

Shower Heads Market Size, Share & Trends Analysis Report By Type (Handheld, Fixed), By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Shower Heads Market Growth & Trends

The global shower heads market size is expected to reach USD 14.45 billion by 2030, registering a CAGR of 8.6% during the forecast period, according to a new report by Grand View Research, Inc. The global industry is now flourishing, with traditional bathroom accessories manufacturers and retailers concentrating on creating cutting-edge showers that will attract a sizable client base and facilitate market expansion. Customers are demanding modern bathrooms, thus market participants are now concentrating on producing showerheads that meet the need for better quality, increased durability, and attractiveness. In addition, the demand for luxury homes has grown as a result of rising expenditure on renovations and homes due to changing consumer preferences and improving living standards.

The demand for showerheads and bathroom accessories is greatly increasing due to rapid urbanization and the expansion of the middle-class population across the globe. Several real estate companies are making heavy investments in eco-friendly homes to cater to the rising demand from consumers. These residences have an eco-friendly and reasonably priced bathroom and kitchen products, such as bathroom showerheads and other accessories. Numerous businesses are creating novel and cutting-edge products that meet consumer demands. For instance, in April 2022, Fima Carlo Frattini launched

the Moove showerhead, which is a significant contributor to the expansion of the sector.

In keeping with the development of the contemporary generation and consumers, Moove departs from conventional showerhead usage and construction principles; it is based on an innovative idea of customized use with a quick and easy gesture, and easy maintenance. The market for bathroom showerheads was significantly impacted by the coronavirus pandemic. Nationwide lockdowns by various governments to combat the spread of the virus severely impacted the industry. Many production and supply operations were also stopped as a result of the implementation of different restrictive measures. Thus, the limited workforce at the manufacturing sites hindered industrial operations resulting in a financial setback for the industry players.

However, the surge in online sales of various bathroom fittings and furnishings, on the other hand, has mainly contributed to the market growth. It is projected that the industry would develop due to the improvements in delivery alternatives offered by e-commerce platforms. Furthermore, the decrease in COVID-19 cases has further prompted the easing of the restrictions, which will lead to a rebound in the market. As a result, the industry witnessed strong growth post-pandemic.

Shower Heads Market Report Highlights

The fixed product type segment accounted for the largest share in 2022 mainly due to the product's simple and minimalist design, ease of use, and ease of replacement

The online distribution channel segment is expected to witness strong growth over the forecast years

The primary benefits of indirect distribution to the client are speed and convenience. Online distribution channels make it simple and quick for businesses to enter new markets, generally with no initial risk and expense

The demand for bathroom fixtures from e-commerce platforms surged, particularly when the COVID-19 pandemic started, while traditional businesses were closed for some time

With increased development potential in Australia, China, and the Indian markets, Asia Pacific offers enormous growth opportunities for industry players

to strengthen their footprints

The improvement in consumer lifestyles increased disposable incomes, significantly expanding GDPs. This, in turn, contributed significantly to the market expansion in APAC

In addition, the expansion is supported by the region's continuous real estate projects, which have a positive impact on the adoption of luxury bathroom fixtures by both household and commercial customers

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