025)
- Figure 103. North America Bidets Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Bidets Production (K MT) Growth Rate (2020-2025)
- Figure 105. Japan Bidets Production (K MT) Growth Rate (2020-2025)
- Figure 106. China Bidets Production (K MT) Growth Rate (2020-2025)
- Figure 107. Global Bidets Sales Forecast by Volume (2020-2035) & (K MT)
- Figure 108. Global Bidets Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Bidets Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Bidets Market Share Forecast by Type (2026-2035)
- Figure 111. Global Bidets Sales Forecast by Application (2026-2035)
- Figure 112. Global Bidets Market Share Forecast by Application (2026-2035)

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