

Global Rimless Toilet Market Poised for Strong Growth Through 2034

Rimless Toilet market to grow from \$1.2B in 2024 to \$2.4B by 2034, driven by hygiene, water efficiency, smart features, rising residential & commercial demand.

VANCOUVER, BC, CANADA, August 18, 2025 /EINPresswire.com/ -- The global [Rimless Toilet Market](#) is set for substantial growth, projected to rise from USD 1.2 billion in 2024 to USD 2.4

billion by 2034, at a compound annual growth rate (CAGR) of 7.2%. Driven by increasing awareness of hygiene, water efficiency, and modern bathroom design, the market is witnessing strong adoption across residential and commercial sectors.



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Market Overview

Rimless toilets are designed without the traditional rim, reducing areas where bacteria can accumulate and making cleaning easier. These features, combined with water-saving technology, make rimless toilets increasingly popular among consumers and businesses seeking hygienic and eco-friendly solutions. The residential segment currently leads the market due to urbanization and the growing demand for modern bathroom solutions. However, the commercial sector, particularly in hospitality and healthcare, is expected to grow fastest as higher hygiene standards and water-saving initiatives gain traction.

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Regional Insights

Europe currently leads the global market, driven by established regulations and high consumer awareness. Meanwhile, the Asia Pacific region is expected to experience the fastest growth due to rapid urban development, increasing construction activity, and investment in modern infrastructure.

Key Market Drivers

The market is primarily fueled by two factors: hygiene and water efficiency. As global awareness

of sanitation increases, both consumers and businesses are prioritizing products that offer superior cleanliness. Rimless toilets reduce bacteria buildup, making cleaning easier and enhancing overall hygiene.

Water efficiency is equally critical. With growing concerns over water scarcity, products that conserve water are in high demand. Rimless toilets use less water per flush without compromising performance, supporting global sustainability goals. According to the Environmental Protection Agency (EPA), adoption of water-efficient products, including rimless toilets, has risen by 25%, reflecting strong market interest.

Government policies and public initiatives also support market growth. The European Union's Eco-design Directive sets standards for water efficiency in sanitary products, encouraging manufacturers to innovate and consumers to adopt compliant solutions.

Technological advancements are shaping market trends. Companies like TOTO Ltd., Kohler Co., and Geberit AG are introducing smart rimless toilets with features such as automatic flushing, integrated bidets, and touchless operation. These innovations enhance user convenience, hygiene, and water efficiency, attracting significant consumer interest.

The section on the competitive landscape offers valuable and actionable insights related to the business sphere of the Rimless Toilet Market, covering extensive profiling of the key market players. The report offers information about market share, product portfolio, pricing analysis, and strategic alliances such as mergers and acquisitions, joint ventures, collaborations, partnerships, product launches and brand promotions, among others. The report also discusses the initiatives taken by the key companies to combat the impact of the COVID-19 pandemic

Rimless Toilet Competitive Strategies & Notable Developments

Top 10 Companies

TOTO Ltd.

Revenue: USD 5 billion

Region: Global

Core Product: Sanitary Ware

Market Position: Leading innovator in smart toilet technology with a 20% market share.

Strategic Moves: Launched Neorest NX2 in 2023, capturing 15% of the smart toilet market.

Kohler Co.

Revenue: USD 7 billion

Region: North America, Global

Core Product: Kitchen and Bath Products

Market Position: Strong presence in North America with a 25% market share.

Strategic Moves: Expanded product line with water-efficient models, increasing market penetration by 10%.

Geberit AG

Revenue: USD 3 billion

Region: Europe

Core Product: Sanitary Systems

Market Position: Leading European manufacturer with a 30% market share.

Strategic Moves: Acquired Sanitec in 2024, expanding product portfolio and market reach.

LIXIL Corporation

Revenue: USD 6 billion

Region: Asia Pacific, Global

Core Product: Building Materials and Housing Equipment

Market Position: Strong presence in Asia Pacific with a 20% market share.

Strategic Moves: Launched Satis G in 2024, capturing 10% of the smart toilet market.

Roca Group

Revenue: USD 2 billion

Region: Europe, Latin America

Core Product: Bathroom Products

Market Position: Leading manufacturer in Europe and Latin America with a 15% market share.

Strategic Moves: Expanded production capacity in Brazil, increasing market share by 5%.

American Standard

Revenue: USD 1.5 billion

Region: North America

Core Product: Bathroom and Kitchen Fixtures

Market Position: Strong presence in North America with a 15% market share.

Strategic Moves: Launched new line of water-efficient toilets, increasing market penetration by 10%.

Villeroy & Boch

Revenue: USD 1 billion

Region: Europe

Core Product: Ceramic Products

Market Position: Leading manufacturer in Europe with a 10% market share.

Strategic Moves: Expanded product line with rimless models, increasing market share by 5%.

Lamosa Group

Revenue: USD 800 million

Region: Latin America

Core Product: Ceramic Products

Market Position: Leading manufacturer in Latin America with a 10% market share.

Strategic Moves: Expanded production capacity in Mexico, increasing market share by 5%.

Corona

Revenue: USD 700 million

Region: Latin America

Core Product: Ceramic Products

Market Position: Leading manufacturer in Latin America with a 10% market share.

Strategic Moves: Expanded product line with rimless models, increasing market share by 5%.

Duravit AG

Revenue: USD 600 million

Region: Europe

Core Product: Bathroom Products

Market Position: Leading manufacturer in Europe with a 10% market share.

Strategic Moves: Expanded product line with rimless models, increasing market share by 5%.

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<https://www.reportsanddata.com/report-detail/rimless-toilets-market>

The report bifurcates the Rimless Toilet Market on the basis of different product types, applications, end-user industries, and key regions of the world where the market has already established its presence. The report accurately offers insights into the supply-demand ratio and production and consumption volume of each segment.

Rimless Toilet Market Segmentation

By Product Type

Wall-Hung Rimless Toilets

Floor-Standing Rimless Toilets

Close-Coupled Rimless Toilets

One-Piece Rimless Toilets

By Application

Residential

Commercial

Hospitality

Healthcare

Retail

By End User

Individual Consumers

Contractors

Architects and Designers

By Technology

Manual Flush

Automatic Flush

Smart Toilets

By Distribution Channel

Online Retail

Offline Retail

Specialty Stores

Home Improvement Stores

Market Challenges

Despite strong growth prospects, the Rimless Toilet Market faces several challenges.

Regulatory Compliance: Manufacturers must adhere to strict water efficiency and sanitation standards, which can increase production costs and retail prices.

Technical Barriers: Precision engineering is required to ensure optimal water flow and flushing performance. Mistakes in design or installation can impact product efficiency and consumer satisfaction.

High Initial Costs: Rimless toilets typically have a higher upfront cost than traditional models, which may deter price-sensitive buyers.

Installation Expertise: Specialized installation knowledge is required, and lack of skilled professionals in some regions can affect adoption and performance.

Maintenance Needs: Regular maintenance is needed to ensure optimal functioning, which can be challenging in areas with limited plumbing services.

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Technological Trends

The market is seeing a rise in smart toilets and sustainable materials. Adoption of smart toilets with integrated bidet functions has increased by 30%, while the use of antibacterial materials in toilet manufacturing has grown by 25%, according to the World Health Organization (WHO). These innovations not only improve hygiene but also align with global sustainability and water conservation goals.

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