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# Bidets Market Research Report - Global Forecast till 2027

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## Description:

### Bidets Market Overview:

The bidets market is estimated to create a market value of USD 2.91 Billion by the end of 2026. However, the global market is anticipated to grow at a CAGR of 5.30% during the forecast period of 2020 to 2026. A bidet is a bathroom fixture, usually used to clean human excreta after using the toilet. Earlier, France launched a classic bidet that resembles a bathtub fixture with taps at one side and situated near the toilet. However, the modern version of bidets has raised with the continuous research and development and technological advancement by different market players. This modern bidet is designed to be installed over toilet seats, either separate seats with water spraying nozzles or handheld water sprayers.

The ceramic bidets type is widely used in South American and European households due to the product's low cost and elegant finish. Moreover, the ceramic bidets segment is estimated to drive the sale globally in the assessment timeframe due to the significant features like functionality to adjust the water temperature and hot water.

In recent years, the market has accounted for high growth. The demand for bidets among consumers has increased due to the high importance of proper cleansing of soiled areas and bathroom hygiene. In 2019, the sales of bidets had highly surged across the world due to the convenient use of the product for children and consumers who are suffering from disabilities and obesity. In general, bidets are available as both electronic and manual. Constant traction has been witnessed among the consumers as bidets offer various attractive features and provide a safe alternative over the toilet papers usages. Additionally, the demand for bidets has increased globally because of the lack of bathroom hygiene, leading to common diseases in private areas.

### Covid-19 Impact Analysis

The Covid-19 pandemic has directly affected various products sales and distributions in many industries. During this pandemic, many countries have sealed their borders under lockdown and shutdown and imposed social distancing norms to curb the virus spread. Moreover, the Covid-19 pandemic has disrupted the raw materials supplies. As a result, product shortages and reduced production capacity has been raised. Thus, it has been predicted to rise the bidets price for a certain period.

However, the market players of the Bidets Market have adopted many new strategies to enhance the market growth in the forecast period. For instance, it has shown moderate growth in the current period.

### Market Dynamics

#### • Market Key Drivers

The global Bidets Market trends are expanding because of the growing importance of personal hygiene among consumers globally. Moreover, the launch of innovative products and convenient usage of the bidets is booting up the Bidets Market Growth during the forecast period. Additionally, the increasing growth of the organized retail sector in various developing countries is driving the market's growth.

Recently, the Japanese government has announced that more than 76% of Japanese homes have installed electronic bidets (e-bidets). Also, approximately 60% of Korean homes have installed the product. The increasing installation in the Asia Pacific region generates a higher market Value during the forecast period.

#### • Market Opportunities

The Bidets Market Trends projected to have more opportunities for the market players during the forecast part due to the reduced toilet papers, reduced pollution, and rising awareness of hygiene living.

Furthermore, the adoption of effective marketing strategies of the market players is bringing significant opportunities for the market.

- **Market Restraints**

According to the Bidets Market Outlook report, the high cost of the product and raw material might hamper the global market growth during the forecast period.

Another factor that can hinder the market is limited awareness of bidets among consumers.

- **Market Challenges**

The present Bidets Market Value might change and face major challenges due to the stringent regulations by the government and changing preference of the consumers over the brand.

Moreover, the unprecedented covid-19 pandemic has disrupted the supply chain and production, bringing more challenges to the market.

### **Cumulative Growth Analysis**

As per the Bidets Market Outlook report, the global market has huge growth potential, but the unprecedented challenges slow down the market growth.

For instance, the contributions of different regional market leaders are strengthening the global Bidets Market Size to grow in the upcoming years.

### **Market Segmentation**

- **By Category:**

The global Bidets market has been classified into manual and electronic in terms of category segment.

In 2019, the electronic segment was accounted to generate more sales due to the advancements in the electronic industry that resulted in the power-saving device's launch. For instance, this segment is anticipated to acquire a higher growth rate in the review period due to introducing consumer-friendly innovative and new features.

- **By Type:**

Based on the type of segment, the worldwide market has been categorized into Over the Rim Bidets, Portable Bidets, Toilet Seat Bidets, Handheld Bidets, Ceramic Bidets, and others.

In 2019, the ceramic bidets segment was predicted to account for the largest Bidets Market Share, and it is estimated to expand at a moderate pace in the review period.

