

Global Household Enamel Water Heaters Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Household Enamel Water Heaters market size is expected to reach \$ 6930 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Household Enamel Water Heaters, more accurately described as household enamel-lined water heaters, refer to residential water heating products that use a steel inner tank protected by a vitreous enamel or glass-lined coating. The enamel lining is fired onto the inner surface of the tank to improve corrosion resistance, reduce direct contact between hot water and the steel substrate, and extend the service life of the water heater.

In 2025, global Household Enamel Water Heaters production reached approximately 31815 K Units, with an average global market price of around US\$ 166 per Unit.

The upstream materials and components of household enamel water heaters mainly include cold-rolled steel sheets or steel coils, enamel frits and coating materials, magnesium anodes or electronic anodes, electric heating elements, thermostats, temperature sensors, pressure relief valves, gas burners and heat exchangers for gas-fired models, compressors and refrigeration components for heat pump models, polyurethane insulation materials, outer casings, plastic parts, control boards and packaging materials. Major suppliers include Baowu Steel, ArcelorMittal, Nippon Steel, POSCO, JFE Steel and Tata Steel, Prince International, Pemco International, Tomatec, etc.

Downstream applications are mainly divided into Apartment (Multi-Family Residential Buildings) and Detached Houses. Apartment applications include multi-family residential

buildings, condominiums, rental apartments, student apartments and urban residential units, where customers usually value compact size, installation flexibility, safety protection, stable hot water supply and compliance with building management requirements. Detached house applications include single-family houses, villas, suburban homes and low-density residential buildings, where users pay more attention to larger tank capacity, faster recovery rate, higher energy efficiency, whole-house hot water supply and integration with solar or heat pump systems. Major downstream customers include families, real estate developers, apartment operators, etc.

The gross margin of household enamel water heaters varies by product type, brand position, capacity, channel structure and regional competition. The gross margin is around 20%–40%.

By product type, Household Enamel Water Heaters can be divided into Electric Storage Water Heaters, Gas-Fired Storage Water Heaters, Heat Pump Water Heaters and Others. Electric Storage Water Heaters are one of the most widely adopted household product types because they use electric heating elements to heat water stored in an enamel-lined tank, offering mature technology, convenient installation, stable hot water supply and strong suitability for apartments, bathrooms, kitchens and small residential units. Gas-Fired Storage Water Heaters use gas combustion systems to heat stored water and are more suitable for residential markets with mature gas infrastructure, especially where users require faster reheating, stronger continuous hot water output and higher-capacity household supply. Heat Pump Water Heaters combine a heat pump system with an enamel-lined storage tank, providing higher energy efficiency and stronger relevance under residential energy-saving, low-carbon building and utility rebate policies. Others mainly include indirect household water heaters, solar-assisted enamel tank systems, compact enamel-lined hot water tanks and customized residential storage water heaters, which serve diversified household hot water requirements and renewable-energy-assisted residential applications.

By application, Household Enamel Water Heaters are mainly used in Apartment (Multi-Family Residential Buildings) and Detached Houses. Apartment applications include urban apartments, multi-family residential buildings, condominiums, rental apartments, student apartments and compact residential units. In these scenarios, users and property owners usually place greater emphasis on compact size, wall-mounted installation, safety protection, stable hot water output, convenient maintenance, low noise and compatibility with building management requirements. Detached Houses include single-family homes, villas, suburban houses and low-density residential buildings, where households usually require larger capacity, faster recovery rate, whole-

house hot water supply, better energy efficiency and compatibility with heat pump or solar-assisted systems. Compared with apartment users, detached-house users are more likely to choose higher-capacity storage water heaters, gas-fired storage models or heat pump water heaters to support multiple bathrooms, kitchens, laundry rooms and higher daily hot water consumption.

The growth of the Household Enamel Water Heaters market is supported by stable residential replacement demand, rising household demand for reliable hot water supply, growing awareness of tank durability and corrosion resistance, and the continued popularity of storage water heaters in both apartments and detached houses. The market is also driven by residential renovation, urbanization, higher living standards, increasing demand for safe and stable bathroom and kitchen hot water, and wider adoption of energy-efficient water heating products. Heat Pump Water Heaters are gaining stronger momentum as households and governments pay more attention to energy saving, carbon reduction and lower operating costs. In addition, the mature supply chain of enamel-lined tanks, broad availability of installation and maintenance services, and the ability of enamel water heaters to balance cost, durability and performance continue to support their position in the residential water heating market.

The Household Enamel Water Heaters market also faces several restraints, including competition from tankless water heaters, stainless steel tank water heaters. In price-sensitive markets, Electric Storage Water Heaters may face strong competition from low-cost models and private-label products, which can pressure manufacturer margins. Raw material price fluctuations in steel, enamel frits, insulation materials, heating elements, gas components, compressors and electronic controls may also affect production costs. Product quality control remains critical because poor welding, uneven enamel coating, insufficient firing quality or weak corrosion protection may increase leakage risk and after-sales costs. In apartments, limited installation space, building management restrictions and electrical or gas infrastructure constraints may limit product selection. In detached houses, higher installation cost, longer payback periods for Heat Pump Water Heaters and regional differences in energy prices may slow product adoption in some markets.

