

# **Europe Smart Toilet Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – By Product Type (Wall Hung Toilet, Close-Coupled, Single Floor Standing Toilet, One-Piece Toilet, and Others), Connectivity Type (Wi-Fi & Integrated Control and Bluetooth & Remote Control), and End User (Residential and Commercial)**

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## **Abstracts**

The Europe smart toilet market is expected to grow from US\$ 2,052.89 million in 2022 to US\$ 3,824.39 million by 2028. It is estimated to grow at a CAGR of 10.9% from 2022 to 2028.

Increasing Installations of Smart Toilets in Commercial Spaces is Bolstering the Europe Smart Toilet Market Growth

Toilets with proper sanitation are vital to maintain hygiene. Various companies and start-ups comprise enough public restrooms in their premises to meet sanitation requirements. Many companies are taking steps to encourage smart toilet use in the commercial sector. Numerous organizations are aware of toilet cleanliness and hygiene. Convergent Smart Technologies Pte. Ltd. is providing Convergent Smart Toilet to ensure proper facility. The company has installed around thousands of smart toilets in various locations. The company also works in Germany. In September 2018, Toto stated that more than 20,000 guests of The Current IOWA have come across through and experienced WASHLET S300E high-tech bidet seat. Therefore, presence of companies providing smart toilet for commercial sector is bolstering the Europe smart toilet market growth massively.

## Europe Smart Toilet Market Overview

The Europe smart toilet market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Smart home adoption across Europe has increased notably in the last 5 years. The large-scale adoption of smart homes across European countries is catalyzed by the increasing disposable income of people. Additionally, government initiatives to encourage residential renovation with the integration of sustainable technologies for conserving energy and water, along with the presence of several smart toilet product providers, are boosting the growth of the market across the region. Water scarcity is an important concern across Europe. According to European Economic Area (EEA), 30% of the European population is affected by water stress every year. Moreover, the situation is expected to worsen across the region with the rising impact of climate change. These factors compel governments to take stringent actions to preserve water and reduce water wastage. The EEA is also promoting the adoption of modern water-efficient toilets as the old traditional ones use a minimum of 13 L of water per flush. A few of the major companies operating in the Europe smart toilet market are Roca Sanitario SA, Duravit AG, Uspa Europe S.r.l, and Wellis Magyarorszag Zrt. The growth strategies adopted by these companies such as mergers and acquisitions, and product innovations and developments are further contributing to the market growth in this region. For instance, Roca Sanitario SA, in 2021, launched two new products in its In-Wash and In-Tank range of smart toilet offerings. In the same year, the company launched a solution for public toilets that integrates advanced connected devices within a cloud-based monitoring service to improve facility management.

### Europe Smart Toilet Market Revenue and Forecast to 2028 (US\$ Million)

#### Europe Smart Toilet Market Segmentation

The Europe smart toilet market is segmented into product type, connectivity type, end user, and country.

Based on product type, the Europe smart toilet market is segmented into wall hung toilet, close-coupled, single floor standing toilet, one-piece toilet, and others. The single floor standing toilet segment held the largest market share in 2022.

Based on connectivity type, the Europe smart toilet market is bifurcated into Wi-Fi & integrated control and Bluetooth & remote control. The Bluetooth & remote control segment held the larger market share in 2022.

Based on end use, the Europe smart toilet market is segmented into residential and commercial. The commercial segment held the larger market share in 2022.

Based on country, the Europe smart toilet market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the market share in 2022.

Kohler Co; Lixil Corp; Roca Sanitario SA; and Wellis Magyarorszag Zrt are the leading companies operating in the Europe smart toilet market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. EUROPE SMART TOILET MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Europe - PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinions

### **5. EUROPE SMART TOILET MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Rising Adoption of Smart Technologies for Residential Applications
  - 5.1.2 Increasing Installations of Smart Toilets in Commercial Spaces
  - 5.1.3 Growing Demand for Smart Water-Saving Solutions
- 5.2 Market Restraints
  - 5.2.1 Lack of Awareness and Perceived Low Cost-to-Benefit Ratio
- 5.3 Market Opportunities
  - 5.3.1 Rising Adoption in Developing Nations
  - 5.3.2 Growing Smart Toilet Penetration for Home Renovations
- 5.4 Future Trends
  - 5.4.1 Integrated Smart Sampling Technology
  - 5.4.2 Predictive and Preventive Maintenance for Smart Restrooms
- 5.5 Impact Analysis of Drivers and Restraints

