

# Global Water Heater 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 Water Heater market size was valued at US\$ 29609 million in 2025 and is forecast to a readjusted size of US\$ 37983 million by 2032 with a CAGR of 3.7% during review period.

Water Heater is a appliance or integrated equipment system designed to heat water and provide hot-water supply for residential, commercial and industrial applications. They are used for bathing, washing, kitchen cleaning, sanitation, facility services and process-related hot-water demand. By product structure and heating method, Water Heaters mainly include Storage Water Heaters, which heat and store water in an insulated tank, and Tankless Water Heaters, which heat water instantly when hot water is required.

In 2025, global Water Heater production reached approximately 110258 K Units, with an average global market price of around US\$ 261 per Unit.

The upstream material system includes steel plate, stainless steel, copper, aluminum, enamel powder, magnesium anodes, polyurethane insulation, plastic components, electronic controllers, sensors, valves, burners, compressors and heat exchangers. Representative upstream suppliers include ArcelorMittal, Nippon Steel, POSCO, Baosteel and Thyssenkrupp, etc.

Downstream demand is divided into Household Use, Commercial Use and Industrial Use. Household Use includes apartments, single-family houses and residential renovation channels, with typical customers including homeowners, residential developers. Commercial Use includes hotels, hospitals, schools, restaurants, gyms, laundries, office buildings and public facilities, with representative customers including

Marriott, Hilton, Accor, IHG, major hospital systems, university campuses. Industrial Use includes food and beverage plants, pharmaceutical plants, electronics factories, textile plants, chemical plants, light industrial parks and process-water users.

The gross margin of water heaters varies significantly by brand positioning, product technology, sales channel, region and after-sales model. The gross margin is typically around 20%-45%.

Based on the product structure and heating mode, Water Heaters in this report are divided into Storage Water Heaters and Tankless Water Heaters. Storage Water Heaters heat water in advance and store it in an insulated tank, while Tankless Water Heaters heat water on demand when water flows through the unit.

Storage Water Heaters represent the traditional and widely adopted product type in the Water Heaters market. They are suitable for users that require stable hot-water supply, predictable peak-load capacity and relatively simple installation. Storage Water Heaters are commonly used in homes, apartments, hotels, hospitals, schools, dormitories and other facilities where hot-water demand is concentrated during certain time periods. Their advantages include mature technology, broad product availability, lower unit cost, easier maintenance and compatibility with electric, gas, heat pump and indirect heating configurations. However, they usually require more installation space and may generate standby heat loss because hot water is stored in the tank.

Tankless Water Heaters are an important growth-oriented product type in the Water Heaters market. They heat water instantly according to real-time demand, which helps reduce standby energy loss and improve space efficiency. Tankless Water Heaters are especially attractive in urban households, compact apartments, premium residential projects, small commercial facilities and locations requiring continuous hot-water supply without a large storage tank. Compared with Storage Water Heaters, Tankless Water Heaters usually have higher requirements for heating power, water-flow control, safety protection, gas combustion efficiency or electric load capacity. Their market penetration is supported by energy-saving policies, consumer preference for compact appliances, higher comfort requirements and the replacement of traditional storage products in selected regions.

The Water Heaters market is supported by several structural growth drivers. Rising residential construction and housing renovation continue to generate replacement and first-installation demand for both Storage Water Heaters and Tankless Water Heaters. Growing consumer demand for comfort, hygiene and stable hot-water supply

strengthens the importance of Water Heaters as essential household appliances. Energy-efficiency regulations and decarbonization policies are encouraging the adoption of higher-efficiency gas, electric, heat pump and smart-controlled water-heating products. Urbanization and smaller living spaces are increasing demand for compact Tankless Water Heaters, while hotels, hospitals, schools and commercial buildings continue to support demand for higher-capacity water-heating systems. Industrial users are also upgrading hot-water systems to reduce energy costs, improve process stability and meet environmental requirements. In addition, smart-home penetration, digital temperature control, remote monitoring and safety-protection functions are improving product value and supporting premiumization in the Water Heaters market.

The Water Heaters market also faces several restraints. Intense price competition in mature Storage Water Heaters can limit manufacturer profitability, especially in low-end residential channels. Tankless Water Heaters may face higher upfront cost, higher installation complexity and stricter requirements for gas supply, electric load or water pressure, which can slow adoption in price-sensitive markets. Energy price volatility can influence consumer purchase decisions and operating-cost expectations, particularly for gas-fired and electric models. Safety concerns related to gas leakage, electric shock, overheating, pressure build-up and improper installation require continuous investment in product design, certification and after-sales service. Raw material price fluctuations in steel, stainless steel, copper, aluminum, insulation materials and electronic components can pressure manufacturing costs. In addition, regional differences in building codes, energy standards, water quality, installation practices and consumer habits make product localization more complex for global suppliers.