This report studies the global Household Enamel Water Heaters production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Household Enamel Water Heaters and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends

and competition, as well as details the characteristics of Household Enamel Water Heaters that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Household Enamel Water Heaters total production and demand, 2021-2032, (K Units)

Global Household Enamel Water Heaters total production value, 2021-2032, (USD Million)

Global Household Enamel Water Heaters production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Household Enamel Water Heaters consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Household Enamel Water Heaters domestic production, consumption, key domestic manufacturers and share

Global Household Enamel Water Heaters production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Household Enamel Water Heaters production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Household Enamel Water Heaters production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Household Enamel Water Heaters market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rheem Manufacturing Company, A. O. Smith Corporation, Haier Smart Home, Ariston Group, Midea Group, Bradford White, Groupe Atlantic, Bosch Home Comfort, Viessmann Climate Solutions, STIEBEL ELTRON, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Household Enamel Water Heaters market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by

manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Household Enamel Water Heaters Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Household Enamel Water Heaters Market, Segmentation by Type:

Electric Storage Water Heaters

Gas-Fired Storage Water Heaters

Heat Pump Water Heaters

Others

Global Household Enamel Water Heaters Market, Segmentation by Tank Capacity:

Small

Medium

Large

Global Household Enamel Water Heaters Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Household Enamel Water Heaters Market, Segmentation by Application:

Apartment (Multi-Family Residential Buildings)

Detached Houses

Companies Profiled:

Rheem Manufacturing Company

A. O. Smith Corporation

Haier Smart Home

Ariston Group

Midea Group

Bradford White

Groupe Atlantic

Bosch Home Comfort

Viessmann Climate Solutions

STIEBEL ELTRON

TESY

Gree Electric Appliances

Ferrol

Rinnai Corporation

Demirdemir

Baymak

Hisense Home Appliances

Dux Hot Water

Bajaj Electricals

V-Guard

Crompton

Key Questions Answered:

1. How big is the global Household Enamel Water Heaters market?
2. What is the demand of the global Household Enamel Water Heaters market?
3. What is the year over year growth of the global Household Enamel Water Heaters market?
4. What is the production and production value of the global Household Enamel Water Heaters market?
5. Who are the key producers in the global Household Enamel Water Heaters market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Household Enamel Water Heaters Introduction
- 1.2 World Household Enamel Water Heaters Supply & Forecast
 - 1.2.1 World Household Enamel Water Heaters Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Household Enamel Water Heaters Production (2021-2032)
 - 1.2.3 World Household Enamel Water Heaters Pricing Trends (2021-2032)
- 1.3 World Household Enamel Water Heaters Production by Region (Based on Production Site)
 - 1.3.1 World Household Enamel Water Heaters Production Value by Region (2021-2032)
 - 1.3.2 World Household Enamel Water Heaters Production by Region (2021-2032)
 - 1.3.3 World Household Enamel Water Heaters Average Price by Region (2021-2032)
 - 1.3.4 North America Household Enamel Water Heaters Production (2021-2032)
 - 1.3.5 Europe Household Enamel Water Heaters Production (2021-2032)
 - 1.3.6 China Household Enamel Water Heaters Production (2021-2032)
 - 1.3.7 Japan Household Enamel Water Heaters Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Household Enamel Water Heaters Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Household Enamel Water Heaters Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Household Enamel Water Heaters Demand (2021-2032)
- 2.2 World Household Enamel Water Heaters Consumption by Region
 - 2.2.1 World Household Enamel Water Heaters Consumption by Region (2021-2026)
 - 2.2.2 World Household Enamel Water Heaters Consumption Forecast by Region (2027-2032)
- 2.3 United States Household Enamel Water Heaters Consumption (2021-2032)
- 2.4 China Household Enamel Water Heaters Consumption (2021-2032)
- 2.5 Europe Household Enamel Water Heaters Consumption (2021-2032)
- 2.6 Japan Household Enamel Water Heaters Consumption (2021-2032)
- 2.7 South Korea Household Enamel Water Heaters Consumption (2021-2032)
- 2.8 ASEAN Household Enamel Water Heaters Consumption (2021-2032)
- 2.9 India Household Enamel Water Heaters Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Household Enamel Water Heaters Production Value by Manufacturer (2021-2026)
- 3.2 World Household Enamel Water Heaters Production by Manufacturer (2021-2026)
- 3.3 World Household Enamel Water Heaters Average Price by Manufacturer (2021-2026)
- 3.4 Household Enamel Water Heaters Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Household Enamel Water Heaters Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Household Enamel Water Heaters in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Household Enamel Water Heaters in 2025
- 3.6 Household Enamel Water Heaters Market: Overall Company Footprint Analysis
 - 3.6.1 Household Enamel Water Heaters Market: Region Footprint
 - 3.6.2 Household Enamel Water Heaters Market: Company Product Type Footprint
 - 3.6.3 Household Enamel Water Heaters Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Household Enamel Water Heaters Production Value Comparison
 - 4.1.1 United States VS China: Household Enamel Water Heaters Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Household Enamel Water Heaters Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Household Enamel Water Heaters Production Comparison
 - 4.2.1 United States VS China: Household Enamel Water Heaters Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Household Enamel Water Heaters Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Household Enamel Water Heaters Consumption

