

# Australia Bathroom Products Market to Expand At a CAGR of 6.3% will Reach US\$ 4,536.2 Million by the End of 2030

*The standard segment held the highest market share, accounting for 61.2% of the Australia bathroom products market in 2020.*

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According to a new report published by Allied Market Research, titled,

["Australia Bathroom Products Market](#)

by Price Point, by Application, by  
Distribution Channel, by Type:

Opportunity Analysis and Industry

Forecast, 2021-2030." The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. The market is expected to reach \$4,536.2 Million by 2030, growing at a CAGR of 6.3% (2021-2030).

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*Roshan Deshmukh*

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Bathroom products market has shown significant growth in last few years as it is majorly used by the construction industry for providing proper sanitation facilities to people

in residential homes. Key players keep launching new and innovative products that help to enhance the beauty of bathrooms. Rise in use of bathroom products accessories by the construction industry and innovation in bathroom products at short intervals is a major factor that boosts the Australia bathroom products market growth and is expected to rise during the forecast period.



Moreover, increase in household units, rise in urbanization, and development of smart/electronic bathroom products are the major factors driving the bathroom products market growth. Moreover, consumer preference has shifted toward smart home technologies including smart faucets and electronic appliances, which is further expected to boost the market growth.

According to the Australia bathroom products market analysis, the Australia bathroom products market is segmented based on price point, application, distribution channel, and type. On the basis of price point, the market is categorized into standard, premium, and luxury. According to application, the Australia bathroom products market is fragmented into commercial and residential. Based on the distribution channel, the market is bifurcated into B2B, and B2C. The type of bathroom products considered in the report are toiletries, soap dispensers, faucets & showers, basin & bathtubs, and others.

Based on type, the faucets & showers segment held the major Australia bathroom products market share in 2020 and is likely to remain dominant throughout the Australia bathroom products market forecast period. The rise of nuclear families has resulted in fewer extended family living arrangements and gradual increase in household units. The demand for faucets & showers is expected to witness substantial rise with the advent of new residential and commercial establishments.

Residential application segment held a major share in the market owing to widespread usage of bathroom products in homes. Commercial segment is expected to witness a major growth rate, owing to rise in tourism and hospitality sector.

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Based on the price point, the standard segment held the major Australia bathroom products market share in 2020. The people with limited income or the middle class are the major consumers of this segment. The average prices considered for this segment for bathroom faucets range from \$60-\$75, \$170-\$210 for showers, \$80-\$100 for soap dispenser, and \$170-\$190 for the basin & bathtubs. The number of consumers is increasing on a regular basis across Australia, thereby escalating the demand for this range of product.

The prominent Australia bathroom products industry players include Decina Bathroomware, Felton Industries Ltd, Gessi SPA, GWA Group Limited, Kohler Co., Masco Corporation, Robertson Bathware, Sussex Taps, The Procter And Gamble Company, and Tribata.

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eco-friendly bathroom products in Australia. Consumers are increasingly conscious of the environmental impact of their choices, leading to a preference for products made from recycled materials, water-saving fixtures, and energy-efficient appliances.

**Smart Technology Integration:** Smart technology integration is becoming more prevalent in bathroom products. Smart toilets, faucets, showers, and mirrors equipped with features like motion sensors, temperature control, and voice activation are gaining popularity among Australian consumers who seek convenience and efficiency in their daily routines.

**Luxury and Wellness-Oriented Products:** Australian consumers are willing to invest in luxury and wellness-oriented bathroom products to enhance their overall bathing experience. This includes features such as spa-like showers, hydrotherapy tubs, heated floors, and high-end fixtures that contribute to relaxation and comfort.

**Customizable and Personalized Products:** There's a growing demand for customizable and personalized bathroom products to suit individual preferences and design aesthetics. Customizable vanities, sinks, showers, and tiles allow consumers to create unique and stylish bathroom spaces tailored to their specific needs and tastes.

**Online Retail and E-commerce:** The rise of online retail and e-commerce platforms has significantly impacted the bathroom products market in Australia. Consumers increasingly prefer the convenience of shopping online for a wide range of products, including bathroom fixtures, fittings, and accessories. Online platforms offer greater accessibility, competitive pricing, and the ability to compare products, driving the growth of online sales in the industry.

**COVID-19 Impact:** The COVID-19 pandemic has heightened awareness of health and hygiene practices, leading to increased demand for products that promote cleanliness and sanitation in the bathroom. Anti-microbial surfaces, touchless fixtures, and easy-to-clean materials are gaining traction as consumers prioritize hygiene and infection control.

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**Key Features of the Report:**

- The study provides an in-depth analysis of the Australia bathroom products market trends, with current and future trends to explain the imminent investment pockets in the market.
- Current and future trends are outlined in the report to determine the overall market attractiveness and single out profitable trends to gain a stronger foothold in the market.
- The report provides information regarding drivers, restraints, and opportunities with impact analysis.
- A quantitative analysis of the current market and estimation for the same from 2020 to 2030 is provided to showcase the financial competency of the Australia bathroom products industry.

□ Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

- Competitive intelligence highlights the business practices followed by the leading market players across Australia.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Classify potential new clients or partners in the target demographic.
- Develop tactical initiatives by understanding the focus areas of leading companies.
- Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
- Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
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- Suitable for supporting your internal and external presentations with reliable high-quality data and analysis.
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