This report is a detailed and comprehensive analysis for global Water Heater 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 Water Heater market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Water Heater 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 Water Heater 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 Water Heater 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 Water Heater

- 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 Water Heater 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 Rinnai, A. O. Smith, Rheem, Haier, Noritz, Midea, Bosch, Vanward, Stiebel Eltron, Panasonic, etc.

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

## Market Segmentation

Water Heater 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

Storage Water Heaters

Tankless Water Heaters

#### Market segment by Fuel Type

Electric Water Heaters

Gas-Fired Water Heaters

Solar Water Heaters

Heat Pump Water Heaters

Others

#### Market segment by Sales Channel

Online Sales

Offline Sales

#### Market segment by Application

Household Use

Commercial Use

Industrial Use

#### Major players covered

Rinnai

A. O. Smith

Rheem

Haier

Noritz

Midea

Bosch

Vanward

Stiebel Eltron

Panasonic

Bradford White Corporation

GREE

Mitsubishi Electric

Macro

Navien

Ariston

PVI

OSO Hotwater AS

Atlantic

Carrier (Viessmann Climate Solutions)

Ficosota (TESY Ltd.)

Ferroli S.p.A.

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 Water Heater product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Water Heater 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 Water Heater 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 Water Heater.

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



## Contents

### 1 MARKET OVERVIEW

#### 1.1 Product Overview and Scope

#### 1.2 Market Estimation Caveats and Base Year

#### 1.3 Market Analysis by Type

##### 1.3.1 Overview: Global Water Heater Consumption Value by Type: 2021 Versus 2025 Versus 2032

##### 1.3.2 Storage Water Heaters

##### 1.3.3 Tankless Water Heaters

#### 1.4 Market Analysis by Fuel Type

##### 1.4.1 Overview: Global Water Heater Consumption Value by Fuel Type: 2021 Versus 2025 Versus 2032

##### 1.4.2 Electric Water Heaters

##### 1.4.3 Gas-Fired Water Heaters

##### 1.4.4 Solar Water Heaters

##### 1.4.5 Heat Pump Water Heaters

##### 1.4.6 Others

#### 1.5 Market Analysis by Sales Channel

##### 1.5.1 Overview: Global Water Heater Consumption Value by Sales Channel: 2021 Versus 2025 Versus 2032

##### 1.5.2 Online Sales

##### 1.5.3 Offline Sales

#### 1.6 Market Analysis by Application

##### 1.6.1 Overview: Global Water Heater Consumption Value by Application: 2021 Versus 2025 Versus 2032

##### 1.6.2 Household Use

##### 1.6.3 Commercial Use

##### 1.6.4 Industrial Use

#### 1.7 Global Water Heater Market Size & Forecast

##### 1.7.1 Global Water Heater Consumption Value (2021 & 2025 & 2032)

##### 1.7.2 Global Water Heater Sales Quantity (2021-2032)

##### 1.7.3 Global Water Heater Average Price (2021-2032)

### 2 MANUFACTURERS PROFILES

#### 2.1 Rinnai

##### 2.1.1 Rinnai Details

- 2.1.2 Rinnai Major Business
- 2.1.3 Rinnai Water Heater Product and Services
- 2.1.4 Rinnai Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Rinnai Recent Developments/Updates
- 2.2 A. O. Smith
  - 2.2.1 A. O. Smith Details
  - 2.2.2 A. O. Smith Major Business
  - 2.2.3 A. O. Smith Water Heater Product and Services
  - 2.2.4 A. O. Smith Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 A. O. Smith Recent Developments/Updates
- 2.3 Rheem
  - 2.3.1 Rheem Details
  - 2.3.2 Rheem Major Business
  - 2.3.3 Rheem Water Heater Product and Services
  - 2.3.4 Rheem Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.3.5 Rheem Recent Developments/Updates
- 2.4 Haier
  - 2.4.1 Haier Details
  - 2.4.2 Haier Major Business
  - 2.4.3 Haier Water Heater Product and Services
  - 2.4.4 Haier Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 Haier Recent Developments/Updates
- 2.5 Noritz
  - 2.5.1 Noritz Details
  - 2.5.2 Noritz Major Business
  - 2.5.3 Noritz Water Heater Product and Services
  - 2.5.4 Noritz Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Noritz Recent Developments/Updates
- 2.6 Midea
  - 2.6.1 Midea Details
  - 2.6.2 Midea Major Business
  - 2.6.3 Midea Water Heater Product and Services
  - 2.6.4 Midea Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.6.5 Midea Recent Developments/Updates
- 2.7 Bosch
  - 2.7.1 Bosch Details
  - 2.7.2 Bosch Major Business
  - 2.7.3 Bosch Water Heater Product and Services
  - 2.7.4 Bosch Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 Bosch Recent Developments/Updates
- 2.8 Vanward
  - 2.8.1 Vanward Details
  - 2.8.2 Vanward Major Business
  - 2.8.3 Vanward Water Heater Product and Services
  - 2.8.4 Vanward Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 Vanward Recent Developments/Updates
- 2.9 Stiebel Eltron
  - 2.9.1 Stiebel Eltron Details
  - 2.9.2 Stiebel Eltron Major Business
  - 2.9.3 Stiebel Eltron Water Heater Product and Services
  - 2.9.4 Stiebel Eltron Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.9.5 Stiebel Eltron Recent Developments/Updates
- 2.10 Panasonic
  - 2.10.1 Panasonic Details
  - 2.10.2 Panasonic Major Business
  - 2.10.3 Panasonic Water Heater Product and Services
  - 2.10.4 Panasonic Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.10.5 Panasonic Recent Developments/Updates
- 2.11 Bradford White Corporation
  - 2.11.1 Bradford White Corporation Details
  - 2.11.2 Bradford White Corporation Major Business
  - 2.11.3 Bradford White Corporation Water Heater Product and Services
  - 2.11.4 Bradford White Corporation Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 Bradford White Corporation Recent Developments/Updates
- 2.12 GREE
  - 2.12.1 GREE Details
  - 2.12.2 GREE Major Business