Comparison

4.3.1 United States VS China: Household Enamel Water Heaters Consumption

Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Household Enamel Water Heaters Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Household Enamel Water Heaters Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Household Enamel Water Heaters Production Value (2021-2026)

4.4.3 United States Based Manufacturers Household Enamel Water Heaters Production (2021-2026)

4.5 China Based Household Enamel Water Heaters Manufacturers and Market Share

4.5.1 China Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Household Enamel Water Heaters Production Value (2021-2026)

4.5.3 China Based Manufacturers Household Enamel Water Heaters Production (2021-2026)

4.6 Rest of World Based Household Enamel Water Heaters Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Household Enamel Water Heaters Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Household Enamel Water Heaters Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Household Enamel Water Heaters Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Electric Storage Water Heaters

5.2.2 Gas-Fired Storage Water Heaters

5.2.3 Heat Pump Water Heaters

5.2.4 Others

5.3 Market Segment by Type

- 5.3.1 World Household Enamel Water Heaters Production by Type (2021-2032)
- 5.3.2 World Household Enamel Water Heaters Production Value by Type (2021-2032)
- 5.3.3 World Household Enamel Water Heaters Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY TANK CAPACITY

6.1 World Household Enamel Water Heaters Market Size Overview by Tank Capacity:
2021 VS 2025 VS 2032

6.2 Segment Introduction by Tank Capacity

- 6.2.1 Small
- 6.2.2 Medium
- 6.2.3 Large

6.3 Market Segment by Tank Capacity

- 6.3.1 World Household Enamel Water Heaters Production by Tank Capacity
(2021-2032)
- 6.3.2 World Household Enamel Water Heaters Production Value by Tank Capacity
(2021-2032)
- 6.3.3 World Household Enamel Water Heaters Average Price by Tank Capacity
(2021-2032)

7 MARKET ANALYSIS BY SALES CHANNEL

7.1 World Household Enamel Water Heaters Market Size Overview by Sales Channel:
2021 VS 2025 VS 2032

7.2 Segment Introduction by Sales Channel

- 7.2.1 Online Sales
- 7.2.2 Offline Sales

7.3 Market Segment by Sales Channel

- 7.3.1 World Household Enamel Water Heaters Production by Sales Channel
(2021-2032)
- 7.3.2 World Household Enamel Water Heaters Production Value by Sales Channel
(2021-2032)
- 7.3.3 World Household Enamel Water Heaters Average Price by Sales Channel
(2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Household Enamel Water Heaters Market Size Overview by Application:
2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Apartment (Multi-Family Residential Buildings)

8.2.2 Detached Houses

8.3 Market Segment by Application

8.3.1 World Household Enamel Water Heaters Production by Application (2021-2032)

8.3.2 World Household Enamel Water Heaters Production Value by Application (2021-2032)

8.3.3 World Household Enamel Water Heaters Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Rheem Manufacturing Company

9.1.1 Rheem Manufacturing Company Details

9.1.2 Rheem Manufacturing Company Major Business

9.1.3 Rheem Manufacturing Company Household Enamel Water Heaters Product and Services

9.1.4 Rheem Manufacturing Company Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Rheem Manufacturing Company Recent Developments/Updates

9.1.6 Rheem Manufacturing Company Competitive Strengths & Weaknesses

9.2 A. O. Smith Corporation

9.2.1 A. O. Smith Corporation Details

9.2.2 A. O. Smith Corporation Major Business

9.2.3 A. O. Smith Corporation Household Enamel Water Heaters Product and Services

9.2.4 A. O. Smith Corporation Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 A. O. Smith Corporation Recent Developments/Updates

