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Smart Bathroom Market Research Report—Global Forecast till 2032

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Description:

Global Smart Bathroom Market Overview:

Smart Bathroom Market Size was valued at USD 5.3 Billion in 2022. The Smart Bathroom market industry is projected to grow from USD 5.96 Billion in 2023 to USD 15.37 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 12.56% during the forecast period (2023-2032). Home automation is receiving more attention, as are water conservation awareness, energy efficiency demands, increased flexibility and adaptability, and rising affordability and accessibility, are the key market drivers enhancing the market growth.

Global Smart Bathroom Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Smart Bathroom Market Trends

- **The use of IoT devices is growing is driving the market growth**

The growing acceptance of Internet of Things (IoT) technology and the desire for connected and intelligent home solutions have fueled the smart bathroom market's rapid expansion and innovation in recent years. A bathroom that has several smart systems and devices installed offers improved functionality, convenience, energy efficiency, and personalisation. This type of bathroom is referred to as a smart bathroom. The growing emphasis on home automation is one of the major factors driving the market for smart bathrooms. Consumers are looking for connected solutions for their homes, and the bathroom is no exception, with the growth of IoT and the desire for seamless device integration. With the help of smart bathrooms, you can conveniently operate a variety of bathroom amenities from a distance, like changing the water's temperature, the lighting, and even turning on particular features with voice commands. Another factor boosting the market's expansion is the rising awareness of water conservation. Governments and citizens alike have prioritised water-saving measures as a result of water scarcity and environmental concerns. Smart bathroom solutions integrate technology like automatic faucets, intelligent toilets, and smart showers that monitor and control water usage, encouraging environmentally friendly habits and minimising water waste. The market for smart bathrooms is also significantly influenced by energy efficiency. Smart bathroom items now include energy-efficient features due to the increased focus on lowering energy consumption and electricity bills. These consist of LED illumination, motion sensors that only turn on lights when they are actually needed, and programmable settings that let users tailor energy usage to their tastes. Another motivating reason is the personalization and customization opportunities provided by smart bathrooms. Users of these systems can change parameters like lighting, temperature, and water pressure in accordance with their personal tastes. For a more individualised and opulent bathroom experience, some cutting-edge smart bathrooms even include amenities like built-in music systems, ambient lighting, and smart mirrors with built-in displays.

The development of the market for smart bathrooms is also significantly influenced by safety and security aspects. In order to protect users, smart bathroom devices incorporate safety features including anti-scald protection, automated water temperature regulation, and voice-activated controls. The incorporation of security systems also improves overall security by enabling users to monitor their toilet remotely and receive alerts. The market for smart bathrooms has expanded as a result of technological developments and increased connection. The sophistication and usability of smart bathroom devices have increased with advancements in sensors, artificial intelligence, and speech recognition technologies. Additionally, the improved compatibility of various systems and devices enables seamless control and management of the bathroom appliances. Smart bathroom items are now more widely available and more reasonably priced, which has increased their appeal to more consumers. The market is expanding even faster as a result of the expanded availability from different manufacturers brought on by the falling costs of technology and the rising market demand. Thus, driving the Smart Bathroom market revenue.

Smart Bathroom Market Segment Insights:

Smart Bathroom Product Type Insights

The Smart Bathroom Market segmentation, based on product type includes Hi-Tech Toilets, Soaking Tubs, Digital Faucets, and Others. The hi-tech toilets segment dominated the market, accounting for 37.5% of market revenue. Modern toilets have high-tech features and automated flushing, heated seats, built-in bidets, self-cleaning capabilities, hair dryers, and even detectors for health monitoring..

Smart Bathroom Connectivity Insights

The Smart Bathroom Market segmentation, based on connectivity, includes Bluetooth, Wi-Fi, and 3G. The Wi-Fi category generated the most income (56.4%). Different smart gadgets can connect to the internet and interact with cloud services or other smart home systems because of Wi-Fi connectivity.

Smart Bathroom End User Insights

The Smart Bathroom Market segmentation, based on end user includes Commercial and Residential. The commercial segment dominated the market, accounting for 61.2% of market revenue. Commercial bathrooms may have automated faucets, touchless flushing systems, occupancy sensors to control lighting and ventilation, smart mirrors, and data analytics for resource and maintenance management.

Figure 1: Smart Bathroom Market, by End User, 2022 & 2032 (USD Billion)

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Smart Bathroom Regional Insights

By region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. The North America Smart Bathroom Market dominated this market in 2022 (45.80%). the existence of major industry participants, expanding consumer awareness of smart home technology, and rising demand for energy-efficient solutions dominate the region. Further, the U.S. Smart Bathroom market held the largest market share, and the Canada Armor Materials market was the fastest growing market in the North America region.

