

# **Smart Bathroom Market Report by Product (Touchless Faucets, Smart Toilets, Touchless Soap Dispenser, Touchless Cisterns, Hand Dryers, Smart Windows, and Others), Distribution Channel (Offline, Online), End-Use Industry (Non-Residential, Residential), and Region 2024-2032**

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## **Abstracts**

The global smart bathroom market size reached US\$ 2.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.6 Billion by 2032, exhibiting a growth rate (CAGR) of 7.4% during 2024-2032. Rapid technological advancements, heightened consumer awareness and preferences for hygiene and convenience, increasing urbanization trends, and a growing emphasis on energy efficiency and sustainability across residential and non-residential sectors are key factors propelling the market growth.

### **Smart Bathroom Market Analysis:**

**Market Growth and Size:** The global smart bathroom market is experiencing robust growth, driven by increased consumer demand for innovative and connected technologies in bathroom fixtures and accessories. The market size is expanding steadily, propelled by factors such as rising urbanization, growing awareness of hygiene and sustainability, and the integration of advanced technologies.

**Major Market Drivers:** Key drivers include technological advancements in sensors, connectivity, and automation, as well as the rising consumer awareness and preferences for convenience, hygiene, and energy efficiency. Besides this, ongoing urbanization and a focus on sustainability contribute significantly to the market's growth, with smart bathrooms catering to the space constraints and environmental concerns of urban dwellings.

**Technological Advancements:** Continuous innovations in smart bathroom technologies, such as the Internet of Things (IoT) integration, voice and gesture controls, and connectivity features, are reshaping the industry. In addition to this, the advent of touchless technologies, smart sensors, and automation are driving the development of novel products like touchless faucets, smart toilets, and mirrors.

**Industry Applications:** The smart bathroom market spans both residential and non-residential sectors, with applications in homes, hotels, offices, and public facilities. However, non-residential spaces are witnessing increased adoption of smart bathroom solutions, driven by the need for enhanced hygiene, efficiency, and resource management.

**Key Market Trends:** Current trends include a preference for touchless solutions, such as faucets and soap dispensers, as well as a focus on energy-efficient and water-saving technologies. Moreover, the aesthetic appeal and customizable features, such as lighting controls and personalized settings, contribute to the popularity of smart bathroom products.

**Geographical Trends:** In North America, Europe, and Asia Pacific, factors like lifestyle preferences, rapid urbanization, and a tech-savvy population contribute to the strong demand for smart bathrooms. The Middle East and Africa exhibit a focus on luxury, while Latin America experiences rising demand due to a growing middle-class population and awareness of modern living standards.

**Competitive Landscape:** Key players dominate the market, leveraging established brand recognition and extensive product portfolios. Concurrent with this, new entrants and startups, are bringing niche innovations, fostering competition and innovation.

Collaborations between technology and traditional bathroom fixture companies are common.

**Challenges and Opportunities:** Challenges include the need for continuous innovation to stay competitive, as well as addressing concerns related to data security and privacy in smart bathroom technologies. Whereas, the opportunities lie in expanding market reach, especially in emerging economies, and addressing evolving consumer preferences for sustainable, connected, and convenient bathroom solutions.

#### Smart Bathroom Market Trends:

Ongoing technological advancements

One of the primary factors propelling the global smart bathroom market is the continuous evolution of technology. Rapid advancements in sensors, connectivity, and automation have enabled the integration of smart solutions into bathroom fixtures and accessories. Smart toilets, faucets, mirrors, and showers equipped with sensors and connectivity features are becoming increasingly popular, promoting hygiene and

reducing the risk of bacterial transmission. Additionally, the integration of voice and gesture controls in smart bathroom devices enhances user convenience and provides a futuristic and interactive experience, creating a positive outlook for market expansion. Apart from this, the IoT plays a crucial role in connecting various bathroom components, allowing users to monitor and control them remotely through smartphones or other smart devices, which is further bolstering the market growth.

