

Global Point Of Use Electric Water Heaters Market Research Report 2026(Status and Outlook)

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Abstracts

Point of Use Electric water heaters (POU Electric water heaters) can also help reduce heat lost in the water distribution system. The term 'point of use' is applied because water is heated very near the sink, shower or bath where the water is used, instead of a central heater. POUs are often used to boost the temperature of water at a fixture that is a long way from a central water heater.

The global Point Of Use Electric Water Heaters market size was estimated at USD 3500.42 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 7.85% during the forecast period.

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

Global Point Of Use Electric 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

EcoSmart
Bosch
Rheem
A. O. Smith
Stiebel Eltron
Haier
Vanward
Ariston
Kingspan

Market Segmentation (by Type)

Tank POU Water Heaters
Tankless POU Water Heaters

Market Segmentation (by Application)

Commercial Application

Residential Application

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 Water Heaters Market

Overview of the regional outlook of the Point Of Use Electric Water Heaters Market:

Customization of the Report

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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 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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Point Of Use Electric Water Heaters

1.2 Key Market Segments

1.2.1 Point Of Use Electric Water Heaters Segment by Type

1.2.2 Point Of Use Electric 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 WATER HEATERS MARKET OVERVIEW

2.1 Global Market Overview

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

2.1.2 Global Point Of Use Electric 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 WATER HEATERS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Point Of Use Electric Water Heaters Product Life Cycle

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

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

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

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

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Point Of Use Electric Water Heaters Market Competitive Situation and Trends

- 3.8.1 Point Of Use Electric Water Heaters Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest Point Of Use Electric Water Heaters Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

4 POINT OF USE ELECTRIC WATER HEATERS INDUSTRY CHAIN ANALYSIS

- 4.1 Point Of Use Electric 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 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 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 Water Heaters Market
- 5.7 ESG Ratings of Leading Companies

6 POINT OF USE ELECTRIC WATER HEATERS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Point Of Use Electric Water Heaters Sales Market Share by Type
(2020-2025)

6.3 Global Point Of Use Electric Water Heaters Market Size by Type (2020-2025)

6.4 Global Point Of Use Electric Water Heaters Price by Type (2020-2025)

7 POINT OF USE ELECTRIC WATER HEATERS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Point Of Use Electric Water Heaters Market Sales by Application
(2020-2025)

7.3 Global Point Of Use Electric Water Heaters Market Size (M USD) by Application
(2020-2025)

7.4 Global Point Of Use Electric Water Heaters Sales Growth Rate by Application
(2020-2025)

8 POINT OF USE ELECTRIC WATER HEATERS MARKET SALES BY REGION

8.1 Global Point Of Use Electric Water Heaters Sales by Region

8.1.1 Global Point Of Use Electric Water Heaters Sales by Region

8.1.2 Global Point Of Use Electric Water Heaters Sales Market Share by Region

8.2 Global Point Of Use Electric Water Heaters Market Size by Region

8.2.1 Global Point Of Use Electric Water Heaters Market Size by Region

8.2.2 Global Point Of Use Electric Water Heaters Market Size by Region

8.3 North America

8.3.1 North America Point Of Use Electric Water Heaters Sales by Country

8.3.2 North America Point Of Use Electric 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 Water Heaters Sales by Country

8.4.2 Europe Point Of Use Electric 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 Water Heaters Sales by Region
- 8.5.2 Asia Pacific Point Of Use Electric 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 Water Heaters Sales by Country
 - 8.6.2 South America Point Of Use Electric 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 Water Heaters Sales by Region
 - 8.7.2 Middle East and Africa Point Of Use Electric 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 WATER HEATERS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Point Of Use Electric Water Heaters by Region(2020-2025)
- 9.2 Global Point Of Use Electric Water Heaters Revenue Market Share by Region (2020-2025)
- 9.3 Global Point Of Use Electric Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Point Of Use Electric Water Heaters Production
 - 9.4.1 North America Point Of Use Electric Water Heaters Production Growth Rate (2020-2025)
 - 9.4.2 North America Point Of Use Electric Water Heaters Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Point Of Use Electric Water Heaters Production
 - 9.5.1 Europe Point Of Use Electric Water Heaters Production Growth Rate (2020-2025)