9.2.6 A. O. Smith Corporation Competitive Strengths & Weaknesses

9.3 Haier Smart Home

9.3.1 Haier Smart Home Details

9.3.2 Haier Smart Home Major Business

9.3.3 Haier Smart Home Household Enamel Water Heaters Product and Services

9.3.4 Haier Smart Home Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Haier Smart Home Recent Developments/Updates

9.3.6 Haier Smart Home Competitive Strengths & Weaknesses

9.4 Ariston Group

9.4.1 Ariston Group Details

- 9.4.2 Ariston Group Major Business
- 9.4.3 Ariston Group Household Enamel Water Heaters Product and Services
- 9.4.4 Ariston Group Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.4.5 Ariston Group Recent Developments/Updates
- 9.4.6 Ariston Group Competitive Strengths & Weaknesses
- 9.5 Midea Group
 - 9.5.1 Midea Group Details
 - 9.5.2 Midea Group Major Business
 - 9.5.3 Midea Group Household Enamel Water Heaters Product and Services
 - 9.5.4 Midea Group Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Midea Group Recent Developments/Updates
 - 9.5.6 Midea Group Competitive Strengths & Weaknesses
- 9.6 Bradford White
 - 9.6.1 Bradford White Details
 - 9.6.2 Bradford White Major Business
 - 9.6.3 Bradford White Household Enamel Water Heaters Product and Services
 - 9.6.4 Bradford White Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Bradford White Recent Developments/Updates
 - 9.6.6 Bradford White Competitive Strengths & Weaknesses
- 9.7 Groupe Atlantic
 - 9.7.1 Groupe Atlantic Details
 - 9.7.2 Groupe Atlantic Major Business
 - 9.7.3 Groupe Atlantic Household Enamel Water Heaters Product and Services
 - 9.7.4 Groupe Atlantic Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Groupe Atlantic Recent Developments/Updates
 - 9.7.6 Groupe Atlantic Competitive Strengths & Weaknesses
- 9.8 Bosch Home Comfort
 - 9.8.1 Bosch Home Comfort Details
 - 9.8.2 Bosch Home Comfort Major Business
 - 9.8.3 Bosch Home Comfort Household Enamel Water Heaters Product and Services
 - 9.8.4 Bosch Home Comfort Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Bosch Home Comfort Recent Developments/Updates
 - 9.8.6 Bosch Home Comfort Competitive Strengths & Weaknesses
- 9.9 Viessmann Climate Solutions

- 9.9.1 Viessmann Climate Solutions Details
- 9.9.2 Viessmann Climate Solutions Major Business
- 9.9.3 Viessmann Climate Solutions Household Enamel Water Heaters Product and Services
- 9.9.4 Viessmann Climate Solutions Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.9.5 Viessmann Climate Solutions Recent Developments/Updates
- 9.9.6 Viessmann Climate Solutions Competitive Strengths & Weaknesses
- 9.10 STIEBEL ELTRON
 - 9.10.1 STIEBEL ELTRON Details
 - 9.10.2 STIEBEL ELTRON Major Business
 - 9.10.3 STIEBEL ELTRON Household Enamel Water Heaters Product and Services
 - 9.10.4 STIEBEL ELTRON Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 STIEBEL ELTRON Recent Developments/Updates
 - 9.10.6 STIEBEL ELTRON Competitive Strengths & Weaknesses
- 9.11 TESI
 - 9.11.1 TESI Details
 - 9.11.2 TESI Major Business
 - 9.11.3 TESI Household Enamel Water Heaters Product and Services
 - 9.11.4 TESI Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 TESI Recent Developments/Updates
 - 9.11.6 TESI Competitive Strengths & Weaknesses
- 9.12 Gree Electric Appliances
 - 9.12.1 Gree Electric Appliances Details
 - 9.12.2 Gree Electric Appliances Major Business
 - 9.12.3 Gree Electric Appliances Household Enamel Water Heaters Product and Services
 - 9.12.4 Gree Electric Appliances Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Gree Electric Appliances Recent Developments/Updates
 - 9.12.6 Gree Electric Appliances Competitive Strengths & Weaknesses
- 9.13 Ferroli
 - 9.13.1 Ferroli Details
 - 9.13.2 Ferroli Major Business
 - 9.13.3 Ferroli Household Enamel Water Heaters Product and Services
 - 9.13.4 Ferroli Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.13.5 Ferroli Recent Developments/Updates
- 9.13.6 Ferroli Competitive Strengths & Weaknesses
- 9.14 Rinnai Corporation
 - 9.14.1 Rinnai Corporation Details
 - 9.14.2 Rinnai Corporation Major Business
 - 9.14.3 Rinnai Corporation Household Enamel Water Heaters Product and Services
 - 9.14.4 Rinnai Corporation Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Rinnai Corporation Recent Developments/Updates
 - 9.14.6 Rinnai Corporation Competitive Strengths & Weaknesses
- 9.15 DemirD?k?m
 - 9.15.1 DemirD?k?m Details
 - 9.15.2 DemirD?k?m Major Business
 - 9.15.3 DemirD?k?m Household Enamel Water Heaters Product and Services
 - 9.15.4 DemirD?k?m Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 DemirD?k?m Recent Developments/Updates
 - 9.15.6 DemirD?k?m Competitive Strengths & Weaknesses
- 9.16 Baymak
 - 9.16.1 Baymak Details
 - 9.16.2 Baymak Major Business
 - 9.16.3 Baymak Household Enamel Water Heaters Product and Services
 - 9.16.4 Baymak Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Baymak Recent Developments/Updates
 - 9.16.6 Baymak Competitive Strengths & Weaknesses
- 9.17 Hisense Home Appliances
 - 9.17.1 Hisense Home Appliances Details
 - 9.17.2 Hisense Home Appliances Major Business
 - 9.17.3 Hisense Home Appliances Household Enamel Water Heaters Product and Services
 - 9.17.4 Hisense Home Appliances Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Hisense Home Appliances Recent Developments/Updates
 - 9.17.6 Hisense Home Appliances Competitive Strengths & Weaknesses
- 9.18 Dux Hot Water
 - 9.18.1 Dux Hot Water Details
 - 9.18.2 Dux Hot Water Major Business
 - 9.18.3 Dux Hot Water Household Enamel Water Heaters Product and Services