### Rising consumer awareness and preferences

The escalating awareness among consumers regarding the benefits of smart bathroom solutions is a significant driver for the market growth. Consumers are becoming more conscious of health and hygiene, and smart bathroom products align with these concerns. The rising demand for features like self-cleaning toilets, automated soap dispensers, and water-saving technologies as consumers seek convenience and sustainability in their daily routines is aiding in market expansion. Moreover, the aesthetic appeal of smart bathroom products and the ability to customize and personalize the bathroom environment are providing an impetus to the market growth. In line with this, the increasing consumer willingness to invest in smart fixtures and accessories that enhance functionality and add a touch of luxury to their homes is driving market expansion.

### Increasing urbanization and infrastructural development

Global urbanization trends are playing a pivotal role in the growth of the smart bathroom market. As more people move to urban areas, the demand for compact and efficient living spaces has increased. Smart bathroom solutions, with their space-saving designs and multifunctional features, are well-suited for urban living. Compact smart toilets with integrated bidets, space-saving vanities with built-in storage solutions, and modular shower systems cater to the spatial constraints of urban dwellings. Besides this, the time efficiency offered by smart bathroom technologies, such as pre-set water temperature, personalized user profiles, and quick-response sensors aligns with the fast-paced lifestyles of urban consumers, contributing to the market growth.

### Emphasis on energy efficiency and sustainability

The global focus on environmental sustainability and energy efficiency has led to a growing demand for eco-friendly solutions in various industries, including home appliances. The rising emphasis on water conservation and energy-efficient technologies is fueling the demand for smart bathroom solutions, such as smart toilets

with dual-flush mechanisms, sensor-based faucets that control water flow, and shower systems with programmable water usage. Furthermore, the integration of energy-efficient lighting, such as light-emitting diode (LED) mirrors and smart lighting controls, helps reduce electricity consumption. Consequently, the increasing consumer preference for products that align with their commitment to sustainable living is presenting lucrative opportunities for market expansion.

#### Smart Bathroom Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product, distribution channel and end-use industry.

#### Breakup by Product:

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

Touchless faucets accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the 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.

The burgeoning demand for touchless faucets in smart bathrooms is primarily fueled by the heightened emphasis on hygiene and sanitation. These faucets offer a hands-free and contactless experience, reducing the risk of bacterial transmission and enhancing user confidence in public and private spaces. Concurrently, the ongoing global focus on health and cleanliness, especially in the wake of health crises, has heightened the adoption of touchless technologies, strengthening the market growth. Besides this, consumers are increasingly valuing the convenience and safety provided by touchless faucets, making them a sought-after feature in modern bathrooms.

The demand for smart toilets is driven by features like automated bidet functions, self-

cleaning capabilities, and personalized settings, providing users with enhanced comfort and hygiene in the bathroom.

In line with this, the rising demand for touchless soap dispensers owing to the increasing focus on hand hygiene is propelling the market growth. These devices offer a hands-free and convenient solution for efficient and sanitary handwashing practices.

Moreover, the increasing utilization of touchless cisterns for water conservation by allowing users to flush without physical contact, thereby aligning with sustainability goals is impelling the market growth.

Along with this, smart hand dryers are gaining traction due to their energy-efficient designs that provide quick and touchless drying, minimize paper waste, and promote eco-friendly practices in public and private spaces.

Additionally, the expanding demand for smart windows in bathrooms fueled by the desire for privacy, natural light optimization, and energy efficiency is acting as another significant growth-inducing factor.

Apart from this, ongoing innovations in smart bathroom products, such as smart mirrors, water-saving sensors, and personalized lighting controls, catering to diverse consumer preferences, adding versatility and customization to the modern bathroom experience are bolstering the overall market growth.

Breakup by Distribution Channel:

Offline

Online

Offline holds the largest share in the industry

A detailed breakup and analysis of the 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.

The demand for smart bathroom products through offline distribution channels is propelled by the tactile and experiential aspects of these innovative technologies. Consumers often prefer to physically engage with smart fixtures, such as touchless faucets, smart toilets, and mirrors, before making a purchase. In line with this, offline

channels, including specialty retail stores and home improvement centers, provide a hands-on experience, allowing customers to assess the functionality, design, and overall quality of smart bathroom products before making informed decisions, fostering greater consumer confidence in their choices.

