

Bath Furnishing Market Size, Share & Trends Analysis Report By Product (Furniture, Fittings, Others), By Distribution Channel (Online, Offline), By Region (North America, Europe, APAC, Latin America, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Bath Furnishing Market Growth & Trends

The global bath furnishing market size is estimated to reach USD 55.50 billion by 2030, registering a CAGR of 3.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is driven by consumer concerns over healthy and hygienic products, especially in the bathroom accessories segment. Moreover, drastic changes in purchasing power of consumers in developing countries such as China and Japan have fueled the demand over the forecast period.

The market is driven by growth of the wellness and hospitality sectors in Asia and South America, along with rise in sales of furniture products used in the industry. Moreover, the growth is attributed to growing middle and high class population leading to rise in disposable income of consumers. Moreover, growing purchasing power of consumers leading to adoption of premium products and inclination towards decorative and smart products are anticipated to drive the demand in market.

Increasing number of product launches in bath fittings such as faucets, shower heads, and mirrors in industry due to growing demand for specialty products is a key driving factor. Moreover, impact of e-commerce channels, presence of a number of furniture shops and DIY shops, cost effectiveness, and health conscious consumers provide a

lucrative growth opportunity for the global market.

North America is anticipated to witness significant growth due to increasing consumer awareness regarding hygienic product categories, along with growing product launches in the bath furnishing market. Moreover, Asia Pacific is expected to witness a rise in sales of bathroom fittings due to growth of the construction industry and increasing demand for products over the forecast period.

Growing demand for interior designing techniques and products in the home decor market will increase the growth of the global market. Moreover, increasing focus of leading players on decorative mirrors and fittings products will fuel its demand in the market. Companies are launching products and expanding their capacity in order to gain a major share in the market. The market is recognized by a few initiatives such as mergers and acquisitions, online sales, limited extension, and developments endeavored by the key players in the business such as Toto Ltd.; Kohler Co.; GROHE AMERICA, INC.; Ideal Standard International; Hansgrohe; Moen Incorporated; Roca Sanitario; S.A.; and Villeroy & Boch Group.

Bath Furnishing Market Report Highlights

By product, the furniture segment held the largest revenue share of 70.1% in 2024, attributed to factors such as growing home remodeling projects in multiple countries and the emergence of modern consumer requirements such as storage solutions, personalized experiences, sustainability, etc.

The offline distribution segment dominated the global bathroom furnishing industry in 2024, driven by offline shopping experiences, which allow buyers to examine the product, quality of product materials, and product features such as colors, designs, durability, and suitability with existing settings in physical presence.

North America dominated the global bath furnishing market in 2024 and accounted for 35.0% share of the overall revenue. This trend is projected to continue over the next few years.

Booming hospitality industry on account of growth of the tourism sector mainly in developing countries is further expected to propel the market growth.

The market in Asia Pacific is anticipated to witness fastest growth due to increasing disposable income in India, South Korea, China, and Japan

Various manufacturers are concentrating on new product launches, capacity expansion, and technological innovation to estimate existing and future demand patterns from upcoming product segments.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. BATH FURNISHING MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Ingredient Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. BATH FURNISHING MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Bath Furnishing Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
 - 5.3.1. Furniture
 - 5.3.1.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Fittings
 - 5.3.2.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Others
 - 5.3.3.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)

CHAPTER 6. BATH FURNISHING MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Bath Furnishing Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 6.3.1. Online
 - 6.3.1.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Offline
 - 6.3.2.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)

CHAPTER 7. BATH FURNISHING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Bath Furnishing Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
 - 7.3.1. North America
 - 7.3.1.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)

- 7.3.1.2. U.S.
 - 7.3.1.2.1. Key Country Dynamics
 - 7.3.1.2.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
- 7.3.1.3. Canada
 - 7.3.1.3.1. Key Country Dynamics
 - 7.3.1.3.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
- 7.3.1.4. Mexico
 - 7.3.1.4.1. Key Country Dynamics
 - 7.3.1.4.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
- 7.3.2. Europe
 - 7.3.2.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.2.2. Germany
 - 7.3.2.2.1. Key Country Dynamics
 - 7.3.2.2.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.2.3. U.K.
 - 7.3.2.3.1. Key Country Dynamics
 - 7.3.2.3.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.2.4. France
 - 7.3.2.4.1. Key Country Dynamics
 - 7.3.2.4.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.2.5. Italy
 - 7.3.2.5.1. Key Country Dynamics
 - 7.3.2.5.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
- 7.3.3. Asia Pacific
 - 7.3.3.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.3.2. China
 - 7.3.3.2.1. Key Country Dynamics
 - 7.3.3.2.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.3.3. India
 - 7.3.3.3.1. Key Country Dynamics
 - 7.3.3.3.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.3.4. Japan
 - 7.3.3.4.1. Key Country Dynamics
 - 7.3.3.4.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
 - 7.3.3.5. Australia
 - 7.3.3.5.1. Key Country Dynamics
 - 7.3.3.5.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)
- 7.3.4. Latin America
 - 7.3.4.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)

7.3.4.2. Brazil

7.3.4.2.1. Key Country Dynamics

7.3.4.2.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)

7.3.5. Middle East & Africa

7.3.5.1. Market Estimates and Forecast, 2018 - 2030 (USD Million)

7.3.5.2. South Africa

7.3.5.2.1. Key Country Dynamics

7.3.5.2.2. Market Estimates and Forecast, 2018 - 2030 (USD Million)

CHAPTER 8. BATH FURNISHING MARKET: COMPETITIVE ANALYSIS

8.1. Recent Developments & Impact Analysis, By Key Market Participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Ingredient Benchmarking

8.6. Company Heat Map Analysis

8.7. Strategy Mapping

8.8. Company Profiles

8.8.1. TOTO LTD.

8.8.1.1. Company Overview

8.8.1.2. Financial Performance

8.8.1.3. Ingredient Portfolios

8.8.1.4. Strategic Initiatives

8.8.2. Kohler Co.

8.8.2.1. Company Overview

8.8.2.2. Financial Performance

8.8.2.3. Ingredient Portfolios

8.8.2.4. Strategic Initiatives

8.8.3. GROHE

8.8.3.1. Company Overview

8.8.3.2. Financial Performance

8.8.3.3. Ingredient Portfolios

8.8.3.4. Strategic Initiatives

8.8.4. Ideal Standard International

8.8.4.1. Company Overview

8.8.4.2. Financial Performance

8.8.4.3. Ingredient Portfolios

8.8.4.4. Strategic Initiatives

8.8.5. Hansgrohe

8.8.5.1. Company Overview

8.8.5.2. Financial Performance

8.8.5.3. Ingredient Portfolios

8.8.5.4. Strategic Initiatives

8.8.6. Moen Incorporated

8.8.6.1. Company Overview

8.8.6.2. Financial Performance

8.8.6.3. Ingredient Portfolios

8.8.6.4. Strategic Initiatives

8.8.7. Roca Sanitario S.A.U.

8.8.7.1. Company Overview

8.8.7.2. Financial Performance

8.8.7.3. Ingredient Portfolios

8.8.7.4. Strategic Initiatives

8.8.8. Villeroy & Boch

8.8.8.1. Company Overview

8.8.8.2. Financial Performance

8.8.8.3. Ingredient Portfolios

8.8.8.4. Strategic Initiatives

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