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

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

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

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

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

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

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

10 KEY COMPANIES PROFILE

10.1 EcoSmart

10.1.1 EcoSmart Basic Information

10.1.2 EcoSmart Point Of Use Electric Water Heaters Product Overview

10.1.3 EcoSmart Point Of Use Electric Water Heaters Product Market Performance

10.1.4 EcoSmart Business Overview

10.1.5 EcoSmart SWOT Analysis

10.1.6 EcoSmart Recent Developments

10.2 Bosch

10.2.1 Bosch Basic Information

10.2.2 Bosch Point Of Use Electric Water Heaters Product Overview

10.2.3 Bosch Point Of Use Electric 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 Rheem

10.3.1 Rheem Basic Information

10.3.2 Rheem Point Of Use Electric Water Heaters Product Overview

10.3.3 Rheem Point Of Use Electric Water Heaters Product Market Performance

10.3.4 Rheem Business Overview

10.3.5 Rheem SWOT Analysis

10.3.6 Rheem Recent Developments

10.4 A. O. Smith

10.4.1 A. O. Smith Basic Information

10.4.2 A. O. Smith Point Of Use Electric Water Heaters Product Overview

10.4.3 A. O. Smith Point Of Use Electric Water Heaters Product Market Performance

10.4.4 A. O. Smith Business Overview

- 10.4.5 A. O. Smith Recent Developments
- 10.5 Stiebel Eltron
 - 10.5.1 Stiebel Eltron Basic Information
 - 10.5.2 Stiebel Eltron Point Of Use Electric Water Heaters Product Overview
 - 10.5.3 Stiebel Eltron Point Of Use Electric Water Heaters Product Market Performance
 - 10.5.4 Stiebel Eltron Business Overview
 - 10.5.5 Stiebel Eltron Recent Developments
- 10.6 Haier
 - 10.6.1 Haier Basic Information
 - 10.6.2 Haier Point Of Use Electric Water Heaters Product Overview
 - 10.6.3 Haier Point Of Use Electric Water Heaters Product Market Performance
 - 10.6.4 Haier Business Overview
 - 10.6.5 Haier Recent Developments
- 10.7 Vanward
 - 10.7.1 Vanward Basic Information
 - 10.7.2 Vanward Point Of Use Electric Water Heaters Product Overview
 - 10.7.3 Vanward Point Of Use Electric Water Heaters Product Market Performance
 - 10.7.4 Vanward Business Overview
 - 10.7.5 Vanward Recent Developments
- 10.8 Ariston
 - 10.8.1 Ariston Basic Information
 - 10.8.2 Ariston Point Of Use Electric Water Heaters Product Overview
 - 10.8.3 Ariston Point Of Use Electric Water Heaters Product Market Performance
 - 10.8.4 Ariston Business Overview
 - 10.8.5 Ariston Recent Developments
- 10.9 Kingspan
 - 10.9.1 Kingspan Basic Information
 - 10.9.2 Kingspan Point Of Use Electric Water Heaters Product Overview
 - 10.9.3 Kingspan Point Of Use Electric Water Heaters Product Market Performance
 - 10.9.4 Kingspan Business Overview
 - 10.9.5 Kingspan Recent Developments

11 POINT OF USE ELECTRIC WATER HEATERS MARKET FORECAST BY REGION

- 11.1 Global Point Of Use Electric Water Heaters Market Size Forecast
- 11.2 Global Point Of Use Electric Water Heaters Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Point Of Use Electric Water Heaters Market Size Forecast by Country
 - 11.2.3 Asia Pacific Point Of Use Electric Water Heaters Market Size Forecast by

Region

11.2.4 South America Point Of Use Electric Water Heaters Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Point Of Use Electric Water Heaters by Country

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

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

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

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

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

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

12.2.1 Global Point Of Use Electric Water Heaters Sales (K Units) Forecast by Application

12.2.2 Global Point Of Use Electric 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 Water Heaters Market Size by Type (M USD)

