

# Global Household Enamel Water Heaters Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Household Enamel Water Heaters market size was valued at US\$ 5440 million in 2025 and is forecast to a readjusted size of US\$ 6930 million by 2032 with a CAGR of 3.5% during review period.

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 is a detailed and comprehensive analysis for global Household Enamel Water Heaters market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets.

Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Household Enamel Water Heaters market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Household Enamel Water Heaters market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Household Enamel Water Heaters market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Household Enamel Water Heaters market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

#### The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Household Enamel Water Heaters
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Household Enamel Water Heaters market based on the following parameters - company overview, sales quantity, revenue, 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.

## Market Segmentation

Household Enamel Water Heaters market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Electric Storage Water Heaters

Gas-Fired Storage Water Heaters

Heat Pump Water Heaters

Others

### Market segment by Tank Capacity

Small

Medium

Large

### Market segment by Sales Channel

Online Sales

Offline Sales

### Market segment by Application

Apartment (Multi-Family Residential Buildings)

Detached Houses

#### Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Household Enamel Water Heaters product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Household Enamel Water Heaters, with price, sales quantity, revenue, and global market share of Household Enamel Water Heaters from 2021 to 2026.

Chapter 3, the Household Enamel Water Heaters competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Household Enamel Water Heaters breakdown data are shown at the

regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Household Enamel Water Heaters market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Household Enamel Water Heaters.

Chapter 14 and 15, to describe Household Enamel Water Heaters sales channel, distributors, customers, research findings and conclusion.

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