

Global Point-of-Use Electric Tankless Water Heaters Market Research Report 2026(Status and Outlook)

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Abstracts

Energy Efficiency: POU water heaters are often more energy-efficient than traditional tank-type water heaters because they only heat water on demand, reducing standby energy losses. **Space Saving:** These units are typically smaller and can be installed closer to the point of use, eliminating the need for large water storage tanks. This makes them suitable for smaller spaces or decentralized hot water needs.

The global Point-of-Use Electric Tankless Water Heaters market size was estimated at USD 500.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters market.

Global Point-of-Use Electric Tankless Water Heaters 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

A. O. Smith
Bosch
Stiebel Eltron
Rheem
Bradford White Corporation
Eemax
Haier
Midea
Eccotemp Systems
Atmor

Market Segmentation (by Type)

Less than 3 KW
Above 3 KW

Market Segmentation (by Application)

Commercial
Household

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 Point-of-Use Electric Tankless Water Heaters Market
Overview of the regional outlook of the Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters, 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 Point-of-Use Electric Tankless Water Heaters

1.2 Key Market Segments

1.2.1 Point-of-Use Electric Tankless Water Heaters Segment by Type

1.2.2 Point-of-Use Electric Tankless Water Heaters 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 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Point-of-Use Electric Tankless Water Heaters Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Point-of-Use Electric Tankless Water Heaters Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Point-of-Use Electric Tankless Water Heaters Product Life Cycle

3.3 Global Point-of-Use Electric Tankless Water Heaters Sales by Manufacturers (2020-2025)

3.4 Global Point-of-Use Electric Tankless Water Heaters Revenue Market Share by Manufacturers (2020-2025)

3.5 Point-of-Use Electric Tankless Water Heaters Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Point-of-Use Electric Tankless Water Heaters Average Price by Manufacturers (2020-2025)

- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Point-of-Use Electric Tankless Water Heaters Market Competitive Situation and Trends
 - 3.8.1 Point-of-Use Electric Tankless Water Heaters Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Point-of-Use Electric Tankless Water Heaters Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS INDUSTRY CHAIN ANALYSIS

- 4.1 Point-of-Use Electric Tankless Water Heaters 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 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS 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 Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Market
- 5.7 ESG Ratings of Leading Companies

6 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Type (2020-2025)
- 6.3 Global Point-of-Use Electric Tankless Water Heaters Market Size by Type (2020-2025)
- 6.4 Global Point-of-Use Electric Tankless Water Heaters Price by Type (2020-2025)

7 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Point-of-Use Electric Tankless Water Heaters Market Sales by Application (2020-2025)
- 7.3 Global Point-of-Use Electric Tankless Water Heaters Market Size (M USD) by Application (2020-2025)
- 7.4 Global Point-of-Use Electric Tankless Water Heaters Sales Growth Rate by Application (2020-2025)

8 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET SALES BY REGION

- 8.1 Global Point-of-Use Electric Tankless Water Heaters Sales by Region
 - 8.1.1 Global Point-of-Use Electric Tankless Water Heaters Sales by Region
 - 8.1.2 Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Region
- 8.2 Global Point-of-Use Electric Tankless Water Heaters Market Size by Region
 - 8.2.1 Global Point-of-Use Electric Tankless Water Heaters Market Size by Region
 - 8.2.2 Global Point-of-Use Electric Tankless Water Heaters Market Size by Region
- 8.3 North America
 - 8.3.1 North America Point-of-Use Electric Tankless Water Heaters Sales by Country
 - 8.3.2 North America Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Sales by Country

8.4.2 Europe Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Sales by Region

8.5.2 Asia Pacific Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Sales by Country

8.6.2 South America Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Sales by Region

8.7.2 Middle East and Africa Point-of-Use Electric Tankless Water Heaters 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 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET PRODUCTION BY REGION

9.1 Global Production of Point-of-Use Electric Tankless Water Heaters by Region(2020-2025)

9.2 Global Point-of-Use Electric Tankless Water Heaters Revenue Market Share by Region (2020-2025)

9.3 Global Point-of-Use Electric Tankless Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Point-of-Use Electric Tankless Water Heaters Production

9.4.1 North America Point-of-Use Electric Tankless Water Heaters Production Growth Rate (2020-2025)

9.4.2 North America Point-of-Use Electric Tankless Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Point-of-Use Electric Tankless Water Heaters Production

