

# **South & Central 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 South & Central America smart toilet market is expected to grow from US\$ 240.57 million in 2022 to US\$ 408.80 million by 2028. It is estimated to grow at a CAGR of 9.2% from 2022 to 2028.

Rising Adoption in Developing Nations is Driving the South & Central America Smart Toilet Market

The world is facing huge water scarcity; therefore, government is making mandates for saving water. In the residential & commercial sector, toilets use heavy amount of water compared to any appliance/fixture in mentioned sectors. The early water-saving toilets, especially dual-flush toilets, didn't make a good impression on homeowners. As per the American Water Works Association, toilet flushing is amongst a major indoor application of water in single-family homes, and they account nearly 24% of all household water use. As per the Environmental Protection Agency (EPA), all toilets hold 30% of all water usage in American homes, with traditional toilets utilizing six gallons per flush (GPF). Therefore, many federal regulations are making mandates to fulfil the minimum standard of 1.6GPF to save gallons of water through flushing. Such products by the companies for saving water in toilets drive the South & Central America smart toilet market growth. Therefore, with amendments in water-saving regulations, the companies

are making smart toilets and flush technology based on that, which is also a prominent factor contributing to the South & Central America smart toilet market growth.

## South & Central America Smart Toilet Market Overview

The South & Central America (SAM) smart toilet market is segmented into Brazil, Argentina, and the Rest of the South & Central America. The demand for smart homes across this region is one of the major factors supporting the growth of smart toilet market across the South & Central American countries. Moreover, the need for smart water saving solutions across the lavatory and sanitary industry is another major factor catalysing the growth of smart toilet solutions across the region. Further, the stringent government regulations across South & Central American countries regarding the water volume for flushing is also defined by the regulators, to which the manufacturers must adhere and finalize their market products for sale. For instance, as of April 2022, the flush water volume regulations in Brazil stood for around 6.0L or less. This shows limitations in the usage of flush water volume and is one of the major factors generating new demand for monitoring the usage of flush water in the sanitary and lavatory industry across the region. As a result, the deployment of smart toilet systems has witnessed a growth in installation across the South & Central American countries. Further, another major factor expected to drive the demand for smart toilet systems across South & Central America region is the water crisis across many parts of the region. For instance, as of Dec 2022, there are still more than 1.2 million people across the region that do not have access to safe water and 20 million people without access to safe sanitization. Such factor is also likely to generate new market opportunities for market vendors during the forecast period across the South & Central America region.

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

### South & Central America Smart Toilet Market Segmentation

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

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

Based on country, the South & Central America smart toilet market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the market share in 2022.

Kohler Co; Lixil Corp; Roca Sanitario SA; and Wellis Magyarorszag Zrt are the leading companies operating in the South & Central America smart toilet

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