- 9.18.4 Dux Hot Water Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.18.5 Dux Hot Water Recent Developments/Updates
- 9.18.6 Dux Hot Water Competitive Strengths & Weaknesses
- 9.19 Bajaj Electricals
 - 9.19.1 Bajaj Electricals Details
 - 9.19.2 Bajaj Electricals Major Business
 - 9.19.3 Bajaj Electricals Household Enamel Water Heaters Product and Services
 - 9.19.4 Bajaj Electricals Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Bajaj Electricals Recent Developments/Updates
 - 9.19.6 Bajaj Electricals Competitive Strengths & Weaknesses
- 9.20 V-Guard
 - 9.20.1 V-Guard Details
 - 9.20.2 V-Guard Major Business
 - 9.20.3 V-Guard Household Enamel Water Heaters Product and Services
 - 9.20.4 V-Guard Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.20.5 V-Guard Recent Developments/Updates
 - 9.20.6 V-Guard Competitive Strengths & Weaknesses
- 9.21 Crompton
 - 9.21.1 Crompton Details
 - 9.21.2 Crompton Major Business
 - 9.21.3 Crompton Household Enamel Water Heaters Product and Services
 - 9.21.4 Crompton Household Enamel Water Heaters Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.21.5 Crompton Recent Developments/Updates
 - 9.21.6 Crompton Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Household Enamel Water Heaters Industry Chain
- 10.2 Household Enamel Water Heaters Upstream Analysis
 - 10.2.1 Household Enamel Water Heaters Core Raw Materials
 - 10.2.2 Main Manufacturers of Household Enamel Water Heaters Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Household Enamel Water Heaters Production Mode
- 10.6 Household Enamel Water Heaters Procurement Model

10.7 Household Enamel Water Heaters Industry Sales Model and Sales Channels

10.7.1 Household Enamel Water Heaters Sales Model

10.7.2 Household Enamel Water Heaters Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Household Enamel Water Heaters Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Household Enamel Water Heaters Production Value by Region (2021-2026) & (USD Million)

Table 3. World Household Enamel Water Heaters Production Value by Region (2027-2032) & (USD Million)

Table 4. World Household Enamel Water Heaters Production Value Market Share by Region (2021-2026)

Table 5. World Household Enamel Water Heaters Production Value Market Share by Region (2027-2032)

Table 6. World Household Enamel Water Heaters Production by Region (2021-2026) & (K Units)

Table 7. World Household Enamel Water Heaters Production by Region (2027-2032) & (K Units)

Table 8. World Household Enamel Water Heaters Production Market Share by Region (2021-2026)

Table 9. World Household Enamel Water Heaters Production Market Share by Region (2027-2032)

Table 10. World Household Enamel Water Heaters Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Household Enamel Water Heaters Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Household Enamel Water Heaters Major Market Trends

Table 13. World Household Enamel Water Heaters Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Household Enamel Water Heaters Consumption by Region (2021-2026) & (K Units)

Table 15. World Household Enamel Water Heaters Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Household Enamel Water Heaters Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Household Enamel Water Heaters Producers in 2025

Table 18. World Household Enamel Water Heaters Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Household Enamel Water Heaters Producers in 2025

Table 20. World Household Enamel Water Heaters Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Household Enamel Water Heaters Company Evaluation Quadrant

Table 22. World Household Enamel Water Heaters Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Household Enamel Water Heaters Production Site of Key Manufacturer

Table 24. Household Enamel Water Heaters Market: Company Product Type Footprint

Table 25. Household Enamel Water Heaters Market: Company Product Application Footprint

Table 26. Household Enamel Water Heaters Competitive Factors

Table 27. Household Enamel Water Heaters New Entrant and Capacity Expansion Plans

Table 28. Household Enamel Water Heaters Mergers & Acquisitions Activity

Table 29. United States VS China Household Enamel Water Heaters Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Household Enamel Water Heaters Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Household Enamel Water Heaters Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Household Enamel Water Heaters Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Household Enamel Water Heaters Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Household Enamel Water Heaters Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Household Enamel Water Heaters Production Market Share (2021-2026)

Table 37. China Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Household Enamel Water Heaters Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Household Enamel Water Heaters Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Household Enamel Water Heaters Production,

(2021-2026) & (K Units)