9.5.1 Europe Point-of-Use Electric Tankless Water Heaters Production Growth Rate (2020-2025)

9.5.2 Europe Point-of-Use Electric Tankless Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Point-of-Use Electric Tankless Water Heaters Production (2020-2025)

9.6.1 Japan Point-of-Use Electric Tankless Water Heaters Production Growth Rate (2020-2025)

9.6.2 Japan Point-of-Use Electric Tankless Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Point-of-Use Electric Tankless Water Heaters Production (2020-2025)

9.7.1 China Point-of-Use Electric Tankless Water Heaters Production Growth Rate (2020-2025)

9.7.2 China Point-of-Use Electric Tankless Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 A. O. Smith

10.1.1 A. O. Smith Basic Information

10.1.2 A. O. Smith Point-of-Use Electric Tankless Water Heaters Product Overview

10.1.3 A. O. Smith Point-of-Use Electric Tankless Water Heaters Product Market Performance

10.1.4 A. O. Smith Business Overview

10.1.5 A. O. Smith SWOT Analysis

10.1.6 A. O. Smith Recent Developments

10.2 Bosch

10.2.1 Bosch Basic Information

10.2.2 Bosch Point-of-Use Electric Tankless Water Heaters Product Overview

10.2.3 Bosch Point-of-Use Electric Tankless Water Heaters Product Market

Performance

- 10.2.4 Bosch Business Overview
- 10.2.5 Bosch SWOT Analysis
- 10.2.6 Bosch Recent Developments

10.3 Stiebel Eltron

- 10.3.1 Stiebel Eltron Basic Information
- 10.3.2 Stiebel Eltron Point-of-Use Electric Tankless Water Heaters Product Overview
- 10.3.3 Stiebel Eltron Point-of-Use Electric Tankless Water Heaters Product Market

Performance

- 10.3.4 Stiebel Eltron Business Overview
- 10.3.5 Stiebel Eltron SWOT Analysis
- 10.3.6 Stiebel Eltron Recent Developments

10.4 Rheem

- 10.4.1 Rheem Basic Information
- 10.4.2 Rheem Point-of-Use Electric Tankless Water Heaters Product Overview
- 10.4.3 Rheem Point-of-Use Electric Tankless Water Heaters Product Market

Performance

- 10.4.4 Rheem Business Overview
- 10.4.5 Rheem Recent Developments

10.5 Bradford White Corporation

- 10.5.1 Bradford White Corporation Basic Information
- 10.5.2 Bradford White Corporation Point-of-Use Electric Tankless Water Heaters

Product Overview

- 10.5.3 Bradford White Corporation Point-of-Use Electric Tankless Water Heaters

Product Market Performance

- 10.5.4 Bradford White Corporation Business Overview
- 10.5.5 Bradford White Corporation Recent Developments

10.6 Eemax

- 10.6.1 Eemax Basic Information
- 10.6.2 Eemax Point-of-Use Electric Tankless Water Heaters Product Overview
- 10.6.3 Eemax Point-of-Use Electric Tankless Water Heaters Product Market

Performance

- 10.6.4 Eemax Business Overview
- 10.6.5 Eemax Recent Developments

10.7 Haier

- 10.7.1 Haier Basic Information
- 10.7.2 Haier Point-of-Use Electric Tankless Water Heaters Product Overview
- 10.7.3 Haier Point-of-Use Electric Tankless Water Heaters Product Market

Performance

- 10.7.4 Haier Business Overview
- 10.7.5 Haier Recent Developments
- 10.8 Midea
 - 10.8.1 Midea Basic Information
 - 10.8.2 Midea Point-of-Use Electric Tankless Water Heaters Product Overview
 - 10.8.3 Midea Point-of-Use Electric Tankless Water Heaters Product Market Performance
 - 10.8.4 Midea Business Overview
 - 10.8.5 Midea Recent Developments
- 10.9 Eccotemp Systems
 - 10.9.1 Eccotemp Systems Basic Information
 - 10.9.2 Eccotemp Systems Point-of-Use Electric Tankless Water Heaters Product Overview
 - 10.9.3 Eccotemp Systems Point-of-Use Electric Tankless Water Heaters Product Market Performance
 - 10.9.4 Eccotemp Systems Business Overview
 - 10.9.5 Eccotemp Systems Recent Developments
- 10.10 Atmor
 - 10.10.1 Atmor Basic Information
 - 10.10.2 Atmor Point-of-Use Electric Tankless Water Heaters Product Overview
 - 10.10.3 Atmor Point-of-Use Electric Tankless Water Heaters Product Market Performance
 - 10.10.4 Atmor Business Overview
 - 10.10.5 Atmor Recent Developments