- 2.12.3 GREE Water Heater Product and Services
- 2.12.4 GREE Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.12.5 GREE Recent Developments/Updates
- 2.13 Mitsubishi Electric
  - 2.13.1 Mitsubishi Electric Details
  - 2.13.2 Mitsubishi Electric Major Business
  - 2.13.3 Mitsubishi Electric Water Heater Product and Services
  - 2.13.4 Mitsubishi Electric Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 Mitsubishi Electric Recent Developments/Updates
- 2.14 Macro
  - 2.14.1 Macro Details
  - 2.14.2 Macro Major Business
  - 2.14.3 Macro Water Heater Product and Services
  - 2.14.4 Macro Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 Macro Recent Developments/Updates
- 2.15 Navien
  - 2.15.1 Navien Details
  - 2.15.2 Navien Major Business
  - 2.15.3 Navien Water Heater Product and Services
  - 2.15.4 Navien Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.15.5 Navien Recent Developments/Updates
- 2.16 Ariston
  - 2.16.1 Ariston Details
  - 2.16.2 Ariston Major Business
  - 2.16.3 Ariston Water Heater Product and Services
  - 2.16.4 Ariston Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.16.5 Ariston Recent Developments/Updates
- 2.17 PVI
  - 2.17.1 PVI Details
  - 2.17.2 PVI Major Business
  - 2.17.3 PVI Water Heater Product and Services
  - 2.17.4 PVI Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.17.5 PVI Recent Developments/Updates

## 2.18 OSO Hotwater AS

### 2.18.1 OSO Hotwater AS Details

### 2.18.2 OSO Hotwater AS Major Business

### 2.18.3 OSO Hotwater AS Water Heater Product and Services

### 2.18.4 OSO Hotwater AS Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.18.5 OSO Hotwater AS Recent Developments/Updates

## 2.19 Atlantic

### 2.19.1 Atlantic Details

### 2.19.2 Atlantic Major Business

### 2.19.3 Atlantic Water Heater Product and Services

### 2.19.4 Atlantic Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.19.5 Atlantic Recent Developments/Updates

## 2.20 Carrier (Viessmann Climate Solutions)

### 2.20.1 Carrier (Viessmann Climate Solutions) Details

### 2.20.2 Carrier (Viessmann Climate Solutions) Major Business

### 2.20.3 Carrier (Viessmann Climate Solutions) Water Heater Product and Services

### 2.20.4 Carrier (Viessmann Climate Solutions) Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.20.5 Carrier (Viessmann Climate Solutions) Recent Developments/Updates

## 2.21 Ficosota (TESY Ltd.)

### 2.21.1 Ficosota (TESY Ltd.) Details

### 2.21.2 Ficosota (TESY Ltd.) Major Business

### 2.21.3 Ficosota (TESY Ltd.) Water Heater Product and Services

### 2.21.4 Ficosota (TESY Ltd.) Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.21.5 Ficosota (TESY Ltd.) Recent Developments/Updates

## 2.22 Ferroli S.p.A.

### 2.22.1 Ferroli S.p.A. Details

### 2.22.2 Ferroli S.p.A. Major Business

### 2.22.3 Ferroli S.p.A. Water Heater Product and Services

### 2.22.4 Ferroli S.p.A. Water Heater Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.22.5 Ferroli S.p.A. Recent Developments/Updates