Table 41. China Based Manufacturers Household Enamel Water Heaters Production Market Share (2021-2026)

Table 42. Rest of World Based Household Enamel Water Heaters Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Household Enamel Water Heaters Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Household Enamel Water Heaters Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Household Enamel Water Heaters Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Household Enamel Water Heaters Production Market Share (2021-2026)

Table 47. World Household Enamel Water Heaters Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Household Enamel Water Heaters Production by Type (2021-2026) & (K Units)

Table 49. World Household Enamel Water Heaters Production by Type (2027-2032) & (K Units)

Table 50. World Household Enamel Water Heaters Production Value by Type (2021-2026) & (USD Million)

Table 51. World Household Enamel Water Heaters Production Value by Type (2027-2032) & (USD Million)

Table 52. World Household Enamel Water Heaters Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Household Enamel Water Heaters Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Household Enamel Water Heaters Production Value by Tank Capacity, (USD Million), 2021 & 2025 & 2032

Table 55. World Household Enamel Water Heaters Production by Tank Capacity (2021-2026) & (K Units)

Table 56. World Household Enamel Water Heaters Production by Tank Capacity (2027-2032) & (K Units)

Table 57. World Household Enamel Water Heaters Production Value by Tank Capacity (2021-2026) & (USD Million)

Table 58. World Household Enamel Water Heaters Production Value by Tank Capacity (2027-2032) & (USD Million)

Table 59. World Household Enamel Water Heaters Average Price by Tank Capacity (2021-2026) & (US\$/Unit)

Table 60. World Household Enamel Water Heaters Average Price by Tank Capacity (2027-2032) & (US\$/Unit)

Table 61. World Household Enamel Water Heaters Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Table 62. World Household Enamel Water Heaters Production by Sales Channel (2021-2026) & (K Units)

Table 63. World Household Enamel Water Heaters Production by Sales Channel (2027-2032) & (K Units)

Table 64. World Household Enamel Water Heaters Production Value by Sales Channel (2021-2026) & (USD Million)

Table 65. World Household Enamel Water Heaters Production Value by Sales Channel (2027-2032) & (USD Million)

Table 66. World Household Enamel Water Heaters Average Price by Sales Channel (2021-2026) & (US\$/Unit)

Table 67. World Household Enamel Water Heaters Average Price by Sales Channel (2027-2032) & (US\$/Unit)

Table 68. World Household Enamel Water Heaters Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Household Enamel Water Heaters Production by Application (2021-2026) & (K Units)

Table 70. World Household Enamel Water Heaters Production by Application (2027-2032) & (K Units)

Table 71. World Household Enamel Water Heaters Production Value by Application (2021-2026) & (USD Million)

Table 72. World Household Enamel Water Heaters Production Value by Application (2027-2032) & (USD Million)

Table 73. World Household Enamel Water Heaters Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Household Enamel Water Heaters Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Rheem Manufacturing Company Basic Information, Manufacturing Base and Competitors

Table 76. Rheem Manufacturing Company Major Business

Table 77. Rheem Manufacturing Company Household Enamel Water Heaters Product and Services

Table 78. Rheem Manufacturing Company Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Rheem Manufacturing Company Recent Developments/Updates

Table 80. Rheem Manufacturing Company Competitive Strengths & Weaknesses

Table 81. A. O. Smith Corporation Basic Information, Manufacturing Base and Competitors

Table 82. A. O. Smith Corporation Major Business

Table 83. A. O. Smith Corporation Household Enamel Water Heaters Product and Services

Table 84. A. O. Smith Corporation Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. A. O. Smith Corporation Recent Developments/Updates

Table 86. A. O. Smith Corporation Competitive Strengths & Weaknesses

Table 87. Haier Smart Home Basic Information, Manufacturing Base and Competitors

Table 88. Haier Smart Home Major Business

Table 89. Haier Smart Home Household Enamel Water Heaters Product and Services

Table 90. Haier Smart Home Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Haier Smart Home Recent Developments/Updates

Table 92. Haier Smart Home Competitive Strengths & Weaknesses

Table 93. Ariston Group Basic Information, Manufacturing Base and Competitors

Table 94. Ariston Group Major Business

Table 95. Ariston Group Household Enamel Water Heaters Product and Services

Table 96. Ariston Group Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Ariston Group Recent Developments/Updates

Table 98. Ariston Group Competitive Strengths & Weaknesses

Table 99. Midea Group Basic Information, Manufacturing Base and Competitors

Table 100. Midea Group Major Business

Table 101. Midea Group Household Enamel Water Heaters Product and Services

Table 102. Midea Group Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Midea Group Recent Developments/Updates

Table 104. Midea Group Competitive Strengths & Weaknesses

Table 105. Bradford White Basic Information, Manufacturing Base and Competitors

Table 106. Bradford White Major Business

Table 107. Bradford White Household Enamel Water Heaters Product and Services

Table 108. Bradford White Household Enamel Water Heaters Production (K Units),

Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Bradford White Recent Developments/Updates

