

# Sanitary Ware Market In 2029

*The Business Research Company's Sanitary Ware Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035*

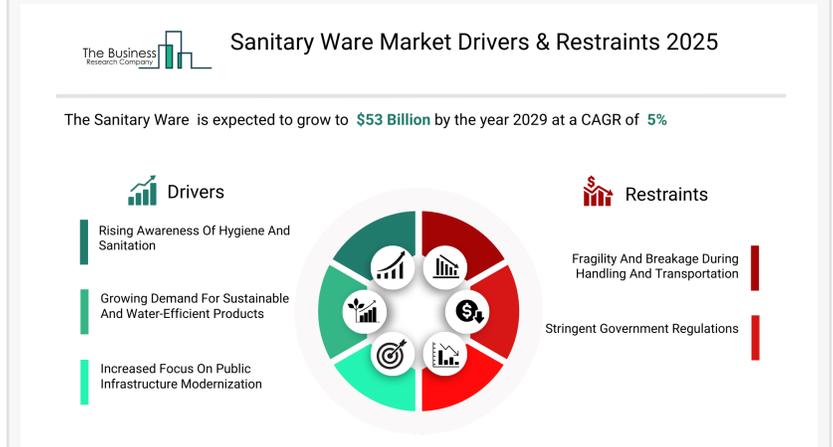
LONDON, GREATER LONDON, UNITED KINGDOM, January 7, 2026 /EINPresswire.com/ -- [Sanitary Ware Market](#) to Surpass \$53 billion in 2029. In comparison, the Pottery, Ceramics, And Plumbing Fixtures market, which is considered as its parent market, is expected to be approximately \$65 billion by 2029, with Sanitary Ware to represent around 82% of the parent market. Within the broader Metal And Mineral industry, which is expected to be \$9,511 billion by 2029, the Sanitary Ware market is estimated to account for nearly 1% of the total market value.

Which Will Be the Biggest Region in the Sanitary Ware Market in 2029  
Asia Pacific will be the largest region in the sanitary ware market in 2029, valued at \$21,428 million. The market is expected to grow from \$16,299 million in 2024 at a compound annual growth rate (CAGR) of 6%. The strong growth can be attributed to the increased focus on public infrastructure modernization and increase in product launches.

Which Will Be The Largest Country In The Global Sanitary Ware Market In



Sanitary Ware Market Report



Sanitary Ware Market Report



Sanitary Ware Market Share

2029?

China will be the largest country in the sanitary ware market in 2029, valued at \$10,692 million. The market is expected to grow from \$7,600 million in 2024 at a compound annual growth rate (CAGR) of 7%. The strong growth can be attributed to the growing demand for sustainable and water-efficient products and technological advancements.

Request a free sample of the [Sanitary Ware Market report](https://www.thebusinessresearchcompany.com/sample_request?id=8306&type=smp)  
[https://www.thebusinessresearchcompany.com/sample\\_request?id=8306&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=8306&type=smp)

What will be Largest Segment in the Sanitary Ware Market in 2029?

The sanitary ware market is segmented by type into toilets, washbasins, urinals, cisterns and other products. The toilets market will be the largest segment of the sanitary ware market segmented by type, accounting for 37% or \$19,397 million of the total in 2029. The toilets market will be supported by growing urbanization coupled with government-led housing development projects, increasing awareness of sanitation and hygiene especially in developing economies, demand for smart and water-efficient toilets in green buildings, growth of the hospitality and tourism sector, rising adoption of wall-hung and rimless toilet designs for modern aesthetics, supportive sanitation schemes such as Swachh Bharat Abhiyan in India and the expansion of public infrastructure like airports and malls.

