

Bathtub Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Free-Standing Bathtub, Alcove Bathtub, Drop-In Bathtub, and Corner Bathtub), By Material (Marble, Acrylic, Ceramic, and Others (Cast Iron, Fiberglass)), By End User (Residential, Commercial) By Distribution Channel (Retail, Distributor & Dealer Sales, Exclusive Stores, Online, Directs Sales), By Region & Competition, 2021-2031F

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Abstracts

The Global Bathtub Market is projected to expand from USD 10.02 Billion in 2025 to USD 13.24 Billion by 2031, achieving a CAGR of 4.75%. Defined as permanent or freestanding plumbing fixtures meant for full-body immersion, bathtubs are witnessing demand driven by steady growth in the residential construction sector and a strong appetite for home remodeling projects that convert functional bathrooms into wellness-focused retreats. These primary drivers are bolstered by rising disposable incomes, which allow homeowners to purchase premium sanitary ware. Highlighting the scale of this economic activity, the National Kitchen & Bath Association projected that residential kitchen and bath spending would hit \$175.4 billion in 2024.

However, the market faces a substantial hurdle due to spatial limitations inherent in modern urban housing, which necessitates space-saving designs. This constraint often forces developers and property owners to prioritize vertical walk-in showers over traditional tubs to preserve usable floor area. Consequently, the shrinking bathroom footprint in high-density developments continues to limit volume growth for the standard bathtub segment globally.

Market Driver

A primary catalyst for the global bathtub market is the surge in residential real estate and construction activities, where new housing developments mandate the installation of essential plumbing fixtures. This driver is especially potent in regions with growing populations, compelling developers to increase housing inventory and generating consistent volume demand for standard and alcove bathtubs. Recent data confirms this trend; the U.S. Census Bureau's 'Monthly New Residential Construction, June 2024' report noted that privately-owned housing completions reached a seasonally adjusted annual rate of 1,710,000 in July 2024. This influx of finished units ensures a steady pipeline for bathtub procurement, supporting mass-market manufacturing output.

Additionally, increasing consumer spending on home remodeling is shifting the industry's focus from basic utility to luxury and wellness experiences. Homeowners are frequently upgrading outdated bathrooms into spa-like environments, boosting the adoption of premium freestanding, soaking, and hydrotherapy tubs. This trend toward high-value replacements for builder-grade units significantly elevates market revenue. According to Houzz Inc.'s '2024 U.S. Houzz & Home Study' from March 2024, the median spend on primary bathroom renovations in the U.S. rose by 11 percent year-over-year to \$15,000 in 2023. Furthermore, TOTO Ltd. reported net sales of 702.3 billion yen for the fiscal year ending March 31, 2024, demonstrating the sector's robust economic health.

Market Challenge

A critical impediment to the global bathtub market is the widespread prevalence of spatial constraints in modern residential environments. In high-density urban housing, developers and homeowners often face a zero-sum trade-off between installing a traditional bathtub and maximizing usable floor area. As living spaces contract to maintain affordability, the large footprint required for a bathtub is frequently sacrificed in favor of vertical walk-in showers, which offer greater space efficiency and accessibility. This architectural necessity restricts installation volumes in both new construction and remodeling sectors, effectively capping market expansion in key demographics.

This contraction in market opportunity is substantiated by recent industry data regarding shifting renovation priorities. The National Kitchen & Bath Association's "2025 Bath Trends Report" reveals that 53% of industry professionals identify removing an existing bathtub to increase shower size as a leading design choice for expanding functionality.

This statistic demonstrates a clear displacement trend where the practical demand for spacious showering zones directly reduces the installed base of bathtubs. Consequently, the prioritization of space-saving layouts over soaking fixtures continues to hamper volume growth within the standard bathtub segment.

Market Trends

The global bathtub market is being reshaped by the adoption of sustainable and recycled composite materials, reflecting a manufacturing shift toward eco-friendly production and water stewardship. Producers are increasingly using stone resin blends and reclaimed inputs to minimize environmental impact while meeting consumer demand for responsible luxury. This movement extends to improved water efficiency, positioning the bathtub as a component of the circular economy. The economic significance of this trend is highlighted by Kohler Co.'s '2024 Global Impact Report' from August 2025, which noted that sales from water-efficient products and those with recycled content contributed over \$1.65 billion, underscoring the commercial viability of green sanitary ware.

Simultaneously, bathroom layouts are being fundamentally altered by a distinct preference for sculptural freestanding tubs as design centerpieces. Unlike traditional alcove installations that blend into the architecture, these fixtures are chosen to stand alone as statement furniture, favoring contemporary silhouettes over vintage aesthetics. This design evolution prioritizes geometric forms and clean lines to define the visual hierarchy of the space. According to Houzz Inc.'s '2025 U.S. Houzz Bathroom Trends Study' from September 2025, freestanding flat-bottom tubs remain the most popular style for renovated bathrooms, selected by 45 percent of renovating homeowners.

Key Market Players

Kohler Co.

TOTO LTD

LIXIL Group Corporation

Duravit AG

Jacuzzi Brands LLC

Roca Sanitario, S.A.U.

Delta Faucet Company

American Bath Group LLC

Villeroy & Boch AG

Bains Ultra Inc.

Report Scope

In this report, the Global Bathtub Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Bathtub Market, By Product Type

Free-Standing Bathtub

Alcove Bathtub

Drop-In Bathtub

Corner Bathtub

Bathtub Market, By Material

Marble

Acrylic

Ceramic

Others (Cast Iron

Fiberglass)

Bathtub Market, By End User

Residential

Commercial

Bathtub Market, By Distribution Channel

Retail

Distributor & Dealer Sales

Exclusive Stores

Online

Directs Sales

Bathtub Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Bathtub Market.

Available Customizations:

Global Bathtub Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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