11 POINT-OF-USE ELECTRIC TANKLESS WATER HEATERS MARKET FORECAST BY REGION

- 11.1 Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast
- 11.2 Global Point-of-Use Electric Tankless Water Heaters Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Country
 - 11.2.3 Asia Pacific Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Region
 - 11.2.4 South America Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Point-of-Use Electric Tankless Water Heaters by Country

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

12.1 Global Point-of-Use Electric Tankless Water Heaters Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Point-of-Use Electric Tankless Water Heaters by Type (2026-2035)

12.1.2 Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Point-of-Use Electric Tankless Water Heaters by Type (2026-2035)

12.2 Global Point-of-Use Electric Tankless Water Heaters Market Forecast by Application (2026-2035)

12.2.1 Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) Forecast by Application

12.2.2 Global Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Market Size by Type (M USD)

Table 4. Global Point-of-Use Electric Tankless Water Heaters Market Size by Application

Table 5. Point-of-Use Electric Tankless Water Heaters Market Size Comparison by Region (M USD)

Table 6. Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Point-of-Use Electric Tankless Water Heaters Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Point-of-Use Electric Tankless Water Heaters Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Point-of-Use Electric Tankless Water Heaters as of 2025)

Table 11. Global Market Point-of-Use Electric Tankless Water Heaters Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Point-of-Use Electric Tankless Water Heaters 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. Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Sales by Type (K Units)

Table 27. Global Point-of-Use Electric Tankless Water Heaters Market Size by Type (M USD)

Table 28. Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) by Type (2020-2025)

Table 29. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Type (2020-2025)

Table 30. Global Point-of-Use Electric Tankless Water Heaters Market Size (M USD) by Type (2020-2025)

Table 31. Global Point-of-Use Electric Tankless Water Heaters Market Share by Type (2020-2025)

Table 32. Global Point-of-Use Electric Tankless Water Heaters Price (USD/Unit) by Type (2020-2025)

Table 33. Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) by Application

Table 34. Global Point-of-Use Electric Tankless Water Heaters Market Size by Application

Table 35. Global Point-of-Use Electric Tankless Water Heaters Sales by Application (2020-2025) & (K Units)

Table 36. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Application (2020-2025)

Table 37. Global Point-of-Use Electric Tankless Water Heaters Market Size by Application (2020-2025) & (M USD)

Table 38. Global Point-of-Use Electric Tankless Water Heaters Market Share by Application (2020-2025)

Table 39. Global Point-of-Use Electric Tankless Water Heaters Sales Growth Rate by Application (2020-2025)

Table 40. Global Point-of-Use Electric Tankless Water Heaters Sales by Region (2020-2025) & (K Units)

Table 41. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Region (2020-2025)

Table 42. Global Point-of-Use Electric Tankless Water Heaters Market Size by Region (2020-2025) & (M USD)

Table 43. Global Point-of-Use Electric Tankless Water Heaters Market Size by Region (2020-2025)

Table 44. North America Point-of-Use Electric Tankless Water Heaters Sales by Country (2020-2025) & (K Units)

Table 45. North America Point-of-Use Electric Tankless Water Heaters Market Size by

Country (2020-2025) & (M USD)

Table 46. Europe Point-of-Use Electric Tankless Water Heaters Sales by Country (2020-2025) & (K Units)

Table 47. Europe Point-of-Use Electric Tankless Water Heaters Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Point-of-Use Electric Tankless Water Heaters Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Point-of-Use Electric Tankless Water Heaters Market Size by Region (2020-2025) & (M USD)

Table 50. South America Point-of-Use Electric Tankless Water Heaters Sales by Country (2020-2025) & (K Units)

Table 51. South America Point-of-Use Electric Tankless Water Heaters Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Market Size by Region (2020-2025) & (M USD)

Table 54. Global Point-of-Use Electric Tankless Water Heaters Production (K Units) by Region(2020-2025)

Table 55. Global Point-of-Use Electric Tankless Water Heaters Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Point-of-Use Electric Tankless Water Heaters Revenue Market Share by Region (2020-2025)