## **6. EUROPE SMART TOILET MARKET –MARKET ANALYSIS**

6.1 Europe Smart Toilet Market Overview

6.2 Europe Smart Toilet Market Revenue Forecast and Analysis

## **7. EUROPE SMART TOILET MARKET ANALYSIS – BY PRODUCT TYPE**

7.1 Overview

7.2 Europe Smart Toilet Market, by Product Type (2021 & 2028)

7.3 Wall Hung Toilet

7.3.1 Overview

7.3.2 Wall Hung Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

7.4 Closed-Coupled

7.4.1 Overview

7.4.2 Closed-Coupled: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

7.5 Single Floor Standing Toilet

7.5.1 Overview

7.5.2 Single Floor Standing Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

7.6 One-Piece Toilet

7.6.1 Overview

7.6.2 One-Piece Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

7.7 Others

7.7.1 Overview

7.7.2 Others: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

## **8. EUROPE SMART TOILET MARKET ANALYSIS – BY CONNECTIVITY TYPE**

8.1 Overview

8.2 Europe Smart Toilet Market, by Connectivity Type (2021 & 2028)

8.3 Wi-Fi & Integrated Control

8.3.1 Overview

8.3.2 Wi-Fi & Integrated Control: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

## 8.4 Bluetooth & Remote Control

### 8.4.1 Overview

### 8.4.2 Bluetooth & Remote Control: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

## 9. EUROPE SMART TOILET MARKET ANALYSIS – BY END USER

### 9.1 Overview

### 9.2 Europe Smart Toilet Market, by End User (2021 & 2028)

### 9.3 Residential

#### 9.3.1 Overview

#### 9.3.2 Residential: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

### 9.4 Commercial

#### 9.4.1 Overview

#### 9.4.2 Commercial: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

## 10. EUROPE SMART TOILET MARKET – COUNTRY ANALYSIS

### 10.1 Overview

#### 10.1.1 Europe Smart Toilet Market, by Key Country

##### 10.1.1.1 Germany: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

###### 10.1.1.1.1 Germany: Europe Smart Toilet Market, by Product Type

###### 10.1.1.1.2 Germany: Europe Smart Toilet Market, by Connectivity Type

###### 10.1.1.1.3 Germany: Europe Smart Toilet Market, by End User

##### 10.1.1.2 France: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

###### 10.1.1.2.1 France: Europe Smart Toilet Market, by Product Type

###### 10.1.1.2.2 France: Europe Smart Toilet Market, by Connectivity Type

###### 10.1.1.2.3 France: Europe Smart Toilet Market, by End User

##### 10.1.1.3 Italy: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

###### 10.1.1.3.1 Italy: Europe Smart Toilet Market, by Product Type

###### 10.1.1.3.2 Italy: Europe Smart Toilet Market, by Connectivity Type

###### 10.1.1.3.3 Italy: Europe Smart Toilet Market, by End User

##### 10.1.1.4 UK: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

###### 10.1.1.4.1 UK: Europe Smart Toilet Market, by Product Type

- 10.1.1.4.2 UK: Europe Smart Toilet Market, by Connectivity Type
- 10.1.1.4.3 UK: Europe Smart Toilet Market, by End User
- 10.1.1.5 Russia: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
  - 10.1.1.5.1 Russia: Europe Smart Toilet Market, by Product Type
  - 10.1.1.5.2 Russia: Europe Smart Toilet Market, by Connectivity Type
  - 10.1.1.5.3 Russia: Europe Smart Toilet Market, by End User
- 10.1.1.6 Rest of Europe: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
  - 10.1.1.6.1 Rest of Europe: Europe Smart Toilet Market, by Product Type
  - 10.1.1.6.2 Rest of Europe: Europe Smart Toilet Market, by Connectivity Type
  - 10.1.1.6.3 Rest of Europe: Europe Smart Toilet Market, by End User

## **11. INDUSTRY LANDSCAPE**

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 New Product Development

## **12. COMPANY PROFILES**

- 12.1 Kohler Co
  - 12.1.1 Key Facts
  - 12.1.2 Business Description
  - 12.1.3 Products and Services
  - 12.1.4 Financial Overview
  - 12.1.5 SWOT Analysis
  - 12.1.6 Key Developments
- 12.2 Roca Sanitario SA
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 Wellis Magyarorszag Zrt
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 Lixil Corp

12.4.1 Key Facts

12.4.2 Business Description

12.4.3 Products and Services

12.4.4 Financial Overview

12.4.5 SWOT Analysis

12.4.6 Key Developments

## **13. APPENDIX**

13.1 About The Insight Partners

13.2 Word Index



## List Of Tables

### LIST OF TABLES

Table 1. Europe Smart Toilet Market Revenue and Forecast to 2028 (US\$ Million)

Table 2. Germany: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 3. Germany: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 4. Germany: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 5. France: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 6. France: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 7. France: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Italy: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 9. Italy: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Italy: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 11. UK: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 12. UK: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 13. UK: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 14. Russia: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 15. Russia: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 16. Russia: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 17. Rest of Europe: Europe Smart Toilet Market, by Product Type– Revenue and Forecast to 2028 (US\$ Million)

Table 18. Rest of Europe: Europe Smart Toilet Market, by Connectivity Type – Revenue and Forecast to 2028 (US\$ Million)

Table 19. Rest of Europe: Europe Smart Toilet Market, by End User – Revenue and Forecast to 2028 (US\$ Million)

Table 20. List of Abbreviation

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe Smart Toilet Market Segmentation
- Figure 2. Europe Smart Toilet Market Segmentation – By Country
- Figure 3. Europe Smart Toilet Market Overview
- Figure 4. Europe Smart Toilet Market, by Product Type
- Figure 5. Europe Smart Toilet Market, by Country
- Figure 6. Europe – PEST Analysis
- Figure 7. Europe Smart Toilet Market – Ecosystem Analysis
- Figure 8. Europe Smart Toilet Market: Impact Analysis of Drivers and Restraints
- Figure 9. Europe Smart Toilet Market Revenue Forecast and Analysis (US\$ Million)
- Figure 10. Europe Smart Toilet Market Revenue Share, By Product Type (2021 & 2028)
- Figure 11. Wall Hung Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 12. Closed-Coupled: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 13. Single Floor Standing Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 14. One-Piece Toilet: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 15. Others: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 16. Europe Smart Toilet Market Revenue Share, by Connectivity Type (2021 & 2028)
- Figure 17. Wi-Fi & Integrated Control: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. Bluetooth & Remote Control: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. Europe Smart Toilet Market Revenue Share, by End User (2021 & 2028)
- Figure 20. Residential: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. Commercial: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 22. Europe Smart Toilet Market, by Key Country– Revenue (2021) (US\$ Million)
- Figure 23. Europe Smart Toilet Market Revenue Share, by Key Country (2021 & 2028)
- Figure 24. Germany: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. France: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Italy: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. UK: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Russia: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 29. Rest of Europe: Europe Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

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