Further, the major countries studied in the market report are The U.S., Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: Smart Bathroom Market SHARE BY REGION 2022 (USD Billion)

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe Smart Bathroom market accounts for the second-largest market share. Increased customer desire in luxury and comfort, environmental laws, and a growing emphasis on energy saving are some of the reasons contributing to the market expansion. Further, the German Smart Bathroom market held the largest market share, and the UK Smart Bathroom market was the fastest growing market in the European region

The Asia-Pacific Smart Bathroom Market is expected to grow at the fastest CAGR from 2023 to 2032. The market expansion is also linked to rising energy conservation awareness, improvements in smart home technologies, and the adoption of contemporary lifestyles. Moreover, China's Smart Bathroom market held the largest market share, and the Indian Smart Bathroom market was the fastest growing market in the Asia-Pacific region.

Smart Bathroom Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development in order to expand their product lines, which will help the Smart Bathroom market, grow even more. Market participants are also undertaking a variety of strategic activities to expand their global footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, Smart Bathroom industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics used by manufacturers in the global Smart Bathroom industry to benefit clients and increase the market sector. In recent years, the Smart Bathroom industry has offered some of the most significant advantages to medicine. Major players in the Smart Bathroom market, including Lixil Group (Japan), Kohler Co. (US), Toto Ltd. (Japan), Masco Corporation (US), Roca Sanitario SA (Spain), Duravit AG (Germany), Fortune Brands (US), Bradley Corporation (US), Cera Sanitaryware Ltd (India), Jacuzzi Inc. (US), Sloan (US), and others, are attempting to increase market demand by investing in research and development operations.

Lixil Group, based in Japan, is a leading company in the smart bathroom market. The business provides a comprehensive range of cutting-edge smart bathroom solutions, utilising cutting-edge technologies to improve usability, sustainability, and convenience. The smart bathroom products offered by Lixil Group include high-tech toilets, digital faucets, shower systems, and smart bathroom fixtures. Lixil Group has won praise for its dedication to developing intelligent and sustainable living spaces because of its strong emphasis on user-centric design and cutting-edge technologies. The company's smart bathroom solutions incorporate elements like touchless operation, automated flushing, bidet functionality, water-saving capabilities, and connectivity choices like Bluetooth and Wi-Fi. The smart bathroom products from Lixil Group

serve both the residential and commercial markets, offering specialised solutions for diverse client requirements. Lixil Group is a major participant in the market for smart bathrooms thanks to its experience creating technologically sophisticated bathroom solutions, significant market presence, and solid brand recognition.

Masco Corporation, based in the United States, is a prominent company operating in the smart bathroom market. The business provides a broad selection of smart bathroom goods and solutions that integrate technology, design, and utility. Masco Corporation offers a variety of smart bathroom solutions, including smart toilets, digital faucets, shower systems, and intelligent bathroom fixtures, with an emphasis on creating new and connected bathroom experiences. Features like touchless operation, water-saving systems, temperature and flow control, and connectivity choices like Bluetooth and Wi-Fi are all included in these items. The smart bathroom options offered by Masco Corporation, which seek to improve water efficiency, energy conservation, and general environmental responsibility, demonstrate the company's dedication to sustainability. The business has built a solid name in the market for smart bathrooms thanks to its commitment to quality, craftsmanship, and user-friendly designs. Masco Corporation, a market leader, serves both residential and commercial customers, providing specialised solutions to satisfy their various needs. With its broad brand portfolio, which includes household names like Hansgrohe, Liberty Hardware, and Delta Faucet, Masco Corporation has a large position in the smart bathroom industry both domestically and abroad.

Key Companies in the Smart Bathroom market include

- Lixil Group (Japan)
- Kohler Co. (US)
- Toto Ltd. (Japan)
- Masco Corporation (US)
- Roca Sanitario SA (Spain)
- Duravit AG (Germany)
- Fortune Brands (US)
- Bradley Corporation (US)
- Cera Sanitaryware Ltd (India)
- Jacuzzi Inc. (US)
- Sloan (US)

Smart Bathroom Industry Developments

May 2020: In order to broaden its selection of bathroom tap taps, Masco Corporation, a global leader in the production of home renovation and building products, purchased Israel-based startup SmarTap Ltd. The bathroom goods division of Masco will grow as a result of this product portfolio expansion.

Smart Bathroom Market Segmentation:

Smart Bathroom Product Type Outlook

- Hi-Tech Toilets
- Soaking Tubs

- Digital Faucets
- Others

Smart Bathroom Connectivity Outlook

- Bluetooth
- Wi-Fi
- 3G

Smart Bathroom End User Outlook

- Commercial
- Residential

Smart Bathroom Regional Outlook

- North America
    - U.S.
    - Canada
- Europe
    - Germany
    - France
    - UK
    - Italy
    - Spain
    - Rest of Europe
- Asia-Pacific

- China
- Japan
- India
- Australia
- South Korea
- Australia
- Rest of Asia-Pacific

- Rest of the World
  - Middle East
  - Africa
  - Latin America

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