Table 110. Bradford White Competitive Strengths & Weaknesses

Table 111. Groupe Atlantic Basic Information, Manufacturing Base and Competitors

Table 112. Groupe Atlantic Major Business

Table 113. Groupe Atlantic Household Enamel Water Heaters Product and Services

Table 114. Groupe Atlantic Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Groupe Atlantic Recent Developments/Updates

Table 116. Groupe Atlantic Competitive Strengths & Weaknesses

Table 117. Bosch Home Comfort Basic Information, Manufacturing Base and Competitors

Table 118. Bosch Home Comfort Major Business

Table 119. Bosch Home Comfort Household Enamel Water Heaters Product and Services

Table 120. Bosch Home Comfort Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Bosch Home Comfort Recent Developments/Updates

Table 122. Bosch Home Comfort Competitive Strengths & Weaknesses

Table 123. Viessmann Climate Solutions Basic Information, Manufacturing Base and Competitors

Table 124. Viessmann Climate Solutions Major Business

Table 125. Viessmann Climate Solutions Household Enamel Water Heaters Product and Services

Table 126. Viessmann Climate Solutions Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Viessmann Climate Solutions Recent Developments/Updates

Table 128. Viessmann Climate Solutions Competitive Strengths & Weaknesses

Table 129. STIEBEL ELTRON Basic Information, Manufacturing Base and Competitors

Table 130. STIEBEL ELTRON Major Business

Table 131. STIEBEL ELTRON Household Enamel Water Heaters Product and Services

Table 132. STIEBEL ELTRON Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. STIEBEL ELTRON Recent Developments/Updates

- Table 134. STIEBEL ELTRON Competitive Strengths & Weaknesses
- Table 135. TESY Basic Information, Manufacturing Base and Competitors
- Table 136. TESY Major Business
- Table 137. TESY Household Enamel Water Heaters Product and Services
- Table 138. TESY Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. TESY Recent Developments/Updates
- Table 140. TESY Competitive Strengths & Weaknesses
- Table 141. Gree Electric Appliances Basic Information, Manufacturing Base and Competitors
- Table 142. Gree Electric Appliances Major Business
- Table 143. Gree Electric Appliances Household Enamel Water Heaters Product and Services
- Table 144. Gree Electric Appliances Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Gree Electric Appliances Recent Developments/Updates
- Table 146. Gree Electric Appliances Competitive Strengths & Weaknesses
- Table 147. Ferroli Basic Information, Manufacturing Base and Competitors
- Table 148. Ferroli Major Business
- Table 149. Ferroli Household Enamel Water Heaters Product and Services
- Table 150. Ferroli Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Ferroli Recent Developments/Updates
- Table 152. Ferroli Competitive Strengths & Weaknesses
- Table 153. Rinnai Corporation Basic Information, Manufacturing Base and Competitors
- Table 154. Rinnai Corporation Major Business
- Table 155. Rinnai Corporation Household Enamel Water Heaters Product and Services
- Table 156. Rinnai Corporation Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Rinnai Corporation Recent Developments/Updates
- Table 158. Rinnai Corporation Competitive Strengths & Weaknesses
- Table 159. DemirD?k?m Basic Information, Manufacturing Base and Competitors
- Table 160. DemirD?k?m Major Business
- Table 161. DemirD?k?m Household Enamel Water Heaters Product and Services
- Table 162. DemirD?k?m Household Enamel Water Heaters Production (K Units), Price

(US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. DemirD?k?m Recent Developments/Updates

Table 164. DemirD?k?m Competitive Strengths & Weaknesses

Table 165. Baymak Basic Information, Manufacturing Base and Competitors

Table 166. Baymak Major Business

Table 167. Baymak Household Enamel Water Heaters Product and Services

Table 168. Baymak Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Baymak Recent Developments/Updates

Table 170. Baymak Competitive Strengths & Weaknesses

Table 171. Hisense Home Appliances Basic Information, Manufacturing Base and Competitors

Table 172. Hisense Home Appliances Major Business

Table 173. Hisense Home Appliances Household Enamel Water Heaters Product and Services

Table 174. Hisense Home Appliances Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Hisense Home Appliances Recent Developments/Updates

Table 176. Hisense Home Appliances Competitive Strengths & Weaknesses

Table 177. Dux Hot Water Basic Information, Manufacturing Base and Competitors

Table 178. Dux Hot Water Major Business

Table 179. Dux Hot Water Household Enamel Water Heaters Product and Services

Table 180. Dux Hot Water Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. Dux Hot Water Recent Developments/Updates

Table 182. Dux Hot Water Competitive Strengths & Weaknesses

Table 183. Bajaj Electricals Basic Information, Manufacturing Base and Competitors

Table 184. Bajaj Electricals Major Business

Table 185. Bajaj Electricals Household Enamel Water Heaters Product and Services

Table 186. Bajaj Electricals Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. Bajaj Electricals Recent Developments/Updates