In contrast, the surge in demand for smart bathroom products through online distribution channels is mainly driven by the convenience and accessibility they offer to consumers. Online platforms provide a vast array of options, enabling customers to explore and compare a diverse range of smart bathroom solutions from the comfort of their homes. Furthermore, the availability of detailed product information, user reviews, and convenient delivery options further enhances the online shopping experience, making it an attractive choice for tech-savvy consumers seeking efficiency and a seamless purchasing process.

Breakup by End-Use Industry:

Non-Residential  
Residential

Non-residential exhibits a clear dominance in the market

A detailed breakup and analysis of the 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.

The demand for smart bathroom solutions in the non-residential sector is impelled by the rising emphasis on enhanced hygiene, efficiency, and resource management. In commercial spaces, such as offices, hotels, and public facilities, the integration of touchless faucets, smart toilets, and energy-efficient hand dryers aligns with the growing need for a sanitary and user-friendly environment. Additionally, the appeal of modern and technologically advanced bathrooms contributes to the overall experience for patrons and employees in non-residential settings, fostering a positive and innovative image for businesses.

On the other hand, the burgeoning demand for smart bathroom solutions in the residential sector is fueled by the increasing desire for convenience, luxury, and personalized home experiences. Homeowners are drawn to the practical benefits of features such as touchless faucets, smart toilets, and automated soap dispensers that enhance daily routines. Besides this, the integration of these technologies also aligns

with the contemporary lifestyle preferences of homeowners seeking innovative and connected solutions within their living spaces, influencing the market growth.

Breakup by Region:

Europe

Asia Pacific

North America

Middle East and Africa

Latin America

North America leads the market, accounting for the largest smart bathroom market share

The market research 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 accounted for the largest market share.

North America's lifestyle trends and a tech-savvy population are prime factors driving the demand for smart bathroom solutions. Consumers in the region prioritize innovative and connected solutions that enhance their daily routines. In addition to this, a growing awareness of water conservation and energy efficiency aligns with the sustainability goals prevalent in North America, further fostering the adoption of smart bathroom technologies. Concurrently, the presence of a robust infrastructure, coupled with a strong focus on home automation and modern living, contributes to the widespread popularity of smart bathroom products in the region.

In Europe, the demand for smart bathrooms is propelled by a cultural emphasis on design and aesthetics, with consumers increasingly prioritizing technologically advanced fixtures and accessories that complement their sophisticated lifestyle and modern home interiors.

In confluence with this, rapid urbanization and an increasing middle-class population in the Asia Pacific are aiding in market expansion as consumers seek convenience, hygiene, and innovative features.

Moreover, the growing demand for smart bathrooms in the Middle East and Africa is primarily influenced by a focus on luxury and technological innovation. Affluent

consumers in the region prioritize high-end, connected bathroom solutions that enhance their lifestyle and offer a touch of opulence.

Besides this, Latin America's expanding middle-class population and increased awareness of modern living standards further contribute to the surging demand for advanced bathroom solutions that align with contemporary lifestyle trends.

Leading Key Players in the Smart Bathroom Industry:

The competitive landscape of the global smart bathroom market is characterized by intense rivalry among key players striving to innovate and capture market share. Established companies leverage their extensive product portfolios and brand recognition to maintain a strong presence. New entrants and startups often focus on niche innovations, contributing to market dynamism. Collaboration and partnerships between technology companies and traditional bathroom fixture manufacturers are prevalent, fostering the integration of cutting-edge technologies into existing product lines. Regional players also play a significant role, addressing specific market needs and preferences. The market is driven by continuous product development, technological advancements, and a focus on sustainability.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market 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 is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

In August 2023, Watts Water Technologies, Inc. announced that it had entered into a definitive agreement to acquire Bradley Corporation to provide our customers with innovative water solutions.

In March 2023, Kohler Co., collaborated with prominent photographer Douglas Friedman to launch the KOHLER Numi 2.0 Honed Black Smart Toilet.

In January 2023, Delta Faucet Company unveiled their newest lineup of life-enhancing products like the ShowerSense Digital Shower Series, the SteamScape Steam Shower Series, and the Tetra Bath Collection at Kitchen and Bath Industry Show (KBIS) 2023.

#### Key Questions Answered in This Report

1. What was the size of the global smart bathroom market in 2023?
2. What is the expected growth rate of the global smart bathroom market during 2024-2032?
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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