Table 4. Global Point Of Use Electric Water Heaters Market Size by Application

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

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

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

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

Table 9. Global Point Of Use Electric 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 Water Heaters as of 2025)

Table 11. Global Market Point Of Use Electric 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 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 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 Water Heaters Sales by Type (K Units)

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

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

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

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

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

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

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

Table 34. Global Point Of Use Electric Water Heaters Market Size by Application

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

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

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

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

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

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

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

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

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

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

Table 45. North America Point Of Use Electric Water Heaters Market Size by Country
(2020-2025) & (M USD)

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

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

Table 48. Asia Pacific Point Of Use Electric Water Heaters Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Point Of Use Electric Water Heaters Market Size by Region (2020-2025) & (M USD)
Table 50. South America Point Of Use Electric Water Heaters Sales by Country (2020-2025) & (K Units)
Table 51. South America Point Of Use Electric Water Heaters Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Point Of Use Electric Water Heaters Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Point Of Use Electric Water Heaters Market Size by Region (2020-2025) & (M USD)
Table 54. Global Point Of Use Electric Water Heaters Production (K Units) by Region(2020-2025)
Table 55. Global Point Of Use Electric Water Heaters Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Point Of Use Electric Water Heaters Revenue Market Share by Region (2020-2025)
Table 57. Global Point Of Use Electric Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Point Of Use Electric Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Point Of Use Electric Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Point Of Use Electric Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Point Of Use Electric Water Heaters Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. EcoSmart Basic Information
Table 63. EcoSmart Point Of Use Electric Water Heaters Product Overview
Table 64. EcoSmart Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 65. EcoSmart Business Overview
Table 66. EcoSmart SWOT Analysis
Table 67. EcoSmart Recent Developments
Table 68. Bosch Basic Information
Table 69. Bosch Point Of Use Electric Water Heaters Product Overview
Table 70. Bosch Point Of Use Electric 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. Rheem Basic Information
Table 75. Rheem Point Of Use Electric Water Heaters Product Overview
Table 76. Rheem Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Rheem Business Overview
Table 78. Rheem SWOT Analysis
Table 79. Rheem Recent Developments
Table 80. A. O. Smith Basic Information
Table 81. A. O. Smith Point Of Use Electric Water Heaters Product Overview
Table 82. A. O. Smith Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. A. O. Smith Business Overview
Table 84. A. O. Smith Recent Developments
Table 85. Stiebel Eltron Basic Information
Table 86. Stiebel Eltron Point Of Use Electric Water Heaters Product Overview
Table 87. Stiebel Eltron Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Stiebel Eltron Business Overview
Table 89. Stiebel Eltron Recent Developments
Table 90. Haier Basic Information
Table 91. Haier Point Of Use Electric Water Heaters Product Overview
Table 92. Haier Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Haier Business Overview
Table 94. Haier Recent Developments
Table 95. Vanward Basic Information
Table 96. Vanward Point Of Use Electric Water Heaters Product Overview
Table 97. Vanward Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. Vanward Business Overview
Table 99. Vanward Recent Developments
Table 100. Ariston Basic Information
Table 101. Ariston Point Of Use Electric Water Heaters Product Overview
Table 102. Ariston Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. Ariston Business Overview

