

Body Dryer Market by Product Type (Wall Mounted, On Floor), Distribution Channel (Offline, Online), Application (Residential, Commercial), and Region 2024-2032

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Abstracts

The global body dryer market size reached US\$ 3.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.9 Billion by 2032, exhibiting a growth rate (CAGR) of 4.47% during 2024-2032. Increasing consciousness toward personal hygiene, improving lifestyle of consumers, and the easy product availability across e-commerce platforms represent some of the key factors driving the market.

A body dryer is a blowing electrical appliance that exhibits warm pressurized air dries that helps dry the body. It consists of a fan, heating element, and motor that blow hot or cold air at high speeds. It is used to dry the body properly by blowing away water droplets and evaporating microscopic droplets to dry the body completely. The body dryer consists of a pod located on the underside of the top of the dryer, which intakes the air that blows out. These dryers generally operate through modern technologies and are mounted on a room floor or installed on the bathroom's side or corner wall. A body dryer is a convenient, faster alternative that assists in increasing hygiene, improving skin, and reducing bathroom moisture.

One of the key factors driving the market growth is the rising personal hygiene consciousness among consumers. Body dryers are widely used as they eliminate the need for bath towels through the usage of a steam system, thus leaving the body dry and refreshed. In line with this, the increasing awareness of maintaining good hygienic practices and sanitation to avoid infections is favoring the market growth. Moreover, the widespread product adoption for disabled people to enhance convenience is acting as another growth-inducing factor. Besides this, the rising incidences of itching problems

and skin rashes due to reusable bath towels are facilitating the market growth. Furthermore, the product is extensively used in hotels and smart home setting as it adds an aesthetic appearance to the washroom with its elegant, minimalist, and striking designs. Apart from this, the integration of artificial intelligence (AI) to control moisture contents and temperature is propelling the market growth. Additionally, key players are introducing sustainably made body dryers that are also skin friendly due to the rising environmental consciousness, which in turn is providing an impetus to the market growth. Along with this, the improving lifestyle of consumers, encouraging them to prefer luxury and quality products, is positively influencing the market growth. Other factors, including the rising expenditure capacities of consumers, the easy product availability across e-commerce platforms, and extensive research and development (R&D) activities to reduce the cost of production, are supporting the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global body dryer market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product type, distribution channel, and application.

Product Type Insights

Wall Mounted

On Floor

The report has provided a detailed breakup and analysis of the body dryer market based on the product type. This includes wall mounted and on floor. According to the report, wall mounted represented the largest segment.

Distribution Channel Insights

Offline

Online

A detailed breakup and analysis of the body dryer market based on the distribution channel has also been provided in the report. This includes offline and online. According to the report, offline accounted for the largest market share.

Application Insights

Residential
Commercial

The report has provided a detailed breakup and analysis of the body dryer market based on the application. This includes residential and commercial. According to the report, commercial represented the largest segment.

Regional Insights

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America

was the largest market for body dryer. Some of the factors driving the North America body dryer market included its rising expenditure capacities of consumers, technological advancements, and increasing consciousness toward personal hygiene.

Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global body dryer market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Avant Innovations, CMR, First Class Wet Rooms LTD, Full Body Dryer LLC, Haystack Dryers, Indiegogo Inc., Orchids International, Regal Care Shower Trays Ltd., Tornado Body Dryer LLC, Valiryo, Wet Rooms Direct Ltd., etc. Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. How big is the global body dryer market?
2. What is the expected growth rate of the global body dryer market during 2024-2032?
3. What are the key factors driving the global body dryer market?
4. What has been the impact of COVID-19 on the global body dryer market?
5. What is the breakup of the global body dryer market based on the product type?
6. What is the breakup of the global body dryer market based on the distribution channel?
7. What is the breakup of the global body dryer market based on the application?
8. What are the key regions in the global body dryer market?
9. Who are the key players/companies in the global body dryer market?

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