The sanitary ware market is segmented by materials into ceramic, pressed metal, acrylic plastics and perspex and other materials. The ceramic market will be the largest segment of the sanitary ware market segmented by materials, accounting for 72% or \$38,325 million of the total in 2029. The ceramic market will be supported by widespread consumer preference due to its durability, ease of cleaning and affordability, extensive product variety across price ranges, compatibility with a wide range of bathroom designs, increasing ceramic tile production capacities in Asia-Pacific, low environmental impact during manufacturing, superior resistance to chemicals and stains and wide availability through both online and offline channels.

The sanitary ware market is segmented by technologies into slip casting, pressure casting, tape casting and isostatic casting. The slip casting market will be the largest segment of the sanitary ware market segmented by technologies, accounting for 57% or \$30,218 million of the total in 2029. The slip casting market will be supported by its ability to produce complex shapes with uniform wall thickness, cost-effective manufacturing for small and medium-sized production runs, high surface finish quality leading to better glazing, preference in traditional sanitary ware production units, suitability for producing intricate, decorative designs, established global supply chains of raw materials and molds and reduced initial investment compared to newer methods.

The sanitary ware market is segmented by sales channels into retail and wholesale. The wholesale market will be the largest segment of the sanitary ware market segmented by sales channels, accounting for 77% or \$40,949 million of the total in 2029. The wholesale market will be supported by bulk purchasing by real estate developers, contractors and institutional buyers, efficient supply chains and distribution networks supporting large-scale construction projects,

better price margins and trade discounts for commercial buyers, long-term vendor relationships driving loyalty and repeat orders, increasing public infrastructure investments requiring mass procurement, regional distributor support in emerging markets and preference for off-the-shelf availability for B2B projects.

The sanitary ware market is segmented by end-users into commercial and residential. The residential market will be the largest segment of the sanitary ware market segmented by end-users, accounting for 61% or \$32,585 million of the total in 2029. The residential market will be supported by rising disposable incomes and aspirations for modern living standards, rapid urbanization and construction of housing units, demand for aesthetic and compact sanitary solutions in small-space apartments, increasing awareness of personal hygiene and sanitation, influence of home decor trends and interior design platforms, growth in smart home solutions integrating digital bathroom features and the increasing popularity of home renovation television (TV) shows and influencers.

What is the expected CAGR for the Sanitary Ware Market leading up to 2029?

The expected CAGR for the sanitary ware market leading up to 2029 is 5%.

What Will Be The Growth Driving Factors In The Global Sanitary Ware Market In The Forecast Period?

The rapid growth of the global sanitary ware market leading up to 2029 will be driven by the following key factors that are expected to reshape residential, commercial, and infrastructure-related construction and design standards worldwide.

**Rising Awareness Of Hygiene And Sanitation** - The rising awareness of hygiene and sanitation will become a key driver of growth in the sanitary ware market by 2029. Consumers are prioritizing modern solutions like touchless faucets, smart washbasins and efficient toilets, prompting widespread upgrades of outdated infrastructure. Government initiatives and global sanitation drives are accelerating adoption through improved access and infrastructure development. Rapid urbanization and evolving lifestyles are also reshaping bathroom design preferences, with a growing shift toward sleek, low-maintenance and technologically enhanced fixtures. Features such as water-saving systems, anti-bacterial coatings and sensor-based operations are gaining strong traction, particularly in urban markets. As a result, the rising awareness of hygiene and sanitation is anticipated to contribute to a 2.0% annual growth in the market.

**Growing Demand For Sustainable And Water-Efficient Products** - The growing demand for sustainable and water-efficient products will emerge as a major factor driving the expansion of the market by 2029. Environmentally conscious consumers are increasingly choosing sanitary ware that conserves water and energy, driving demand for green-certified products such as low-consumption basins and efficient flushing systems. At the same time, sustainability trends are boosting the adoption of smart technologies like touchless faucets and intelligent toilets that enhance user convenience while reducing water waste. Corporate sustainability goals and green building certifications are encouraging large-scale adoption of water-efficient products by

commercial developers and hospitality sectors. Meanwhile, advances in materials and design—such as hydrophobic coatings and improved flushing mechanisms—are enhancing performance and efficiency, making sustainable sanitary solutions more attractive and widely adopted across both residential and institutional markets. Consequently, the growing demand for sustainable and water-efficient products is projected to contributing to a 1.5% annual growth in the market.

