

Global 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 Water Heaters 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 Heaters are appliances or integrated equipment systems 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 Heaters 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 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 Water Heaters market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 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 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 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 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 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 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 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

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

Residential

Commercial

Industrial

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 Heaters product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the 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 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 Water Heaters.

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

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