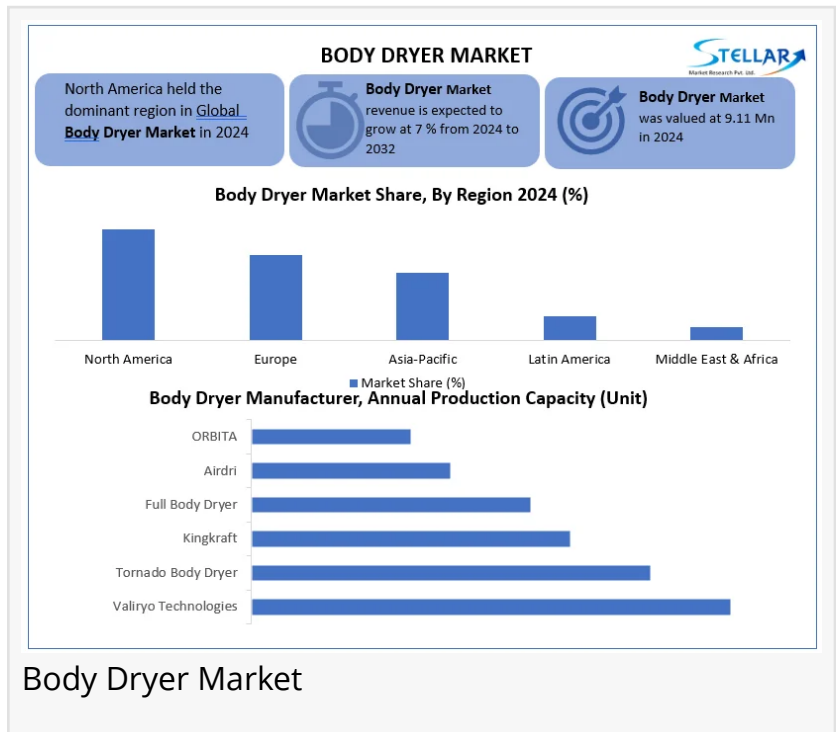


Body Dryer Market Size To Reach USD 9.11 Billion by 2032, Growing at a CAGR of 7% To Forecast 2025-2032

Body Dryer market was valued at USD 4.02 billion in 2024 and is projected to grow at a CAGR of 7% from 2025 to 2032

ATLANTA, GA, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- The Global [Body Dryer Market](#) was valued at USD 4.02 billion in 2024 and is projected to reach USD 9.11 billion by 2032, growing at a CAGR of 7% over the forecast period. This growth trajectory underscores rising global awareness of hygiene, growing demand for touch-free solutions in both personal and institutional care environments, and technological advances in personal drying devices.



Touchless hygiene represents the next frontier in personal care, offering a cleaner, safer, and more convenient alternative to towels. Body dryers eliminate physical contact, reduce bacteria spread, and enhance comfort, making them essential in modern, health-conscious living environments.

“

Experience luxury and hygiene with innovative body dryers – the future of personal care is here.”

Navneet Kaur

Body Dryer Market Overview

Body dryers are advanced machines with the purpose of drying the human body quickly, hygienically, and without the use of towels. Body dryers can include many technological features including sensors, temperature

control, and energy efficiency upon use. Body dryers are becoming more and more used in homes, five-star hotels, wellness centres, fitness facilities, and health care facilities.

This transition from drying the body with textile to drying with touchless and hygienic drying options correlates with broader knowledge in the area of wellness, automation, and sustainability. Today's consumers, particularly in urban environments are seeking products that provide hygiene and sustainability benefits. Body dryers are environmentally sustainable because they use less water and energy, they reduce the spread of bacteria, and they do not require constant laundering.

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Key Market Dynamics

Rising Demand for Hygienic, Contactless Drying

In a world influenced by personal hygiene and cross-contamination in a post-COVID-19 landscape, touchless appliances are now a common presence and fixture in public facilities and at home. Their hands-free, antimicrobial, environmentally friendly features make body dryers a good and acceptable alternative for towels--removing the potential risks with one-use potentially contaminated towels.

Aging Population and Healthcare Integration

The geriatric world population, predicted to reach 830 million in 2024, is expected to double by 2054. The body dryer is especially useful for the senior citizen age group as well as anyone with mobility issues. Body dryers can provide extra accessibility without the need of towels, which completely reduces the risk of slips and falls from towel usage, and reduces the risk of untreated irritation from towel use. In instances where safety and convenience is important, the body dryer is an alternative option worth considering for many healthcare/rehabilitation settings.

Booming Hospitality and Wellness Sector

With the expansion of wellness tourism and premium hospitality services, luxury hotels, spas, and resorts have started to invest in smart bathroom solutions. Body dryers improve guest experience, with nice benefits and sanitization, as well as huge reductions in operating expenses with reduced laundering of towels. As the marketplace for spa retreats, boutique hotels, and wellness resorts continues to grow globally, it's crucial to identify new hygiene-focused technologies.

Strategic Partnerships and Innovations Shaping the Market

Major manufacturers are establishing partnerships with health care providers, hospitality companies, and e-commerce companies to facilitate distribution, tailor products, and enhance user experience. For example, Valiryo Technologies partnered with FAAMA to deliver dryer

technology for use in medical environments. Ex-Tan worked with tanning service providers to incorporate drying into their sunless tanning experience. Miracle Healthcare Inc. received a USD 10,000 injection to launch its Arbo Air Body Dryer in Chicago with the aim of targeting hospitals and assisted living facilities. Emerging technologies like adaptive airflow, infrared sensors, and sustainable materials are supporting products and consumer trust..

