

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL BODY DRYER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Wall Mounted
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 On Floor
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 Offline

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Online

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Residential

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Commercial

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

- 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Avant Innovations

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 CMR

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 First Class Wet Rooms LTD

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Full Body Dryer LLC

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Haystack Dryers

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.6 Indiegogo Inc.

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 Orchids International

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.8 Regal Care Shower Trays Ltd.

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 Tornado Body Dryer LLC

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.10 Valiryo

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.11 Wet Rooms Direct Ltd

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Body Dryer Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Body Dryer Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Body Dryer Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: Global: Body Dryer Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Body Dryer Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Body Dryer Market: Competitive Structure

Table 7: Global: Body Dryer Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Body Dryer Market: Major Drivers and Challenges

Figure 2: Global: Body Dryer Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Body Dryer Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Body Dryer Market: Breakup by Product Type (in %), 2023

Figure 5: Global: Body Dryer Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Body Dryer Market: Breakup by Application (in %), 2023

Figure 7: Global: Body Dryer Market: Breakup by Region (in %), 2023

Figure 8: Global: Body Dryer (Wall Mounted) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Body Dryer (Wall Mounted) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Body Dryer (On Floor) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Body Dryer (On Floor) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Body Dryer (Offline) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Body Dryer (Offline) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Body Dryer (Online) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Body Dryer (Online) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Body Dryer (Residential) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Body Dryer (Residential) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Body Dryer (Commercial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Body Dryer (Commercial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: North America: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: North America: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: United States: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: United States: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Canada: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Canada: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Asia-Pacific: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Asia-Pacific: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: China: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: China: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Japan: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Japan: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: India: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: India: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: South Korea: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: South Korea: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Australia: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Australia: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Indonesia: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Indonesia: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Others: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Others: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Europe: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Europe: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Germany: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Germany: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: France: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: France: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: United Kingdom: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: United Kingdom: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

2024-2032

Figure 50: Italy: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Italy: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Spain: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Spain: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Russia: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Russia: Body Dryer Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 56: Others: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Others: Body Dryer Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 58: Latin America: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Latin America: Body Dryer Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 60: Brazil: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Brazil: Body Dryer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Mexico: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Mexico: Body Dryer Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 64: Others: Body Dryer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Others: Body Dryer Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 66: Middle East and Africa: Body Dryer Market: Sales Value (in Million US\$),
2018 & 2023

Figure 67: Middle East and Africa: Body Dryer Market: Breakup by Country (in %), 2023

Figure 68: Middle East and Africa: Body Dryer Market Forecast: Sales Value (in Million
US\$), 2024-2032

Figure 69: Global: Body Dryer Industry: Drivers, Restraints, and Opportunities

Figure 70: Global: Body Dryer Industry: Value Chain Analysis

Figure 71: Global: Body Dryer Industry: Porter's Five Forces Analysis

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