Table 188. Bajaj Electricals Competitive Strengths & Weaknesses

Table 189. V-Guard Basic Information, Manufacturing Base and Competitors

Table 190. V-Guard Major Business

Table 191. V-Guard Household Enamel Water Heaters Product and Services

Table 192. V-Guard Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. V-Guard Recent Developments/Updates

Table 194. V-Guard Competitive Strengths & Weaknesses

Table 195. Crompton Basic Information, Manufacturing Base and Competitors

Table 196. Crompton Major Business

Table 197. Crompton Household Enamel Water Heaters Product and Services

Table 198. Crompton Household Enamel Water Heaters Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 199. Crompton Recent Developments/Updates

Table 200. Crompton Competitive Strengths & Weaknesses

Table 201. Global Key Players of Household Enamel Water Heaters Upstream (Raw Materials)

Table 202. Global Household Enamel Water Heaters Typical Customers

Table 203. Household Enamel Water Heaters Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Household Enamel Water Heaters Picture

Figure 2. World Household Enamel Water Heaters Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Household Enamel Water Heaters Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Household Enamel Water Heaters Production (2021-2032) & (K Units)

Figure 5. World Household Enamel Water Heaters Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Household Enamel Water Heaters Production Value Market Share by Region (2021-2032)

Figure 7. World Household Enamel Water Heaters Production Market Share by Region (2021-2032)

Figure 8. North America Household Enamel Water Heaters Production (2021-2032) & (K Units)

Figure 9. Europe Household Enamel Water Heaters Production (2021-2032) & (K Units)

Figure 10. China Household Enamel Water Heaters Production (2021-2032) & (K Units)

Figure 11. Japan Household Enamel Water Heaters Production (2021-2032) & (K Units)

Figure 12. Household Enamel Water Heaters Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 15. World Household Enamel Water Heaters Consumption Market Share by Region (2021-2032)

Figure 16. United States Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 17. China Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 18. Europe Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 19. Japan Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 20. South Korea Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 22. India Household Enamel Water Heaters Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Household Enamel Water Heaters by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Household Enamel Water Heaters Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Household Enamel Water Heaters Markets in 2025

Figure 26. United States VS China: Household Enamel Water Heaters Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Household Enamel Water Heaters Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Household Enamel Water Heaters Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Household Enamel Water Heaters Production Market Share 2025

Figure 30. China Based Manufacturers Household Enamel Water Heaters Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Household Enamel Water Heaters Production Market Share 2025

Figure 32. World Household Enamel Water Heaters Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Household Enamel Water Heaters Production Value Market Share by Type in 2025

Figure 34. Electric Storage Water Heaters

Figure 35. Gas-Fired Storage Water Heaters

Figure 36. Heat Pump Water Heaters

Figure 37. Others

Figure 38. World Household Enamel Water Heaters Production Market Share by Type (2021-2032)

Figure 39. World Household Enamel Water Heaters Production Value Market Share by Type (2021-2032)

Figure 40. World Household Enamel Water Heaters Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World Household Enamel Water Heaters Production Value by Tank Capacity, (USD Million), 2021 & 2025 & 2032

Figure 42. World Household Enamel Water Heaters Production Value Market Share by Tank Capacity in 2025

Figure 43. Small

Figure 44. Medium

Figure 45. Large

Figure 46. World Household Enamel Water Heaters Production Market Share by Tank Capacity (2021-2032)

Figure 47. World Household Enamel Water Heaters Production Value Market Share by Tank Capacity (2021-2032)

Figure 48. World Household Enamel Water Heaters Average Price by Tank Capacity (2021-2032) & (US\$/Unit)

Figure 49. World Household Enamel Water Heaters Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 50. World Household Enamel Water Heaters Production Value Market Share by Sales Channel in 2025

Figure 51. Online Sales

Figure 52. Offline Sales

Figure 53. World Household Enamel Water Heaters Production Market Share by Sales Channel (2021-2032)

Figure 54. World Household Enamel Water Heaters Production Value Market Share by Sales Channel (2021-2032)

Figure 55. World Household Enamel Water Heaters Average Price by Sales Channel (2021-2032) & (US\$/Unit)

Figure 56. World Household Enamel Water Heaters Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Household Enamel Water Heaters Production Value Market Share by Application in 2025

Figure 58. Apartment (Multi-Family Residential Buildings)

Figure 59. Detached Houses

Figure 60. World Household Enamel Water Heaters Production Market Share by Application (2021-2032)

Figure 61. World Household Enamel Water Heaters Production Value Market Share by Application (2021-2032)

Figure 62. World Household Enamel Water Heaters Average Price by Application (2021-2032) & (US\$/Unit)

Figure 63. Household Enamel Water Heaters Industry Chain

Figure 64. Household Enamel Water Heaters Procurement Model

Figure 65. Household Enamel Water Heaters Sales Model

Figure 66. Household Enamel Water Heaters Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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