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Body Dryer Market Segment Analysis

By Product Type

Wall-mounted body dryers represent the largest percentage of the body dryer market (65.7% Market Share in 2024) of anybody dryer type due to their space-efficient, aesthetically pleasing, and permanent installation characteristics ideal for contemporary bathrooms, luxury spas, and wellness-centric establishments. Wall-mounted body dryers don't consume any available floor space and due to their slimline, space-efficient design can be installed in any wall structure in the typical bathroom space delivering an aesthetically pleasing, minimalist, no-clutter look as compared to bulky portable hand dryers. At the current time, wall-mounted body dryers are being favored with CAAD photo, CAD video for basic context around the speed, reliability, and premium experience of the wall-mounted body dryer show promising stability for both the customer and service industry alike. Homeowners, interior designers and institutions set the wall-mounted body dryer as a permanent fixture to enhance their commitment to hygiene and comfort. As an example, in both high-end hospitality or residential markets, longevity expectations are likely shared with most purchases intending to be a long-term investment.

By Distribution Channel

Offline Sales - Still the Dominant Sector with a 70% Market Share in 2024

As of 2024, the offline sales channels- specialty stores, showrooms, and large retail banners- still command a dominant presence and are more than 70% of the overall body dryer market. There are still elements of consideration from the customer perspective where people want to physically inspect and evaluate build quality, and receive face-to-face advice when making high-ticket and wellness purchases. With products such as body dryers, where performance, size, and aesthetic fit are the top aspects to evaluate with the tactile experience and necessary real-time demos outweigh online sales; brick-and-mortar stores provide installation consultations and after-sales service options- all relevant aspects to ameliorate the consumer trust experience.

Regional Analysis

In 2024, North America held the largest share of the global body dryer market at 36.65% and is

expected to maintain its leadership role throughout the forecast period. The largest consumer awareness, highest hygiene standards, and overall willingness to invest in personal hygiene related specialist technologies are the reasons for North America taking a market leadership position. Particularly, having many premium wellness centers, high-end hotels, and smart home technologies presents a favorable opportunity for body dryer adoption. Additionally, robust distribution networks, and an array of international and domestic brands in the marketplace assisted with a broader availability of body dryers and customer service.

The U.S. is a major contributor either regionally and nationally. U.S. consumers are starting to shift to touchless and environmentally responsible appliances, partly due to disparate societal understanding of sustainability and smart living. There is also a heightened demand for automated personal hygiene solutions - in particular body dryers that are wall-mounted and sensor-based solutions - coming from the aftermath of the COVID-19 Pandemic.

Furthermore, technological advancements and educating consumers via strategic product placements in showrooms, spas, and wellness expos foster consumer interaction with body dryers and their technology and provide longevity for market interest. North America will most likely continue to be a trendsetter and early adapter (introduction) of portable wellness and hygiene appliance technologies worldwide.

Outlook and Opportunities

The global Body Dryer Market is experiencing steady growth, as the demand for touchless hygiene and well-being technology expands. Consumers are looking for safer, smarter and easier-to-use substitutes to traditional drying methods. The main push for Body Dryers stems from a pent-up demand for eco-responsible materials, energy efficiency, and systems geared to improve the experience for the elderly and mobility challenged. Body Dryers are increasingly becoming the purview of "smart dryers" that feature sensor actuation, and customizable settings for consumers whose health and wellness are a priority, preferable and even an expectation for the tech-savvy consumer. North America and Europe lead Body Dryer adoption because of the predominant existing premium wellness opportunity secured through advancing all-encompassing consumer wellness infrastructure. In contrast, Asia-Pacific and Latin America provide high-growth opportunities as incomes and hygiene awareness levels continue to increase. The Body Dryer is becoming a staple fixture in both home and commercial hygiene spaces.

Competitive Landscape

The body dryer market is somewhat fragmented with global and regional players innovating in product technological and hygienic performance while promoting energy efficiency.

Valiryo Technologies (Spain) is the leader overall with a 25% - 30% market share with its patented S-shaped dryers featuring 27 air diffusers.

Tornado Body Dryer, LLC (USA) has a combined share of 15% - 20% in its sauna type high efficiency body drying models, most widely used in North America.

Kingkraft (UK) holds around 10% - 15% of the market focused on older/disabled user-friendly products.

Full Body Dryer LLC (USA) in the marketplace has developed new models with sensors for dry time initiation, and accounts for 8% - 12% market share.

Airdri (UK) and ORBITA (China) are now competing to meet energy efficiency and budget friendly smart products changes, respectively.

New competitors Avant Innovations, Dolphy India, SUMSEI (South Korea) are gaining market share while capitalizing on regional strengths and continued product modification by targeting a niche customer.

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Recent Developments

February 2025 - Valiryo Technologies entered the healthcare sector with the launch of safety-first body dryers for elder care facilities focusing on fall risk, usability and hygiene with hands-free drying solutions.

March 2025 - Tornado Body Dryer launched a series of energy-efficient commercial body dryers with variable-speed airflow intended for gyms, spas and the well-being sector looking for customisable and responsible drying technology.

January 2025 - Kingkraft launched new modular body dryers that fit mobility aids to improve accessibility and independence for users that may have mobility challenges in assisted living and residential homes.

April 2025 - Dolphy India made international strides by securing exclusive contracts with luxury hotels across Southeast Asia, providing high quality body dryers consistent with high quality hospitality and intended guest experience.

May 2025 - Miracle Healthcare is launching in the U.S. market with its eco-friendly Arbo Air Dryer, a small footprint, crowd-funded unit for home and clinical users with intentions to promote hygiene, safety and sustainability.

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