## 3 COMPETITIVE ENVIRONMENT: WATER HEATER BY MANUFACTURER

### 3.1 Global Water Heater Sales Quantity by Manufacturer (2021-2026)

- 3.2 Global Water Heater Revenue by Manufacturer (2021-2026)
- 3.3 Global Water Heater Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
  - 3.4.1 Producer Shipments of Water Heater by Manufacturer Revenue (\$MM) and Market Share (%): 2025
  - 3.4.2 Top 3 Water Heater Manufacturer Market Share in 2025
  - 3.4.3 Top 6 Water Heater Manufacturer Market Share in 2025
- 3.5 Water Heater Market: Overall Company Footprint Analysis
  - 3.5.1 Water Heater Market: Region Footprint
  - 3.5.2 Water Heater Market: Company Product Type Footprint
  - 3.5.3 Water Heater Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

## **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Water Heater Market Size by Region
  - 4.1.1 Global Water Heater Sales Quantity by Region (2021-2032)
  - 4.1.2 Global Water Heater Consumption Value by Region (2021-2032)
  - 4.1.3 Global Water Heater Average Price by Region (2021-2032)
- 4.2 North America Water Heater Consumption Value (2021-2032)
- 4.3 Europe Water Heater Consumption Value (2021-2032)
- 4.4 Asia-Pacific Water Heater Consumption Value (2021-2032)
- 4.5 South America Water Heater Consumption Value (2021-2032)
- 4.6 Middle East & Africa Water Heater Consumption Value (2021-2032)

## **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Water Heater Sales Quantity by Type (2021-2032)
- 5.2 Global Water Heater Consumption Value by Type (2021-2032)
- 5.3 Global Water Heater Average Price by Type (2021-2032)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Water Heater Sales Quantity by Application (2021-2032)
- 6.2 Global Water Heater Consumption Value by Application (2021-2032)
- 6.3 Global Water Heater Average Price by Application (2021-2032)

## **7 NORTH AMERICA**

- 7.1 North America Water Heater Sales Quantity by Type (2021-2032)
- 7.2 North America Water Heater Sales Quantity by Application (2021-2032)
- 7.3 North America Water Heater Market Size by Country
  - 7.3.1 North America Water Heater Sales Quantity by Country (2021-2032)
  - 7.3.2 North America Water Heater Consumption Value by Country (2021-2032)
  - 7.3.3 United States Market Size and Forecast (2021-2032)
  - 7.3.4 Canada Market Size and Forecast (2021-2032)
  - 7.3.5 Mexico Market Size and Forecast (2021-2032)

## **8 EUROPE**

- 8.1 Europe Water Heater Sales Quantity by Type (2021-2032)
- 8.2 Europe Water Heater Sales Quantity by Application (2021-2032)
- 8.3 Europe Water Heater Market Size by Country
  - 8.3.1 Europe Water Heater Sales Quantity by Country (2021-2032)
  - 8.3.2 Europe Water Heater Consumption Value by Country (2021-2032)
  - 8.3.3 Germany Market Size and Forecast (2021-2032)
  - 8.3.4 France Market Size and Forecast (2021-2032)
  - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
  - 8.3.6 Russia Market Size and Forecast (2021-2032)
  - 8.3.7 Italy Market Size and Forecast (2021-2032)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Water Heater Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Water Heater Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Water Heater Market Size by Region
  - 9.3.1 Asia-Pacific Water Heater Sales Quantity by Region (2021-2032)
  - 9.3.2 Asia-Pacific Water Heater Consumption Value by Region (2021-2032)
  - 9.3.3 China Market Size and Forecast (2021-2032)
  - 9.3.4 Japan Market Size and Forecast (2021-2032)
  - 9.3.5 South Korea Market Size and Forecast (2021-2032)
  - 9.3.6 India Market Size and Forecast (2021-2032)
  - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
  - 9.3.8 Australia Market Size and Forecast (2021-2032)

## **10 SOUTH AMERICA**



- 10.1 South America Water Heater Sales Quantity by Type (2021-2032)
- 10.2 South America Water Heater Sales Quantity by Application (2021-2032)
- 10.3 South America Water Heater Market Size by Country
  - 10.3.1 South America Water Heater Sales Quantity by Country (2021-2032)
  - 10.3.2 South America Water Heater Consumption Value by Country (2021-2032)
  - 10.3.3 Brazil Market Size and Forecast (2021-2032)
  - 10.3.4 Argentina Market Size and Forecast (2021-2032)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Water Heater Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Water Heater Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Water Heater Market Size by Country
  - 11.3.1 Middle East & Africa Water Heater Sales Quantity by Country (2021-2032)
  - 11.3.2 Middle East & Africa Water Heater Consumption Value by Country (2021-2032)
  - 11.3.3 Turkey Market Size and Forecast (2021-2032)
  - 11.3.4 Egypt Market Size and Forecast (2021-2032)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
  - 11.3.6 South Africa Market Size and Forecast (2021-2032)

