

Bathtub Market Report: Trends, Forecast and Competitive Analysis

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Abstracts

The future of the bathtub market looks good with opportunities in residential and non-residential buildings. The global bathtub market is expected to reach an estimated \$9.9 billion by 2023 with a CAGR of 3.7% from 2018 to 2023. The major drivers for the growth of this market are a rise in housing construction, increasing demand for luxury plumbing fixtures, and a rise in household income.

Emerging trends, which have a direct impact on the dynamics of the bathtub by industry, are the introduction of high-tech bathtubs with advanced features including wall-mounted LCD, hydrotherapy features, and the increasing adoption of soaking tubs.

A total of 103 figures/charts and 72 tables are provided in this 162 -page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of this bathtub market report, download the report brochure.

Global Bathtub Market Trends
Global Bathtub Market Forecast
Growth Opportunities for the Global Bathtub Market by Region

The study includes the market size, and forecast for the global bathtub market through 2023, segmented by product, material, shape, end use, and region, as follows:

Bathtub Market by Product Type (\$ Million from 2012 to 2023)

Standard Bathtub
Whirlpool Bathtub

Bathtub Market by Material Type (\$ Million from 2012 to 2023)

Acrylic Cast Iron Fiberglass Others

Bathtub Market by Shape Type (\$ Million from 2012 to 2023)

Square Oval Rectangle

Bathtub Market by End Use (\$ Million from 2012 to 2023)

Residential New Residential Remodeling Commercial

Bathtub Market by Region (\$ Million from 2012 to 2023)

North America Europe Asia Pacific The Rest of the World

Some of the bathtub companies profiled in this report include Lixil Corporation, Kohler, Toto, and Roca and others.

On the basis of its comprehensive research, Lucintel forecasts that the whirlpool bathtub segment will show above average growth during the forecast period.

Within the global bathtub market, the residential segment is expected to remain the largest segment. Increasing demand for urban housing along with increasing household income will stimulate bathtub demand over the forecast period.

APAC is expected to remain the largest market during the forecast period mainly due to increasing investments in residential and non-residential construction and increasing per capita income in developing nations.

Some of the features of “Bathtub Market Report: Trends, Forecast and Competitive Analysis” include:

Market size estimates: Global bathtub market size estimation in terms of value (\$M) shipment. Trend and forecast analysis: Market trend (2012-2017) and forecast (2018-2023) by segments and region. Segmentation analysis: Global bathtub market size by various applications such as product, material, shape, and end use in terms of value and volume shipment. Regional analysis: Global bathtub market breakdown by North America, Europe, Asia Pacific, and the Rest of the World. Growth opportunities:

Analysis on growth opportunities in different applications and regions of bathtub in the global bathtub market. Strategic analysis: This includes M&A, new product development, and competitive landscape of bathtub in the global bathtub market. Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers the following key questions:

- Q.1. What are some of the most promising, high-growth opportunities for the global bathtub market by product (standard bathtub and whirlpool bathtub), by material (acrylic, cast iron, fiberglass, and others), by shape (square, oval, rectangle and others) by end use (residential and non-residential), and by region (North America, Europe, Asia Pacific, and the Rest of the World)?
- Q.2. Which segments will grow at a faster pace and why?
- Q.3. Which region will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this bathtub market?
- Q.5. What are the business risks and competitive threats in this bathtub market?
- Q.6. What are the emerging trends in this bathtub market and the reasons behind them?
- Q.7. What are some of the changing demands of customers in the bathtub market?
- Q.8. What are the new developments in the bathtub market? Which companies are leading these developments?
- Q.9. Who are the major players in this bathtub market? What strategic initiatives are key players pursuing for business growth?
- Q.10. What are some of the competing products in this bathtub market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the bathtub industry?

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(Source: Lucintel)

COMPANIES MENTIONED

Toto LTD

Villeroy & Boch

Kaldewei
Kohler
Roca
RAK CERAMICS
Duravit
HSIL
Jaguar
Jacuzzi Corp

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