

Key performance figures bathroom and sanitary market 2025 (Example)

Content	Subject areas per country Wash basins		Subject areas per country Toilets Shower toilets		Subject areas per country Bathtubs Shower trays		Subject areas per country Shower enclosures (including shower cabins and shower walls)	
Extra 1: Distribution								
Distribution channels and market shares 2024 in % categorised into	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024
Bath and sanitary trade	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%
DIY stores	DIY stores	0.0%	DIY stores	0.0%	DIY stores	0.0%	DIY stores	0.0%
Furniture trade	Furniture trade	0.0%	Furniture trade	0.0%	Furniture trade	0.0%	Furniture trade	0.0%
Kitchen trade	Kitchen trade	0.0%	Kitchen trade	0.0%	Kitchen trade	0.0%	Kitchen trade	0.0%
E-Commerce	E-Commerce	0.0%	E-Commerce	0.0%	E-Commerce	0.0%	E-Commerce	0.0%
Contract business	Contract business	0.0%	Contract business	0.0%	Contract business	0.0%	Contract business	0.0%
Other stationary trade	Other stationary trade	0.0%	Other stationary trade	0.0%	Other stationary trade	0.0%	Other stationary trade	0.0%
	Total	100.0%	Total	100.0%	Total	100.0%	Total	100.0%
Distribution channels 2024 in M euros according to domestic market supply	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024
Bath and sanitary trade	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000
DIY stores	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000
Furniture trade	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000
Kitchen trade	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000
E-Commerce	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000
Contract business	Contract business	0,000	Contract business	0,000	Contract business	0,000	Contract business	0,000
Other stationary trade	Other stationary trade	0,000	Other stationary trade	0,000	Other stationary trade	0,000	Other stationary trade	0,000
	Total	0,000	Total	0,000	Total	0,000	Total	0,000
Distribution channels 2024 in M euros according trade volume Gross	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024
Bath and sanitary trade	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000
DIY stores	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000
Furniture trade	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000
Kitchen trade	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000
E-Commerce	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000
Contract business	Contract business	0,000	Contract business	0,000	Contract business	0,000	Contract business	0,000
Other stationary trade	Other stationary trade	0,000	Other stationary trade	0,000	Other stationary trade	0,000	Other stationary trade	0,000
	Total	0,000	Total	0,000	Total	0,000	Total	0,000
Extra 2: Assortment								
Products and market shares 2024 from all assortments in %	Products and market shares	2024	Products and market shares	2024	Products and market shares	2024	Products and market shares	2024
	Wash basins		Toilets		Bath tubs		Shower cabins	
	Single washbasins wall-mounted	0.0%	Toilets	0.0%	Rectangular bathtubs	0.0%	Rectangular with corner entry	0.0%
	Double washbasins wall-mounted	0.0%	Bidets	0.0%	Oval bathtubs	0.0%	Pentagonal	0.0%
	Hand washbasins	0.0%	Urinals	0.0%	Space-saving bathtubs	0.0%	Quadrant	0.0%
	Countertop, built-in and undermount washbasins	0.0%		0.0%	Other	0.0%	Semicircular	0.0%
	Sinks and utility basins	0.0%					Bath screen	0.0%
	Total	100.0%	Total	100.0%	Total	100.0%	Shower enclosure with tray	0.0%
							Total	100.0%
			Shower toilets		Shower surfaces		Shower walls	
			Integrated shower toilets	0.0%	Rectangular shower surfaces	0.0%	Shower doors for side panels	0.0%
			Taharet toilets	0.0%	Square shower surfaces	0.0%	Shower doors for recess enclosures	0.0%
			Universal shower toilet seats	0.0%	Quarter-circle shower surfaces	0.0%	Shower screens	0.0%
			Special shower toilet seats	0.0%	Other	0.0%	Walk-in enclosures	0.0%
			Total	100.0%	Total	100.0%	Total	100.0%
					Shower channels			
					Floor installation	0.0%		
					Floor installation with wall upstand	0.0%		
					Wall installation	0.0%		
					Total	100.0%		

