

Smart Toilet Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Wall Hung Toilet, Close-Coupled Toilet, Single Floor Standing Toilet), By Connectivity Type (Wi-Fi & Integrated Control, Bluetooth & Remote Control), By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Region, By Company

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Abstracts

The global smart toilet market is expected to grow during the forecast period owing to the rising usage of bathroom product upgradation through technology, and ease of product availability across the globe, and growing variety of product offering.

A smart toilet is commonly described as a toilet device that opens and flushes a toilet or urinal automatically after use. It consists of hardware elements including bottom washers, water jets, blow dryers, and artificial flush sounds are used to hide noises. The heated seat and automatic dryer are the built-in functions of a smart toilet. They are integrating into the current smart home trend. Water and electricity are significantly saved by using smart toilets. Smart toilets enhance user experience, sustainability, and hygiene by combining classy designs with technology.

With the rising preference for the smart homes, where the requirement for ongoing advancement of technology has a greater emphasis on the growth of smart toilet market. As the consumers are being influenced by the concept of smart homes to purchase more smart products, such as smart toilets, smart air conditioners, smart refrigerators, and smart television. Leading companies are concentrating on innovative

and new featured smart toilets to meet the growing demand for smart products.

Smart toilets offer various features such as automated flush feature, automatic dryer, and heated seat. Furthermore, some smart toilet seats open their lids and seats automatically, while others have a manual flush button. Certain smart toilet also comes with a nightlight, which can keep the bathroom well-lit and tidy at night. Additionally, compared to the typical model, these toilets frequently have a higher feature count.

Smart toilets are frequently found in high-tech countries such as Japan due to the higher adoption of technology-based products. Apart from Japan, the countries with the highest rates of smart toilet adoption are Australia and Germany. Furthermore, in the US, more emphasis is being put on educating the public about smart toilets, supporting more successful marketing campaigns, and bringing down the price of smart toilets by reaching economies of scale.

Increasing Product Launches Boost Market Growth

To attract consumers and meet their expectations, businesses are launching new products, which is further expected to influence the demand and encourage the growth of smart toilet industry. For instance, in 2022, Kohler launched the Numi 2.0 smart toilet. This smart toilet allows users to play music, listen to the news, check the weather owing to its built-in Bluetooth technology and Alexa. Moreover, the LED lights on the toilet are bright enough to act as a guide, so one probably won't require a nightlight if one uses the restroom in the evening.

Furthermore, at Kitchen and Bath Industry Show (KBIS) 2022, TOTO showcased the Washlet 450 integrated smart toilet. The Washlet 450 Integrated Toilet offers consumers the utmost elegance and convenience by opening, closing, and flushing on their own. The remote control's easy-to-read touchscreen connects to the wall with a magnetic cradle and remembers user preferences. It has an internal air purification system and primes the bowl before each use. Therefore, the launching of new smart toilets with the new technologies by the companies is expected to fuel the market for smart toilets globally during the forecast period.

Multiple Features of Smart Toilet Aids Market Growth

Smart toilets include built-in features such as advanced flush options, overflow-proof settings, remote control capabilities, emergency flush systems, bidet sprayers with adjustable controls, automatic flushing systems, slow-close lids, nightlights, activated

carbon deodorizers, and more.

Smart toilets also have self-cleaning features that sanitize toilet seats automatically. For instance, Toto, one of the suppliers of smart toilets, has a selection of models with electrolyzed water features that clean water before it enters the toilet bowl. Owing to a number of features including temperature-controlled seats, Bluetooth and MP3 connectivity, built-in dryers, and programmable water pulsing settings, smart toilets are growing in popularity in both the residential and commercial sectors. Therefore, having multiple features in smart toilets is expected to fuel the global smart toilet market during the forecast period.

Surging Trend of Water Conservation Fuels Product Demand

There has been a significant rise in demand for water conservation on a global scale. Owing to multiple government programs being conducted in numerous countries to increase consumer awareness for water conservation such as Never Waste Campaign in United States. The Environmental Protection Agency (EPA) of the US estimates that more than one trillion gallons of water per year could leak from American homes because of running toilets, dripping faucets, and other household leaks, which is enough water to support Los Angeles, Chicago, and Miami. In order to stop the leakage and to use less amount of water, the consumers are shifting toward eco-friendly products that could help in water conservation, therefore the market is witnessing a shift from traditional toilet seating to smart toilet seating.

As the smart toilets are a hygienic and useful solution for the consumers owing to their simple design and water-saving capabilities as they have auto flush system which consumes small amount of water at the time of flushing. For instance, Duravit offers smart toilets with 'Dual Flush' technology and 'Rimless technology' which lowers water consumption. On average, Duravit smart toilets saves around 4.5 liters of water per rinse cycle. Therefore, the rising awareness regarding water conservation among consumers is expected to drive the smart toilets market during the forecast period.

Market Segmentation

The global smart toilet market is segmented on the basis of product type, connectivity type, application, distribution channel, and region. Based on the product type, the market is further divided into wall-hung toilets, close-coupled toilets, and single-floor standing toilets. Based on the connectivity type, the market is segmented into wi-fi & integrated control, Bluetooth, & remote control. Based on application, the market is

segmented into residential and commercial. Based on the distribution channel, the market is further bifurcated into offline and online. The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

Kohler Co., Toto Ltd., Roca Sanitario, S.A., LIXIL Corporation, Duravit AG, Villeroy & Boch AG, Bio Bidet, Jomoo Kitchen & Bath Co., Ltd, Brondell, Inc., and Masco Corporation (Delta Faucet Company), etc. are the major players driving the global smart toilet market.

Report Scope:

In this report, the global smart toilet market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Smart Toilet Market, By Product Type:

Wall Hung Toilet

Close-Coupled Toilet

Single Floor Standing Toilet

Global Smart Toilet Market, By Connectivity Type:

Wi-Fi & Integrated Control

Bluetooth & Remote Control

Global Smart Toilet Market, By Application:

Residential

Commercial

Global Smart Toilet Market, By Distribution Channel:

Online

Offline

Global Smart Toilet Market, By Region:

Europe

Germany

France

United Kingdom

Italy

Spain

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global smart toilet market.

Available Customizations:

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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