

Smart Bathroom Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global smart bathroom market size reached US\$ 2.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.3 Billion by 2028, exhibiting a growth rate (CAGR) of 8.8% during 2023-2028. The growing number of washroom renovation projects, increasing consumer awareness, and rising product launches represent some of the key factors driving the market.

Rising Number of Washroom Renovation Projects Strengthening Market Growth

The increasing number of washroom renovation projects currently represents one of the primary drivers contributing to the growth of the market. There is a rise in the demand for advanced and smart bathrooms due to the changing living standards and inflating income levels of individuals across the globe. This, coupled with the growing adoption of convenient and easy-to-use bathroom solutions among the masses, is propelling the growth of the market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is moderately fragmented with the presence of a large number of players operating in the industry. The volume of new entrants is moderate in the smart bathroom industry on account of the moderate product diffraction and switching costs in the market.

What is a Smart Bathroom?

A smart bathroom refers to an automated plumbing and sanitary system that is designed to be controlled through smartphones, voice control devices, and other smart devices. It comprises various advanced technological hardware, such as touchless faucets, sensor-enabled soap dispensers, automatic cistern systems, smart windows, and hand dryers, that are widely available in different sizes, shapes, colors, and textures. It is convenient, easy to use and control, cost-effective, and increases energy efficiency. It provides centralized control of functions, such as lighting, air conditioning and heating, automated doors, digital faucets, soaking tubs, and automatic toilets. It assists in enhancing the appearance of the bathroom and providing a complete control and customization experience. Besides this, it is highly beneficial for aged and disabled users facing difficulty in managing daily activities. As a result, smart bathrooms are widely employed in the residential and commercial sectors across the globe.

COVID-19 Impact:

The COVID-19 pandemic outbreak has caused a severe problem for the smart bathroom industry and imposed unprecedented challenges on numerous countries. Many production plants had to suspend their manufacturing operations on account of the fear of widespread coronavirus during the pandemic. Besides this, there was a shortage of labor and raw materials and supply and demand chain disruptions due to the stringent regulations on on-road movements across the globe, which also impacted the logistical and transportation sector. In line with this, the smart bathroom market has been impacted on account of travel bans and lockdowns. The overall travel business has witnessed a considerable decline due to the prolonged pandemic and the weak economic condition of individuals across the globe. However, post-pandemic, there is a rise in consumer awareness about maintaining more hygiene, which is supporting the growth of the market. In addition to this, the increasing adoption of touchless and sensors-based bathroom solutions to avoid the spread of viruses is strengthening the growth of the market.

Smart Bathroom Market Trends:

At present, the increasing number of washroom renovation activities on account of the changing living standards of people, along with the inflating income level of individuals around the world, represents one of the key factors supporting the growth of the market. Besides this, the growing adoption of smart bathroom solutions due to the increasing

awareness among the masses about maintaining hygiene and conserving water is positively influencing the market. Additionally, the emergence of the internet of things (IoT) in smart bathroom solutions for enhanced convenience is impelling the growth of the market. Apart from this, the wide availability of smart bathroom products through online and offline distribution channels across the globe is propelling the growth of the market. In addition to this, key players are introducing completely touchless functions with voice-controlled technology to provide convenience to users, which is contributing to the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart bathroom market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, distribution channel and end-use industry.

Product Insights:

- Touchless Faucets
- Smart Toilets
- Touchless Soap Dispenser
- Touchless Cisterns
- Hand Dryers
- Smart Windows
- Others

The report has provided a detailed breakup and analysis of the smart bathroom market based on the product. This includes touchless faucets, smart toilets, touchless soap dispenser, touchless cisterns, hand dryers, smart windows, and others. According to the report, touchless faucets represented the largest segment on account of the changing and improving living standards of individuals across the globe. In addition, touchless faucets are easy to use and assist in enhancing the appearance of bathrooms. Besides this, there is a rise in the demand for touchless faucets, as they reduce water consumption as compared to traditional faucets. This, coupled with the increasing adoption of touchless faucets due to the improvement in the commercial real estate sector, is propelling the growth of the market.

Distribution Channel Insights:

Offline

Online

A detailed breakup and analysis of the smart bathroom market based on the distribution channel has also been provided in the report. This includes online and offline. According to the report, offline accounted for the largest market share, as these stores provide freedom to compare products from one another. In line with this, rising adoption of smart bathroom products through offline stores, as they offer various discounts and schemes, enhanced customer services, easy replacements, home delivery options, and latest products, are contributing to the growth of the market.

End-Use Industry Insights:

Non-Residential

Residential

A detailed breakup and analysis of the smart bathroom market based on the end-use industry has also been provided in the report. This includes non-residential and residential. According to the report, non-residential accounted for the largest market share on account of the rising development and expansion of commercial infrastructure across the globe. In addition, hotels, malls, and other public facilities are increasingly adopting luxurious and technologically advanced bathroom solutions that enhance user experience and reduce water wastage. Moreover, the growing consumer awareness about maintaining hygiene is strengthening the growth of the market.

Regional Insights:

Europe

Asia Pacific

North America

Middle East and Africa

Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include Europe, Asia Pacific, North America, the Middle East and Africa, and Latin America. According to the report, North America was the largest market for smart bathroom. Some of the factors driving the North America smart bathroom market included the growing preference for smart homes, changing living standards of individuals, technological advancements, etc. Moreover, the rising consumer awareness

about energy conservation and maintaining hygiene in bathrooms is bolstering the growth of the market. In line with this, key players are introducing completely handle-free operation by using gestures to control temperature and flow, which is supporting the growth of the market in the region.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global smart bathroom market. Some of the companies covered in the report include:

Duravit
Jaquar
Kohler
LIXIL Group
TOTO
American Standard Brands
Bradley Corporation
Cera Sanitaryware Ltd
Cleveland Faucet Group
Delta Faucet Company
Grohe
Jacuzzi
Novellini
Pfister
Roca Sanitario, S.A.
Sloan Valve

Please 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. What was the size of the global smart bathroom market in 2022?
2. What is the expected growth rate of the global smart bathroom market during 2023-2028?
3. What are the key factors driving the global smart bathroom market?
4. What has been the impact of COVID-19 on the global smart bathroom market?
5. What is the breakup of the global smart bathroom market based on the product?

6. What is the breakup of the global smart bathroom market based on the distribution channel?
7. What is the breakup of the global smart bathroom market based on the end-use industry?
8. What are the key regions in the global smart bathroom market?
9. Who are the key players/companies in the global smart bathroom market?

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