## **12 MARKET DYNAMICS**

- 12.1 Water Heater Market Drivers
- 12.2 Water Heater Market Restraints
- 12.3 Water Heater Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Water Heater and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Water Heater
- 13.3 Water Heater Production Process
- 13.4 Industry Value Chain Analysis



## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

### 14.1 Sales Channel

#### 14.1.1 Direct to End-User

#### 14.1.2 Distributors

### 14.2 Water Heater Typical Distributors

### 14.3 Water Heater Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

### 16.1 Methodology

### 16.2 Research Process and Data Source

### 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Global Water Heater Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Water Heater Consumption Value by Fuel Type, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Water Heater Consumption Value by Sales Channel, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Water Heater Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. Rinnai Basic Information, Manufacturing Base and Competitors
- Table 6. Rinnai Major Business
- Table 7. Rinnai Water Heater Product and Services
- Table 8. Rinnai Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 9. Rinnai Recent Developments/Updates
- Table 10. A. O. Smith Basic Information, Manufacturing Base and Competitors
- Table 11. A. O. Smith Major Business
- Table 12. A. O. Smith Water Heater Product and Services
- Table 13. A. O. Smith Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 14. A. O. Smith Recent Developments/Updates
- Table 15. Rheem Basic Information, Manufacturing Base and Competitors
- Table 16. Rheem Major Business
- Table 17. Rheem Water Heater Product and Services
- Table 18. Rheem Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 19. Rheem Recent Developments/Updates
- Table 20. Haier Basic Information, Manufacturing Base and Competitors
- Table 21. Haier Major Business
- Table 22. Haier Water Heater Product and Services
- Table 23. Haier Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 24. Haier Recent Developments/Updates
- Table 25. Noritz Basic Information, Manufacturing Base and Competitors
- Table 26. Noritz Major Business
- Table 27. Noritz Water Heater Product and Services

Table 28. Noritz Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Noritz Recent Developments/Updates

Table 30. Midea Basic Information, Manufacturing Base and Competitors

Table 31. Midea Major Business

Table 32. Midea Water Heater Product and Services

Table 33. Midea Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. Midea Recent Developments/Updates

Table 35. Bosch Basic Information, Manufacturing Base and Competitors

Table 36. Bosch Major Business

Table 37. Bosch Water Heater Product and Services

Table 38. Bosch Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. Bosch Recent Developments/Updates

Table 40. Vanward Basic Information, Manufacturing Base and Competitors

Table 41. Vanward Major Business

Table 42. Vanward Water Heater Product and Services

Table 43. Vanward Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. Vanward Recent Developments/Updates

Table 45. Stiebel Eltron Basic Information, Manufacturing Base and Competitors

Table 46. Stiebel Eltron Major Business

Table 47. Stiebel Eltron Water Heater Product and Services

Table 48. Stiebel Eltron Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 49. Stiebel Eltron Recent Developments/Updates

Table 50. Panasonic Basic Information, Manufacturing Base and Competitors

Table 51. Panasonic Major Business

Table 52. Panasonic Water Heater Product and Services

Table 53. Panasonic Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. Panasonic Recent Developments/Updates

Table 55. Bradford White Corporation Basic Information, Manufacturing Base and Competitors

Table 56. Bradford White Corporation Major Business

Table 57. Bradford White Corporation Water Heater Product and Services

Table 58. Bradford White Corporation Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

|                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Table 59. Bradford White Corporation Recent Developments/Updates                                                                                                 |
| Table 60. GREE Basic Information, Manufacturing Base and Competitors                                                                                             |
| Table 61. GREE Major Business                                                                                                                                    |
| Table 62. GREE Water Heater Product and Services                                                                                                                 |
| Table 63. GREE Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                |
| Table 64. GREE Recent Developments/Updates                                                                                                                       |
| Table 65. Mitsubishi Electric Basic Information, Manufacturing Base and Competitors                                                                              |
| Table 66. Mitsubishi Electric Major Business                                                                                                                     |
| Table 67. Mitsubishi Electric Water Heater Product and Services                                                                                                  |
| Table 68. Mitsubishi Electric Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026) |
| Table 69. Mitsubishi Electric Recent Developments/Updates                                                                                                        |
| Table 70. Macro Basic Information, Manufacturing Base and Competitors                                                                                            |
| Table 71. Macro Major Business                                                                                                                                   |
| Table 72. Macro Water Heater Product and Services                                                                                                                |
| Table 73. Macro Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)               |
| Table 74. Macro Recent Developments/Updates                                                                                                                      |
| Table 75. Navien Basic Information, Manufacturing Base and Competitors                                                                                           |
| Table 76. Navien Major Business                                                                                                                                  |
| Table 77. Navien Water Heater Product and Services                                                                                                               |
| Table 78. Navien Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)              |
| Table 79. Navien Recent Developments/Updates                                                                                                                     |
| Table 80. Ariston Basic Information, Manufacturing Base and Competitors                                                                                          |
| Table 81. Ariston Major Business                                                                                                                                 |
| Table 82. Ariston Water Heater Product and Services                                                                                                              |
| Table 83. Ariston Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)             |
| Table 84. Ariston Recent Developments/Updates                                                                                                                    |
| Table 85. PVI Basic Information, Manufacturing Base and Competitors                                                                                              |
| Table 86. PVI Major Business                                                                                                                                     |
| Table 87. PVI Water Heater Product and Services                                                                                                                  |
| Table 88. PVI Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                 |
| Table 89. PVI Recent Developments/Updates                                                                                                                        |
| Table 90. OSO Hotwater AS Basic Information, Manufacturing Base and Competitors                                                                                  |
| Table 91. OSO Hotwater AS Major Business                                                                                                                         |