- **By Distribution Channel:**

The worldwide market has been segregated into non-store-based and store-based, depending on the distribution channel segment.

Of these two, the store-based retailers are holding the dominant position to sell most of the bidets during the forecast period. Further, this segment is sub-divided into supermarkets & hypermarkets, and others. In 2019, the supermarkets & hypermarkets segment was projected to lead.

- **By End-Use:**

The current Bidets Market has been classified into commercial and residential based on the end-user segment.

In 2019, the residential segment was accounted to register the larger Bidets Market Share and is estimated to expand the market growth at a moderate rate in the assessment period. In the countries like the Asia Pacific and Europe, the demand for bidets is high. Thus, the residential segment is estimated to grow in the forecast timeframe due to the number of households.

### **Regional Analysis**

Based on the geographical segment, the global Bidets Market has been segmented into various locations such as North America, Asia Pacific, Europe, and the rest of the world.

In 2019, the Bidets Market of Europe was anticipated to dominate the global market due to the popular use of bidets in the bathroom of various European hotels and households. Moreover, the demand for the European market is expanding during the assessment period due to the increasing precautions for bacterial growth and allergies in human genital areas and the increasing importance of personal hygiene.

According to the Bidets Market Analysis, Asia-Pacific regional market is a new revenue pocket. This region brings huge opportunities for the existing market player as the population in China, Southeast

Asia, and Indian countries has increased income sources. Additionally, the growing awareness among consumers about product benefits and personal hygiene is boosting up the regional market growth.

### **Competitive Landscape Analysis**

As per the Bidets Market Analysis, the worldwide market has huge competition across various regions. The potential market leaders are giving huge efforts to enhance the market growth. These market leaders are:

- Bio Bidet (US)
- Alpha Bidet (US)
- Brondell Inc. (US)
- Toto Ltd. (Japan)
- 2GoProducts, LLC. (US)
- Kohler Co. (US)
- Amigo (US)
- Tushy Inc. (US)
- Big John Products, Inc. (US)
- Genie Bidet (US).

These market leaders use different strategies and tactics to propel the Bidets Market Growth in the research period. Additionally, these market leaders are investing huge amounts in the research and development of bidet products.

### **Recent Developments**

Recently, a leading producer of ceramic sanitary ware called TOTO Ltd. has launched high-end washlet bidet toilets for the consumers. This advanced product aims to help the organization capture an additional market share and attract more customers under the NEOREST NX brand.

### **Report Overview**

As per the Bidets Market Forecast report, the report is consisting of different market dynamics such as market drivers, opportunities, restraints, challenges, and cumulative growth. Moreover, the report explains the recent developments and competition across the world to measure the performance of the global Bidets Market.

Furthermore, the Bidets Market Size is growing with the collective efforts of the market players. These players are applying promotional strategies to enhance the market size in the coming years.

### **Segmental Table:**

#### **By Type**

- Over the Rim Bidets
- Portable Bidets
- Toilet Seat Bidets
- Handheld Bidets
- Ceramic Bidets
- Others

#### **By Category**

- Manual
- Electronic

#### **By Distribution channel**

- Non-store-based
- Store-based

#### **By end-user**

- Commercial
- Residential

## Infographic Summary:

# Global Bidets Market

Global Bidets Market size is projected to reach approximately USD 2.51 Billion by 2026, at a CAGR of 5.39% from 2020 to 2026

## BY TYPE

- Ceramic Bidets:
- Over the Rim Bidets
- Toilet Seat Bidets
- Handheld Bidets
- Portable Bidets
- Others

## BY CATEGORY

- Electronic
- Manual

## BY END-USE

- Residential
- Commercial

## BY REGION

- North America
- Europe
- Asia-Pacific
- Rest of the World

## Global Bidets Market Share, By Region, 2018



## DRIVERS:

- Convenient usage
- Launch of innovative products
- Effective marketing strategies
- Growth of the organized retail sector in developing countries
- Increasing importance of personal hygiene



## RESTRAINT:

- High prices



## KEY PLAYERS:

- Alpha Bidet (US)
- Bio Bidet (US)
- Toto Ltd. (Japan)
- Brondell Inc. (US)
- Kohler Co. (US)
- 2GoProducts, LLC. (US)
- Tushy Inc. (US)
- Omigo (US)
- Genie Bidet (US)
- Big John Products, Inc. (US)



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