Table 104. Ariston Recent Developments
Table 105. Kingspan Basic Information
Table 106. Kingspan Point Of Use Electric Water Heaters Product Overview
Table 107. Kingspan Point Of Use Electric Water Heaters Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 108. Kingspan Business Overview
Table 109. Kingspan Recent Developments
Table 110. Global Point Of Use Electric Water Heaters Sales Forecast by Region (2026-2035) & (K Units)
Table 111. Global Point Of Use Electric Water Heaters Market Size Forecast by Region (2026-2035) & (M USD)
Table 112. North America Point Of Use Electric Water Heaters Sales Forecast by Country (2026-2035) & (K Units)
Table 113. North America Point Of Use Electric Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)
Table 114. Europe Point Of Use Electric Water Heaters Sales Forecast by Country (2026-2035) & (K Units)
Table 115. Europe Point Of Use Electric Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)
Table 116. Asia Pacific Point Of Use Electric Water Heaters Sales Forecast by Region (2026-2035) & (K Units)
Table 117. Asia Pacific Point Of Use Electric Water Heaters Market Size Forecast by Region (2026-2035) & (M USD)
Table 118. South America Point Of Use Electric Water Heaters Sales Forecast by Country (2026-2035) & (K Units)
Table 119. South America Point Of Use Electric Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)
Table 120. Middle East and Africa Point Of Use Electric Water Heaters Sales Forecast by Country (2026-2035) & (Units)
Table 121. Middle East and Africa Point Of Use Electric Water Heaters Market Size Forecast by Country (2026-2035) & (M USD)
Table 122. Global Point Of Use Electric Water Heaters Sales Forecast by Type (2026-2035) & (K Units)
Table 123. Global Point Of Use Electric Water Heaters Market Size Forecast by Type (2026-2035) & (M USD)
Table 124. Global Point Of Use Electric Water Heaters Price Forecast by Type (2026-2035) & (USD/Unit)
Table 125. Global Point Of Use Electric Water Heaters Sales (K Units) Forecast by Application (2026-2035)

Table 126. Global Point Of Use Electric 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 Water Heaters
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Point Of Use Electric Water Heaters Market Size (M USD), 2025-2035
- Figure 5. Global Point Of Use Electric Water Heaters Market Size (M USD) (2020-2035)
- Figure 6. Global Point Of Use Electric 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 Water Heaters Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Point Of Use Electric Water Heaters Product Life Cycle
- Figure 13. Point Of Use Electric Water Heaters Sales Share by Manufacturers in 2025
- Figure 14. Global Point Of Use Electric Water Heaters Revenue Share by Manufacturers in 2025
- Figure 15. Point Of Use Electric Water Heaters Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Point Of Use Electric 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 Water Heaters Revenue in 2025
- Figure 18. Industry Chain Map of Point Of Use Electric Water Heaters
- Figure 19. Global Point Of Use Electric Water Heaters Market PEST Analysis
- Figure 20. Global Point Of Use Electric 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 Water Heaters Market Share by Type
- Figure 27. Sales Market Share of Point Of Use Electric Water Heaters by Type (2020-2025)
- Figure 28. Sales Market Share of Point Of Use Electric Water Heaters by Type in 2025
- Figure 29. Market Share of Point Of Use Electric Water Heaters by Type (2020-2025)

Figure 30. Market Share of Point Of Use Electric Water Heaters by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Point Of Use Electric Water Heaters Market Share by Application

Figure 33. Global Point Of Use Electric Water Heaters Sales Market Share by Application (2020-2025)

Figure 34. Global Point Of Use Electric Water Heaters Sales Market Share by Application in 2025

Figure 35. Global Point Of Use Electric Water Heaters Market Share by Application (2020-2025)

Figure 36. Global Point Of Use Electric Water Heaters Market Share by Application in 2025

Figure 37. Global Point Of Use Electric Water Heaters Sales Growth Rate by Application (2020-2025)

Figure 38. Global Point Of Use Electric Water Heaters Sales Market Share by Region (2020-2025)

Figure 39. Global Point Of Use Electric Water Heaters Market Size by Region (2020-2025)

Figure 40. North America Point Of Use Electric Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Point Of Use Electric Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Point Of Use Electric Water Heaters Sales Market Share by Country in 2024

Figure 43. North America Point Of Use Electric Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Point Of Use Electric Water Heaters Market Size by Country in 2024

Figure 45. U.S. Point Of Use Electric Water Heaters Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Point Of Use Electric Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

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

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

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

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

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

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

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

Figure 54. Europe Point Of Use Electric Water Heaters Market Size by Country in 2024

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 85. Argentina Point Of Use Electric Water Heaters Market Size and Growth Rate (2020-2025) & (M USD)

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

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

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

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

Figure 90. Middle East and Africa Point Of Use Electric Water Heaters Market Size and

Growth Rate (M USD)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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