|                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Table 92. OSO Hotwater AS Water Heater Product and Services                                                                                                                         |
| Table 93. OSO Hotwater AS Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                        |
| Table 94. OSO Hotwater AS Recent Developments/Updates                                                                                                                               |
| Table 95. Atlantic Basic Information, Manufacturing Base and Competitors                                                                                                            |
| Table 96. Atlantic Major Business                                                                                                                                                   |
| Table 97. Atlantic Water Heater Product and Services                                                                                                                                |
| Table 98. Atlantic Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                               |
| Table 99. Atlantic Recent Developments/Updates                                                                                                                                      |
| Table 100. Carrier (Viessmann Climate Solutions) Basic Information, Manufacturing Base and Competitors                                                                              |
| Table 101. Carrier (Viessmann Climate Solutions) Major Business                                                                                                                     |
| Table 102. Carrier (Viessmann Climate Solutions) Water Heater Product and Services                                                                                                  |
| Table 103. Carrier (Viessmann Climate Solutions) Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026) |
| Table 104. Carrier (Viessmann Climate Solutions) Recent Developments/Updates                                                                                                        |
| Table 105. Ficosota (TESY Ltd.) Basic Information, Manufacturing Base and Competitors                                                                                               |
| Table 106. Ficosota (TESY Ltd.) Major Business                                                                                                                                      |
| Table 107. Ficosota (TESY Ltd.) Water Heater Product and Services                                                                                                                   |
| Table 108. Ficosota (TESY Ltd.) Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                  |
| Table 109. Ficosota (TESY Ltd.) Recent Developments/Updates                                                                                                                         |
| Table 110. Ferroli S.p.A. Basic Information, Manufacturing Base and Competitors                                                                                                     |
| Table 111. Ferroli S.p.A. Major Business                                                                                                                                            |
| Table 112. Ferroli S.p.A. Water Heater Product and Services                                                                                                                         |
| Table 113. Ferroli S.p.A. Water Heater Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)                        |
| Table 114. Ferroli S.p.A. Recent Developments/Updates                                                                                                                               |
| Table 115. Global Water Heater Sales Quantity by Manufacturer (2021-2026) & (K Units)                                                                                               |
| Table 116. Global Water Heater Revenue by Manufacturer (2021-2026) & (USD Million)                                                                                                  |
| Table 117. Global Water Heater Average Price by Manufacturer (2021-2026) & (US\$/Unit)                                                                                              |
| Table 118. Market Position of Manufacturers in Water Heater, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025                                                                 |
| Table 119. Head Office and Water Heater Production Site of Key Manufacturer                                                                                                         |

Table 120. Water Heater Market: Company Product Type Footprint

Table 121. Water Heater Market: Company Product Application Footprint

Table 122. Water Heater New Market Entrants and Barriers to Market Entry

Table 123. Water Heater Mergers, Acquisition, Agreements, and Collaborations

Table 124. Global Water Heater Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 125. Global Water Heater Sales Quantity by Region (2021-2026) & (K Units)

Table 126. Global Water Heater Sales Quantity by Region (2027-2032) & (K Units)

Table 127. Global Water Heater Consumption Value by Region (2021-2026) & (USD Million)

Table 128. Global Water Heater Consumption Value by Region (2027-2032) & (USD Million)

Table 129. Global Water Heater Average Price by Region (2021-2026) & (US\$/Unit)

Table 130. Global Water Heater Average Price by Region (2027-2032) & (US\$/Unit)

Table 131. Global Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 132. Global Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 133. Global Water Heater Consumption Value by Type (2021-2026) & (USD Million)

