

Sanitary Ware Market Can Touch Approximately USD 15.9 billion, Developing at a Rate of 6.1% by 2032

By material, the ceramics segment is the fastest growing segment in the global sanitary ware market during the forecast period (2023-2032).

WILMINGTON, DE, UNITED STATES, October 3, 2025 /EINPresswire.com/ -- The [sanitary ware market](#) size was valued at \$9 billion in 2022, and is estimated to reach \$15.9 billion by 2032, growing at a CAGR of 6.1% from 2023 to 2032.



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Bathroom fixtures and accessories with a focus on waste disposal and personal cleanliness are referred to as sanitary ware. Examples of sanitary ware include urinals, bidets, sinks, bathtubs, showers, and toilets. These items are essential for preserving cleanliness and hygienic conditions in bathrooms and are often manufactured from sturdy and simple-to-clean materials like porcelain, ceramic, or stainless steel.

According to the sanitary ware market analysis, the global market is analyzed on the basis of type, material, and region. By type, the market is divided into toilet sinks/water closets, wash basins, pedestals, and cisterns. Among these, the toilet sinks/water closets segment occupied the major sanitary ware market share in 2022 and is projected to maintain its dominance during the forecast period. The demand for fixtures that use less water is being driven by concerns about sustainability and water conservation. The use of smart and touchless technologies is growing in popularity because they improve user convenience and help maintain cleanliness. Modern bathroom fixtures are in greater demand owing to the rise in urbanization and construction in emerging markets. The interest in self-cleaning and the use of antimicrobial materials is also being fueled by growing health and hygiene concerns, particularly post-pandemic. The sanitary ware market is therefore fueled by a combination of environmental

awareness, technological advancement, and changing consumer preferences for sanitary ware that is more effective and hygienic.

By material, the market is segmented into ceramics, pressed metals, acrylic plastics, Perspex, and others. The pressed metals segment is anticipated to grow at a moderate rate during the forecast period. In the market for sanitary ware, pressed metals like stainless steel and aluminum are gaining popularity due to several sanitary ware market trends and growth factors. For contemporary bathroom fixtures, these materials are appealing to consumers because of their strength, corrosion resistance, and sleek appearance. Pressed metals' capacity to be recycled is an advantage considering the rise in sanitary ware market demand for environment-friendly and sustainable products. There is an increase in the demand for durable, water-efficient sanitary ware. This is driving the demand for pressed metal sanitary ware products in the global market.

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The region that dominated the global sanitary ware market in 2022 was Asia-Pacific, and its dominance is anticipated to continue throughout the forecast period. The demand for contemporary bathroom fixtures is developing owing to rapid urbanization and an expanding middle class. Sustainable and eco-friendly designs are gaining popularity with an emphasis on water-saving devices to solve resource constraints. There is an increase in the adoption of technology, especially in metropolitan areas, and this includes IoT-enabled sanitaryware. Touchless and self-cleaning solutions are in demand as post-pandemic hygiene and health concerns are increasing globally. Government policies that encourage water efficiency also help to shape the sanitary ware market in the Asia-Pacific region. As a result, urbanization, sustainability, and technology are expected to drive the Asia-Pacific sanitary ware market growth.

The companies manufacture innovative sanitary ware products with water-saving and environment-friendly techniques. In addition, bathroom fixtures that are smart and IoT-enabled are in high demand. The use of technology in sanitary ware has increased. To improve user convenience and experience, smart features like Bluetooth connectivity and touchless controls have been added.

Rapid urbanization in developing nations is driving the demand for contemporary sanitary ware. Customization and design options are gaining importance as they give customers distinctive and aesthetically pleasant options. In addition, bathroom fixture shopping is becoming more convenient due to online retail. This, in turn, drives the growth of the market.

The major players analyzed for the global sanitary ware industry are Geberit AG, LIXIL Group Corporation, Jaquar Group, LAUFEN Bathrooms AG, CERA Sanitaryware Limited, Kohler Co., TOTO Ltd., Masco Corporation, Elkay Manufacturing Company, and Hindware Homes by HSIL

Limited.

KEY FINDINGS OF STUDY

By type, the toilet sinks/water closets segment was the highest revenue contributor to the market in 2022.

As per material, the ceramics segment is the fastest growing segment in the global sanitary ware market during the forecast period (2023-2032).

Region wise, Asia-Pacific was the highest revenue contributor in 2022.

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David Correa

Allied Market Research

+ + + + +1 800-792-5285

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