

# United Kingdom Smart Toilet Market, By Product Type (Floor-Mount, Wall-Hung), By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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## Abstracts

United Kingdom Smart Toilet Market was valued at USD 538.08 million in 2024 and is anticipated to grow USD 908.02 million by 2030 with a CAGR of 9.17% during forecast period. The United Kingdom smart toilet market is experiencing steady growth, driven by increasing consumer awareness of hygiene, water conservation, and advanced bathroom technology. The rising adoption of smart home solutions and a preference for touchless, self-cleaning, and water-efficient toilets are fueling demand. The aging population is also contributing to market expansion, as smart toilets offer enhanced accessibility and comfort. Premium bathroom renovations and luxury housing projects further support market growth. The report highlights a rapid rise in smart home technology adoption in America, with smart households growing from 6.9% in 2015 to 22.3% in 2023, driven primarily by the smart entertainment industry. This surge is boosting demand for smart home solutions, including smart toilets.

### Key Market Drivers

#### Rising Consumer Focus on Hygiene and Health

One of the most significant factors driving the UK smart toilet market is the increasing emphasis on hygiene and personal health. With heightened awareness following the COVID-19 pandemic, consumers are more conscious of maintaining cleanliness and minimizing contact with germs in high-touch areas, including bathrooms. Smart toilets incorporate touchless features such as automatic flushing, self-cleaning nozzles, UV

sterilization, and deodorization functions, making them an attractive choice for health-conscious consumers.

Additionally, advanced models offer bidet functions with customizable water temperature, pressure control, and air drying, providing a more hygienic alternative to traditional toilet paper. The integration of antibacterial materials in toilet surfaces further enhances hygiene, reducing the risk of bacterial growth and infections. As consumers continue prioritizing wellness and sanitation, demand for smart toilets in the UK is expected to rise.

## Key Market Challenges

### High Cost and Affordability Barriers

One of the most significant challenges in the UK smart toilet market is the high cost of these advanced bathroom fixtures. Smart toilets are considerably more expensive than traditional models, with prices ranging from ?1,000 to over ?5,000 for premium versions. The integration of advanced features such as bidet functions, self-cleaning systems, automatic flushing, heated seats, and IoT connectivity significantly increases manufacturing and retail costs.

For many UK households, these costs make smart toilets a luxury rather than a necessity, limiting their adoption to high-income consumers and luxury property developments. Additionally, the cost of installation and potential plumbing modifications add to the overall expense, further discouraging budget-conscious homeowners.

## Key Market Trends

### Rising Demand for Eco-Friendly and Water-Saving Smart Toilets

Sustainability is becoming a critical factor in consumer purchasing decisions, driving the demand for eco-friendly and water-efficient smart toilets in the UK. With growing awareness of environmental conservation and increasing water costs, homeowners are actively seeking bathroom solutions that reduce water wastage without compromising performance. As a result, smart toilets with advanced water-saving technologies are gaining traction in the market.

One of the key innovations in smart toilets is the dual-flush system, which allows users to select between a low-volume flush for liquid waste and a full-volume flush for solid

waste. This system significantly reduces water consumption by offering an efficient alternative to traditional single-flush toilets. Another important feature is sensor-based flushing, which detects user activity and automatically adjusts the amount of water required, ensuring that only the necessary amount is used, thus preventing unnecessary flushing.

### Key Market Players

Roca Limited

Washloo

Y&A Supplies Ltd (EVOLVE)

Kohler Co.

Toto Ltd.

LIXIL Corporation

Masco Corporation

Wellis Hungary Ltd.

Duravit AG

Villeroy & Boch AG

### Report Scope:

In this report, the United Kingdom Smart Toilet Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United Kingdom Smart Toilet Market, By Product Type:

Floor-Mount

Wall-Hung

United Kingdom Smart Toilet Market, By Application:

Residential

Commercial

United Kingdom Smart Toilet Market, By Distribution Channel:

Online

Offline

United Kingdom Smart Toilet Market, By Region:

England

Scotland

Wales

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United Kingdom Smart Toilet Market.

Available Customizations:

United Kingdom Smart Toilet 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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