Table 134. Global Water Heater Consumption Value by Type (2027-2032) & (USD Million)

Table 135. Global Water Heater Average Price by Type (2021-2026) & (US\$/Unit)

Table 136. Global Water Heater Average Price by Type (2027-2032) & (US\$/Unit)

Table 137. Global Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 138. Global Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 139. Global Water Heater Consumption Value by Application (2021-2026) & (USD Million)

Table 140. Global Water Heater Consumption Value by Application (2027-2032) & (USD Million)

Table 141. Global Water Heater Average Price by Application (2021-2026) & (US\$/Unit)

Table 142. Global Water Heater Average Price by Application (2027-2032) & (US\$/Unit)

Table 143. North America Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 144. North America Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 145. North America Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 146. North America Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 147. North America Water Heater Sales Quantity by Country (2021-2026) & (K



Units)

Table 148. North America Water Heater Sales Quantity by Country (2027-2032) & (K Units)

Table 149. North America Water Heater Consumption Value by Country (2021-2026) & (USD Million)

Table 150. North America Water Heater Consumption Value by Country (2027-2032) & (USD Million)

Table 151. Europe Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 152. Europe Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 153. Europe Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 154. Europe Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 155. Europe Water Heater Sales Quantity by Country (2021-2026) & (K Units)

Table 156. Europe Water Heater Sales Quantity by Country (2027-2032) & (K Units)

Table 157. Europe Water Heater Consumption Value by Country (2021-2026) & (USD Million)

Table 158. Europe Water Heater Consumption Value by Country (2027-2032) & (USD Million)

Table 159. Asia-Pacific Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 160. Asia-Pacific Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 161. Asia-Pacific Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 162. Asia-Pacific Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 163. Asia-Pacific Water Heater Sales Quantity by Region (2021-2026) & (K Units)

Table 164. Asia-Pacific Water Heater Sales Quantity by Region (2027-2032) & (K Units)

Table 165. Asia-Pacific Water Heater Consumption Value by Region (2021-2026) & (USD Million)

Table 166. Asia-Pacific Water Heater Consumption Value by Region (2027-2032) & (USD Million)

Table 167. South America Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 168. South America Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 169. South America Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 170. South America Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 171. South America Water Heater Sales Quantity by Country (2021-2026) & (K Units)

Table 172. South America Water Heater Sales Quantity by Country (2027-2032) & (K Units)

Table 173. South America Water Heater Consumption Value by Country (2021-2026) & (USD Million)

Table 174. South America Water Heater Consumption Value by Country (2027-2032) & (USD Million)

Table 175. Middle East & Africa Water Heater Sales Quantity by Type (2021-2026) & (K Units)

Table 176. Middle East & Africa Water Heater Sales Quantity by Type (2027-2032) & (K Units)

Table 177. Middle East & Africa Water Heater Sales Quantity by Application (2021-2026) & (K Units)

Table 178. Middle East & Africa Water Heater Sales Quantity by Application (2027-2032) & (K Units)

Table 179. Middle East & Africa Water Heater Sales Quantity by Country (2021-2026) & (K Units)

Table 180. Middle East & Africa Water Heater Sales Quantity by Country (2027-2032) & (K Units)

Table 181. Middle East & Africa Water Heater Consumption Value by Country (2021-2026) & (USD Million)

Table 182. Middle East & Africa Water Heater Consumption Value by Country (2027-2032) & (USD Million)

Table 183. Water Heater Raw Material

Table 184. Key Manufacturers of Water Heater Raw Materials

Table 185. Water Heater Typical Distributors

Table 186. Water Heater Typical Customers



## List Of Figures

### LIST OF FIGURES

- Figure 1. Water Heater Picture
- Figure 2. Global Water Heater Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Water Heater Revenue Market Share by Type in 2025
- Figure 4. Storage Water Heaters Examples
- Figure 5. Tankless Water Heaters Examples
- Figure 6. Global Water Heater Revenue by Fuel Type, (USD Million), 2021 & 2025 & 2032
- Figure 7. Global Water Heater Revenue Market Share by Fuel Type in 2025
- Figure 8. Electric Water Heaters Examples
- Figure 9. Gas-Fired Water Heaters Examples
- Figure 10. Solar Water Heaters Examples
- Figure 11. Heat Pump Water Heaters Examples
- Figure 12. Others Examples
- Figure 13. Global Water Heater Revenue by Sales Channel, (USD Million), 2021 & 2025 & 2032
- Figure 14. Global Water Heater Revenue Market Share by Sales Channel in 2025
- Figure 15. Online Sales Examples
- Figure 16. Offline Sales Examples
- Figure 17. Global Water Heater Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 18. Global Water Heater Revenue Market Share by Application in 2025
- Figure 19. Household Use Examples
- Figure 20. Commercial Use Examples
- Figure 21. Industrial Use Examples
- Figure 22. Global Water Heater Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 23. Global Water Heater Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 24. Global Water Heater Sales Quantity (2021-2032) & (K Units)
- Figure 25. Global Water Heater Price (2021-2032) & (US\$/Unit)
- Figure 26. Global Water Heater Sales Quantity Market Share by Manufacturer in 2025
- Figure 27. Global Water Heater Revenue Market Share by Manufacturer in 2025
- Figure 28. Producer Shipments of Water Heater by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 29. Top 3 Water Heater Manufacturer (Revenue) Market Share in 2025