Table 57. Global Point-of-Use Electric Tankless Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Point-of-Use Electric Tankless Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Point-of-Use Electric Tankless Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Point-of-Use Electric Tankless Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Point-of-Use Electric Tankless Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. A. O. Smith Basic Information

Table 63. A. O. Smith Point-of-Use Electric Tankless Water Heaters Product Overview

Table 64. A. O. Smith Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. A. O. Smith Business Overview

Table 66. A. O. Smith SWOT Analysis

- Table 67. A. O. Smith Recent Developments
- Table 68. Bosch Basic Information
- Table 69. Bosch Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 70. Bosch Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Bosch Business Overview
- Table 72. Bosch SWOT Analysis
- Table 73. Bosch Recent Developments
- Table 74. Stiebel Eltron Basic Information
- Table 75. Stiebel Eltron Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 76. Stiebel Eltron Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Stiebel Eltron Business Overview
- Table 78. Stiebel Eltron SWOT Analysis
- Table 79. Stiebel Eltron Recent Developments
- Table 80. Rheem Basic Information
- Table 81. Rheem Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 82. Rheem Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Rheem Business Overview
- Table 84. Rheem Recent Developments
- Table 85. Bradford White Corporation Basic Information
- Table 86. Bradford White Corporation Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 87. Bradford White Corporation Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Bradford White Corporation Business Overview
- Table 89. Bradford White Corporation Recent Developments
- Table 90. Eemax Basic Information
- Table 91. Eemax Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 92. Eemax Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Eemax Business Overview
- Table 94. Eemax Recent Developments
- Table 95. Haier Basic Information
- Table 96. Haier Point-of-Use Electric Tankless Water Heaters Product Overview
- Table 97. Haier Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Haier Business Overview

Table 99. Haier Recent Developments

Table 100. Midea Basic Information

Table 101. Midea Point-of-Use Electric Tankless Water Heaters Product Overview

Table 102. Midea Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Midea Business Overview

Table 104. Midea Recent Developments

Table 105. Eccotemp Systems Basic Information

Table 106. Eccotemp Systems Point-of-Use Electric Tankless Water Heaters Product Overview

Table 107. Eccotemp Systems Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Eccotemp Systems Business Overview

Table 109. Eccotemp Systems Recent Developments

Table 110. Atmor Basic Information

Table 111. Atmor Point-of-Use Electric Tankless Water Heaters Product Overview

Table 112. Atmor Point-of-Use Electric Tankless Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Atmor Business Overview

Table 114. Atmor Recent Developments

Table 115. Global Point-of-Use Electric Tankless Water Heaters Sales Forecast by Region (2026-2035) & (K Units)

Table 116. Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Region (2026-2035) & (M USD)

Table 117. North America Point-of-Use Electric Tankless Water Heaters Sales Forecast by Country (2026-2035) & (K Units)

Table 118. North America Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)

Table 119. Europe Point-of-Use Electric Tankless Water Heaters Sales Forecast by Country (2026-2035) & (K Units)

Table 120. Europe Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Asia Pacific Point-of-Use Electric Tankless Water Heaters Sales Forecast by Region (2026-2035) & (K Units)

Table 122. Asia Pacific Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America Point-of-Use Electric Tankless Water Heaters Sales Forecast by Country (2026-2035) & (K Units)

Table 124. South America Point-of-Use Electric Tankless Water Heaters Market Size

Forecast by Country (2026-2035) & (M USD)

Table 125. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Sales Forecast by Country (2026-2035) & (Units)

Table 126. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)

Table 127. Global Point-of-Use Electric Tankless Water Heaters Sales Forecast by Type (2026-2035) & (K Units)

Table 128. Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Type (2026-2035) & (M USD)

Table 129. Global Point-of-Use Electric Tankless Water Heaters Price Forecast by Type (2026-2035) & (USD/Unit)

Table 130. Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) Forecast by Application (2026-2035)

Table 131. Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Point-of-Use Electric Tankless Water Heaters

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Point-of-Use Electric Tankless Water Heaters Market Size (M USD), 2025-2035

Figure 5. Global Point-of-Use Electric Tankless Water Heaters Market Size (M USD) (2020-2035)

Figure 6. Global Point-of-Use Electric Tankless Water Heaters Sales (K Units) & (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. Point-of-Use Electric Tankless Water Heaters Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Point-of-Use Electric Tankless Water Heaters Product Life Cycle

