

# **North America 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 North America smart toilet market is expected to grow from US\$ 1,790.86 million in 2022 to US\$ 3,457.64 million by 2028. It is estimated to grow at a CAGR of 11.6% from 2022 to 2028.

### **Rising Adoption of Smart Technologies for Residential Applications Drives North America Smart Toilet Market**

Smart home concept is receiving high momentum across the region. Most of the smart homes are installing various smart devices such as smart speakers, lights, TVs, doorbells, and smart toilets. Also, due to rising disposable income, increasing urbanization, and growing awareness regarding personal hygiene and safety, the adoption of smart homes is growing. The high inclination toward smart homes is propelling the demand for bathroom management solutions and products. Procurement of IoT-enabled devices for residential purposes is increasing at a high rate. Smart toilets, also known as shower toilets, depict key features such as seat/water/dry, cooling and heating system, self-cleaning, and sterilization with remote control accessibility. Thus, these toilets are obtaining popularity in residential applications across the region. Below mentioned are a few stats on smart toilets: In August 2022, Kohler's 'intelligent toilet designs' is developed with integrate sleek design and high-tech features. The

company unveiled Numi 2.0, Eir, Innate and Veil intelligent toilets equipped with technological features like, heated seats and built-in nightlights. Such massive demand for smart toilet coupled with the presence of smart toilet providers are driving the growth of the North America smart toilet market .

## North America Smart Toilet Market Overview

The North America smart toilet market is segmented into the US, Canada, and Mexico. Both, residential and non-residential sectors in North America are pioneers in the adoption of advanced technologies. High disposable income is a major factor that favours the adoption of smart home technologies in North American countries. With the flourishing smart home technologies, demand for smart toilets is also on rise in the region.

The water crisis has surged significantly across countries such as the US, Canada, and Mexico in the last couple of years. As of October 2022, cities such as Coalinga and California are likely to face serious water shortages by December 2022. According to the estimates of Coalinga City council members, the city is expected to buy water worth ~US\$ 1.3 million from private vendors. As a result, there is an urge of adopting water sustainable solutions across both residential and non-residential sectors to address water shortage issues and save excess costs. The US Federal Government authorities have introduced water per flush limits to reduce water usage in washrooms. For example, the Federal Government has a limit of 1.6 gallons of water per flush. The United States Environmental Protection Agency has set a limit of 1.28 gallons of water under its Water Sense program.

These factors encourage companies in the North America smart toilet market to innovate their products by considering these guidelines. For instance, Kohler Co. launched 15 new WaterSense-labeled toilets over the last five years.

A few of the North America smart toilet market players operating in North America are OVE Decors ULC, Dyconn Faucet, Kohler Co., Fullest LLC, and VOVO USA. Organic and inorganic growth strategies adopted by these players are significantly contributing to the growth of the North America smart toilet market. A few of such developments are mentioned below: Casana, in January 2022, raised US\$ 30 million in funding for the FDA approval of its smart toilet seats that are designed to record & monitor heart rate and blood pressure through electronic sensors embedded into the cushion. Kohler Co., in August 2022 launched Numi 2.0, Eir, Innate, and Veil intelligent toilets, which include advanced technological features—from heated seats to built-in nightlights.

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

### North America Smart Toilet Market Segmentation

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

Based on product type, the North America 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 North America 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 user, the North America smart toilet market is segmented into residential and commercial. The commercial segment held the larger market share in 2022.

Based on country, the North America smart toilet market is segmented into the US, Canada, and Mexico. The US dominated the market share in 2022.

Dyconn Faucet; Fullest LLC; Kohler Co; Lixil Corp; OVE Decors ULC; Roca Sanitario SA; and Wellis Magyarorszag Zrt are the leading companies operating in the North America 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. NORTH AMERICA SMART TOILET MARKET LANDSCAPE**

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

### **5. NORTH AMERICA 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. NORTH AMERICA SMART TOILET MARKET – MARKET ANALYSIS**

6.1 North America Smart Toilet Market Overview

6.2 North America Smart Toilet Market Revenue Forecast and Analysis

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

7.1 Overview

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

7.3 Wall Hung Toilet

7.3.1 Overview

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

7.4 Closed-Coupled

7.4.1 Overview

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

7.7 Others

7.7.1 Overview

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

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

8.1 Overview

8.2 North America 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: North America 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: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

## **9. NORTH AMERICA SMART TOILET MARKET ANALYSIS – BY END USER**

9.1 Overview

9.2 North America Smart Toilet Market, by End User (2021 & 2028)

9.3 Residential

9.3.1 Overview

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

9.4 Commercial

9.4.1 Overview

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

## **10. NORTH AMERICA SMART TOILET MARKET – COUNTRY ANALYSIS**

10.1 Overview

10.1.1 North America Smart Toilet Market, by Key Country

10.1.1.1 US: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 US: North America Smart Toilet Market, by Product Type

10.1.1.1.2 US: North America Smart Toilet Market, by Connectivity Type

10.1.1.1.3 US: North America Smart Toilet Market, by End User

10.1.1.2 Canada: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Canada: North America Smart Toilet Market, by Product Type

10.1.1.2.2 Canada: North America Smart Toilet Market, by Connectivity Type

10.1.1.2.3 Canada: North America Smart Toilet Market, by End User

10.1.1.3 Mexico: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.3.1 Mexico: North America Smart Toilet Market, by Product Type

10.1.1.3.2 Mexico: North America Smart Toilet Market, by Connectivity Type

10.1.1.3.3 Mexico: North America 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 OVE Decors ULC
  - 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 Dyconn Faucet
  - 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 Kohler Co
  - 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 Roca Sanitario SA
  - 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
- 12.5 Fullest LLC
  - 12.5.1 Key Facts
  - 12.5.2 Business Description

- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 Wellis Magyarorszag Zrt
- 12.6.1 Key Facts
- 12.6.2 Business Description
- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 Lixil Corp
- 12.7.1 Key Facts
- 12.7.2 Business Description
- 12.7.3 Products and Services
- 12.7.4 Financial Overview
- 12.7.5 SWOT Analysis
- 12.7.6 Key Developments

## **13. APPENDIX**

- 13.1 About The Insight Partners
- 13.2 Word Index



## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

Table 11. List of Abbreviation

## List Of Figures

### LIST OF FIGURES

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

Million)

Figure 23. North America Smart Toilet Market Revenue Share, by Key Country (2021 & 2028)

Figure 24. US: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Canada: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Mexico: North America Smart Toilet Market – Revenue and Forecast to 2028 (US\$ Million)

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