- Figure 30. Top 6 Water Heater Manufacturer (Revenue) Market Share in 2025
- Figure 31. Global Water Heater Sales Quantity Market Share by Region (2021-2032)
- Figure 32. Global Water Heater Consumption Value Market Share by Region (2021-2032)
- Figure 33. North America Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 34. Europe Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 35. Asia-Pacific Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 36. South America Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 37. Middle East & Africa Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 38. Global Water Heater Sales Quantity Market Share by Type (2021-2032)
- Figure 39. Global Water Heater Consumption Value Market Share by Type (2021-2032)
- Figure 40. Global Water Heater Average Price by Type (2021-2032) & (US\$/Unit)
- Figure 41. Global Water Heater Sales Quantity Market Share by Application (2021-2032)
- Figure 42. Global Water Heater Revenue Market Share by Application (2021-2032)
- Figure 43. Global Water Heater Average Price by Application (2021-2032) & (US\$/Unit)
- Figure 44. North America Water Heater Sales Quantity Market Share by Type (2021-2032)
- Figure 45. North America Water Heater Sales Quantity Market Share by Application (2021-2032)
- Figure 46. North America Water Heater Sales Quantity Market Share by Country (2021-2032)
- Figure 47. North America Water Heater Consumption Value Market Share by Country (2021-2032)
- Figure 48. United States Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 49. Canada Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 50. Mexico Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 51. Europe Water Heater Sales Quantity Market Share by Type (2021-2032)
- Figure 52. Europe Water Heater Sales Quantity Market Share by Application (2021-2032)
- Figure 53. Europe Water Heater Sales Quantity Market Share by Country (2021-2032)
- Figure 54. Europe Water Heater Consumption Value Market Share by Country (2021-2032)
- Figure 55. Germany Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 56. France Water Heater Consumption Value (2021-2032) & (USD Million)
- Figure 57. United Kingdom Water Heater Consumption Value (2021-2032) & (USD

Million)

Figure 58. Russia Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 59. Italy Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 60. Asia-Pacific Water Heater Sales Quantity Market Share by Type (2021-2032)

Figure 61. Asia-Pacific Water Heater Sales Quantity Market Share by Application (2021-2032)

Figure 62. Asia-Pacific Water Heater Sales Quantity Market Share by Region (2021-2032)

Figure 63. Asia-Pacific Water Heater Consumption Value Market Share by Region (2021-2032)

Figure 64. China Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 65. Japan Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 66. South Korea Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 67. India Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 68. Southeast Asia Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 69. Australia Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 70. South America Water Heater Sales Quantity Market Share by Type (2021-2032)

Figure 71. South America Water Heater Sales Quantity Market Share by Application (2021-2032)

Figure 72. South America Water Heater Sales Quantity Market Share by Country (2021-2032)

Figure 73. South America Water Heater Consumption Value Market Share by Country (2021-2032)

Figure 74. Brazil Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 75. Argentina Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 76. Middle East & Africa Water Heater Sales Quantity Market Share by Type (2021-2032)

Figure 77. Middle East & Africa Water Heater Sales Quantity Market Share by Application (2021-2032)

Figure 78. Middle East & Africa Water Heater Sales Quantity Market Share by Country (2021-2032)

Figure 79. Middle East & Africa Water Heater Consumption Value Market Share by Country (2021-2032)

Figure 80. Turkey Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 81. Egypt Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 82. Saudi Arabia Water Heater Consumption Value (2021-2032) & (USD Million)

Figure 83. South Africa Water Heater Consumption Value (2021-2032) & (USD Million)

- Figure 84. Water Heater Market Drivers
- Figure 85. Water Heater Market Restraints
- Figure 86. Water Heater Market Trends
- Figure 87. Porters Five Forces Analysis
- Figure 88. Manufacturing Cost Structure Analysis of Water Heater in 2025
- Figure 89. Manufacturing Process Analysis of Water Heater
- Figure 90. Water Heater Industrial Chain
- Figure 91. Sales Channel: Direct to End-User vs Distributors
- Figure 92. Direct Channel Pros & Cons
- Figure 93. Indirect Channel Pros & Cons
- Figure 94. Methodology
- Figure 95. Research Process and Data Source

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