Figure 13. Point-of-Use Electric Tankless Water Heaters Sales Share by Manufacturers in 2025

Figure 14. Global Point-of-Use Electric Tankless Water Heaters Revenue Share by Manufacturers in 2025

Figure 15. Point-of-Use Electric Tankless Water Heaters Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 16. Global Market Point-of-Use Electric Tankless Water Heaters Average Price (USD/Unit) of Key Manufacturers in 2025

Figure 17. The Global 5 and 10 Largest Players: Market Share by Point-of-Use Electric Tankless Water Heaters Revenue in 2025

Figure 18. Industry Chain Map of Point-of-Use Electric Tankless Water Heaters

Figure 19. Global Point-of-Use Electric Tankless Water Heaters Market PEST Analysis

Figure 20. Global Point-of-Use Electric Tankless Water Heaters 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 Point-of-Use Electric Tankless Water Heaters Market Share by Type
- Figure 27. Sales Market Share of Point-of-Use Electric Tankless Water Heaters by Type (2020-2025)
- Figure 28. Sales Market Share of Point-of-Use Electric Tankless Water Heaters by Type in 2025
- Figure 29. Market Share of Point-of-Use Electric Tankless Water Heaters by Type (2020-2025)
- Figure 30. Market Share of Point-of-Use Electric Tankless Water Heaters by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Point-of-Use Electric Tankless Water Heaters Market Share by Application
- Figure 33. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Application (2020-2025)
- Figure 34. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Application in 2025
- Figure 35. Global Point-of-Use Electric Tankless Water Heaters Market Share by Application (2020-2025)
- Figure 36. Global Point-of-Use Electric Tankless Water Heaters Market Share by Application in 2025
- Figure 37. Global Point-of-Use Electric Tankless Water Heaters Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share by Region (2020-2025)
- Figure 39. Global Point-of-Use Electric Tankless Water Heaters Market Size by Region (2020-2025)
- Figure 40. North America Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Point-of-Use Electric Tankless Water Heaters Sales Market Share by Country in 2024
- Figure 43. North America Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Point-of-Use Electric Tankless Water Heaters Market Size by Country in 2024
- Figure 45. U.S. Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Point-of-Use Electric Tankless Water Heaters Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 47. Canada Point-of-Use Electric Tankless Water Heaters Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Point-of-Use Electric Tankless Water Heaters Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Point-of-Use Electric Tankless Water Heaters Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Point-of-Use Electric Tankless Water Heaters Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Point-of-Use Electric Tankless Water Heaters Sales Market Share by Country in 2024

Figure 53. Europe Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Point-of-Use Electric Tankless Water Heaters Market Size by Country in 2024

Figure 55. Germany Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Point-of-Use Electric Tankless Water Heaters Sales Market Share by Region in 2024

Figure 67. Asia Pacific Point-of-Use Electric Tankless Water Heaters Market Size by Region in 2024

Figure 68. China Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (K Units)

Figure 79. South America Point-of-Use Electric Tankless Water Heaters Sales Market Share by Country in 2024

Figure 80. South America Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (M USD)

Figure 81. South America Point-of-Use Electric Tankless Water Heaters Market Size by Country in 2024

Figure 82. Brazil Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Point-of-Use Electric Tankless Water Heaters Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Point-of-Use Electric Tankless Water Heaters Market Size by Region in 2024

Figure 92. Saudi Arabia Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Point-of-Use Electric Tankless Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Point-of-Use Electric Tankless Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Point-of-Use Electric Tankless Water Heaters Production Market Share by Region (2020-2025)

Figure 103. North America Point-of-Use Electric Tankless Water Heaters Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Point-of-Use Electric Tankless Water Heaters Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Point-of-Use Electric Tankless Water Heaters Production (K Units) Growth Rate (2020-2025)

Figure 106. China Point-of-Use Electric Tankless Water Heaters Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Point-of-Use Electric Tankless Water Heaters Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Point-of-Use Electric Tankless Water Heaters Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Point-of-Use Electric Tankless Water Heaters Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Point-of-Use Electric Tankless Water Heaters Market Share Forecast by Type (2026-2035)

Figure 111. Global Point-of-Use Electric Tankless Water Heaters Sales Forecast by Application (2026-2035)

Figure 112. Global Point-of-Use Electric Tankless Water Heaters Market Share Forecast by Application (2026-2035)

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