

# Middle East & Africa Thermostatic Mixers Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/M71F6D54E8E6EN.html>

Date: July 2025

Pages: 106

Price: US\$ 3,450.00 (Single User License)

ID: M71F6D54E8E6EN

## Abstracts

The Middle East & Africa thermostatic mixers market size is expected to reach US\$ 202.81 million by 2031 from US\$ 159.60 million in 2023. The market is estimated to record a CAGR of 3.0% from 2023 to 2031.

Executive Summary and Middle East & Africa Thermostatic Mixers Market Analysis:

The Middle East & Africa thermostatic mixers market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of MEA. The Middle East is characterized by high standards of living and extravagant construction infrastructure in its rapidly growing urban centers. The strong adoption of thermostatic mixers in residential and commercial buildings is driving the thermostatic mixers market in the Middle East & Africa. The rise in investment towards residential and commercial buildings in the South Africa is expected to fuel demand for thermostatic mixers which in turn is anticipated fuel the growth of the market in the Africa region.

The increasing need for sustainable infrastructure, smart and energy-efficient products, and the promotion of environmental sustainability by various governments in the Middle East have led to a huge demand for sustainable and healthy building construction practices. These practices include the use of water and energy-conservative thermostatic mixers. As the region experiences high temperatures and a hot climate, the market in the region is witnessing a shift toward the use of smart products to control the water temperature. It regulates the flow of water for water conservation, which drives the demand for thermostatic mixers.

The hospitality industry in the Middle East remains positive and signals promising

growth. The UAE and Saudi Arabia continue to witness strong growth in the coming years. The tourism sector in Saudi Arabia reached a significant milestone in 2023 by welcoming 100 million visitors, seven years ahead of schedule. In addition, the tourism sector of Dubai also recorded 17.15 million overnight tourists in 2023, which surpassed the previous year's record. As per the World Tourism Organization, the Middle East is the only region to achieve tourism growth above pre-pandemic levels in 2023, attracting 122% more tourists last year than in 2019. Such growth in the hospitality industry is expected to increase the construction of hotels, resorts, and other commercial infrastructure which in turn is projected to boost the demand for thermostatic mixers in the MEA from 2023 to 2031.

#### Middle East & Africa Thermostatic Mixers Market Segmentation Analysis:

Key segments that contributed to the derivation of the thermostatic mixers market analysis are mounting type, application, and design type.

Based on mounting type, the Middle East & Africa thermostatic mixers market is bifurcated into deck mount and wall mount. The wall mount held a larger share of the market in 2023. By application, the Middle East & Africa thermostatic mixers market is bifurcated into residential and commercial. The commercial segment held a larger share of the market in 2023. By design type, the Middle East & Africa thermostatic mixers market is bifurcated into concealed and exposed. The concealed held a larger share of the market in 2023. Middle East & Africa Thermostatic Mixers Market Outlook

In the ever-evolving landscape of bathroom faucets, thermostatic mixers are becoming increasingly popular due to their precision in maintaining water temperature, energy efficiency, and improved safety features. Thermostatic mixer manufacturers are engaged in the development of advanced thermostatic shower mixers to further strengthen their product portfolio and maintain the company's position in the market worldwide. For instance, in April 2024, Jaquar Group innovated and launched a hybrid touch thermostatic mixer shower—Jaquar Qloud. This new product offers precise water temperature regulation, water flow, and shower mode selection integrated with analog and digital control systems. In addition, in February 2022, Gainsborough Showers launched a new range of mixer showers, including three premium models integrated with thermostatic temperature control Cool Touch technology for safety in showering applications. Thus, the launch of hybrid touch and premium thermostatic mixers is expected to create lucrative opportunities for the key companies operating in the thermostatic mixer market from 2023 to 2031.

## Middle East & Africa Thermostatic Mixers Market Country Insights

Based on country, the Middle East & Africa thermostatic mixers market comprises South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The UAE held the largest share in 2023.

The UAE is the most advanced country in the MEA in terms of economy, urbanization, and foreign direct investment. The proliferating construction industry drives the demand for thermostatic mixers for residential and commercial applications. The demand for temperature control bathroom appliances in the UAE is higher than in several other developing countries worldwide as most of the commercial infrastructure in the country is technologically advanced. In addition, the government of UAE attracts significant foreign direct investment every year and invests a significant percentage of it in urban development. For example, in July 2022, the Crown Prince of Ajman announced US\$ 27.8 million in investments for urban infrastructure projects. The bathroom appliances industry is well-established in the UAE, driven by a nationwide focus on sustainability and environmental responsibility through water and energy conservation. Government agencies responsible for the country's construction industry are becoming increasingly strict in introducing environmentally friendly regulations for all types of structures, with smart home products aimed at improving the environmental impact through water conservation. Moreover, in 2023, the UAE unveiled one of the major projects: Burj Binghatti, the tallest residential tower in the world. Such investments are in line with the government's goals to modernize its economy, with a particular focus on the architecture and construction industries. Therefore, increasing investments in infrastructure projects are expected to provide ample opportunities for the growth of the thermostatic mixer market in the UAE in the coming years.

## Middle East & Africa Thermostatic Mixers Market Company Profiles

Some of the key players operating in the market include Geberit AG; Hansgrohe SE; Jaquar Group; Kohler Co; Lixil Corp; Roca Group; and TOTO Ltd. among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

## Middle East & Africa Thermostatic Mixers Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

**Secondary Research** The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

**Primary Research** The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers  
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa thermostatic mixers market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry

trends in Middle East & Africa thermostatic mixers market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the thermostatic mixers market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

## Companies

Geberit AG

Hansgrohe SE

Jaquar Group

Kohler Co

Lixil Corp

Roca Group

TOTO Ltd.

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