**Increased Focus On Public Infrastructure Modernization** – The increased focus on public infrastructure modernization will serve as a key growth catalyst for the market by 2029. Governments are modernizing public restrooms across transit hubs, parks and cities to meet evolving hygiene and accessibility norms, driving demand for durable, low-maintenance sanitary ware such as sensor-operated faucets and wall-mounted Water Closet (WC). Smart city initiatives are further integrating advanced sanitation systems that align with aesthetic and sustainability goals, boosting the adoption of smart toilets, automated flush systems and water-saving basins. In line with green building codes and leadership in energy and environmental design (LEED) standards, public infrastructure projects increasingly favour eco-friendly materials, dual-flush technology and low-flow taps to conserve water. Additionally, heightened post-pandemic hygiene awareness is accelerating the shift toward touchless fixtures and antimicrobial surfaces in public buildings to reduce contamination risks and support public health objectives. Therefore, this increased focus on public infrastructure modernization is projected to supporting to a 1.0% annual growth in the market.

**Growth In Hospitality Sector** - The growth in hospitality sector will become a significant driver contributing to the growth of the market by 2029. The global rise in tourism and business travel is driving the construction of new hotels, resorts and boutique stays, each requiring a full range of sanitary ware products. Simultaneously, the focus on luxury and guest experience is increasing demand for premium, aesthetically advanced solutions such as smart toilets, sensor-based faucets and designer vanities. Hospitality brands are also investing in stylish, technology-integrated washrooms to align with modern expectations. Additionally, frequent renovation cycles to maintain brand image and meet hygiene standards are creating recurring demand for upgraded sanitary fittings. Consequently, the growth in the hospitality sector is projected to contributing to a 0.5% annual growth in the market.

Access the detailed Sanitary Ware Market report here:

<https://www.thebusinessresearchcompany.com/report/sanitary-ware-global-market-report>

**What Are The Key Growth Opportunities In The Sanitary Ware Market in 2029?**

The most significant growth opportunities are anticipated in the wholesale sanitary ware distribution market, the ceramic sanitary ware market, the slip casting and sanitary ware market, the sanitary ware for residential supplies market, and the toiletry sanitary ware market. Collectively, these segments are projected to contribute over \$37 billion in market value by 2029, driven by increasing urbanization, rising demand for modern and hygienic residential infrastructure, advancements in ceramic manufacturing technologies, and expanding

distribution networks. This growth is further fuelled by evolving consumer preferences towards sustainable and aesthetically appealing sanitary products, along with government initiatives supporting improved sanitation facilities globally. These factors collectively are expected to accelerate innovation, enhance supply chain efficiencies, and expand the reach of sanitary ware solutions across residential and commercial sectors, propelling robust growth within the broader sanitary ware industry.

The wholesale sanitary ware distribution market is projected to grow by \$9,769 million, the ceramic sanitary ware market by \$8,901 million, the slip casting and sanitary ware market by \$6,958 million, the sanitary ware for residential supplies market by \$6,880 million, and the toiletry sanitary ware market by \$4,542 million over the next five years from 2024 to 2029

[The Business Research Company \(www.thebusinessresearchcompany.com\)](http://www.thebusinessresearchcompany.com) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 17,500 reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

The Business Research Company  
Americas +1 310-496-7795  
Europe +44 7882 955267  
Asia & Others +44 7882 955267 & +91 8897263534  
Email: [info@tbrc.info](mailto:info@tbrc.info)

Oliver Guirdham  
The Business Research Company  
+44 7882 955267  
[info@tbrc.info](mailto:info@tbrc.info)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/880757126>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.