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Content	Subject areas per country		Subject areas per country		Subject areas per country		Subject areas per country	
	Bathroom furniture Mirror cabinets Illuminated mirrors		Sanitary taps Shower systems		Bathroom accessories Toilet seats		Premium version All product groups	
Extra 1: Distribution								
Distribution channels and market shares 2024 in % categorised into	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024	Market shares by distribution channels in %	2024
Bath and sanitary trade	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%	Bath and sanitary trade	0.0%
DIY stores	DIY stores	0.0%	DIY stores	0.0%	DIY stores	0.0%	DIY stores	0.0%
Furniture trade	Furniture trade	0.0%	Furniture trade	0.0%	Furniture trade	0.0%	Furniture trade	0.0%
Kitchen trade	Kitchen trade	0.0%	Kitchen trade	0.0%	Kitchen trade	0.0%	Kitchen trade	0.0%
E-Commerce	E-Commerce	0.0%	E-Commerce	0.0%	E-Commerce	0.0%	E-Commerce	0.0%
Contract business	Contract business	0.0%	Contract business	0.0%	Contract business	0.0%	Contract business	0.0%
Other stationary trade	Other stationary trade	0.0%	Other stationary trade	0.0%	Other stationary trade	0.0%	Other stationary trade	0.0%
	Total	100.0%	Total	100.0%	Total	100.0%	Total	100.0%
Distribution channels 2024 in M euros according to domestic market supply	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024	Domestic market supply in M euros	2024
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Distribution channels 2024 in M euros according trade volume Gross	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024	Trade volume Gross in M euros	2024
Bath and sanitary trade	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000	Bath and sanitary trade	0,000
DIY stores	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000	DIY stores	0,000
Furniture trade	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000	Furniture trade	0,000
Kitchen trade	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000	Kitchen trade	0,000
E-Commerce	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000	E-Commerce	0,000
Contract business	Contract business	0,000	Contract business	0,000	Contract business	0,000	Contract business	0,000
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	Total	0,000	Total	0,000	Total	0,000	Total	0,000
Extra 2: Assortment								
Products and market shares 2024 from all assortments in %	Products and market shares	2024	Products and market shares	2024	Products and market shares	2024		
	Bathroom furniture		Sanitary taps		Bathroom accessories			
	Individually planned bathroom furniture	0.0%	Shower and bath valves	0.0%	Hooks, holders, bars	0.0%		
	Vanity cabinets with washbasin	0.0%	Basin taps	0.0%	Sanitary accessories	0.0%		
	Vanity cabinets without washbasin	0.0%	Bidet taps	0.0%	Toilet accessories	0.0%		
	Highboards / Tall cabinets	0.0%			Bath and shower accessories	0.0%		
	Sideboards	0.0%			Bathroom accessory sets	0.0%		
	Wall cabinets	0.0%						
	Total	100.0%	Total	100.0%	Total	100.0%		
	Mirror cabinets and illuminated mirrors		Shower systems		Toilet seats			
	Mirror cabinets	0.0%	Shower pillars / Shower panels	0.0%	Toilet seats	0.0%		
	Illuminated mirrors	0.0%	Complete shower systems	0.0%				
			Shower heads and accessoires*	0.0%				
	Total	100.0%	Total	100.0%	Total	100.0%		

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Extra 3: Price structure								
Price categories 2024 in %	Price categories in %	2024	Price categories in %	2024	Price categories in %	2024		
	Individually planned bathroom furniture		Sanitary taps		Bathroom accessories			
Entry level	Euros < 600	0.0%	Euros ≤ 100	0.0%	Euros ≤ 50	0.0%		
Lower middle class	Euros 600 - 1,199	0.0%	Euros 101 - 200	0.0%	Euros 51 - 100	0.0%		
Middle class	Euros 1,200 - 1,799	0.0%	Euros 201 - 400	0.0%	Euros 101 - 200	0.0%		
Upper middle class	Euros 1,800 - 2,399	0.0%	Euros 401 - 600	0.0%	Euros 201 - 300	0.0%		
Upper class	Euros 2,400 - 2,999	0.0%	Euros 601 - 1,000	0.0%	Euros 301 - 500	0.0%		
Exclusive level	Euros ≥ 3,000	0.0%	Euros > 1,000	0.0%	Euros > 500	0.0%		
	Total	100.0%	Total	100.0%	Total	100.0%		
	Vanity cabinets with washbasin		Shower systems		Toilet seats			
Entry level	Euros < 400	0.0%	Euros ≤ 250	0.0%	Euros ≤ 50	0.0%		
Lower middle class	Euros 400-699	0.0%	Euros 251 - 500	0.0%	Euros 51 - 100	0.0%		
Middle class	Euros 700-999	0.0%	Euros 501 - 750	0.0%	Euros 101 - 200	0.0%		
Upper middle class	Euros 1,000-1,299	0.0%	Euros 751 - 1,000	0.0%	Euros 201 - 300	0.0%		
Upper class	Euros 1,300-1,599	0.0%	Euros 1,001 - 1,500	0.0%	Euros 301 - 500	0.0%		
Exclusive level	Euros ≥ 1,600	0.0%	Euros > 1,500	0.0%	Euros > 500	0.0%		
	Total	100.0%	Total	100.0%	Total	100.0%		
	Vanity cabinets without washbasin							
Entry level	Euros < 100	0.0%						
Lower middle class	Euros 100 - 299	0.0%						
Middle class	Euros 300 - 499	0.0%						
Upper middle class	Euros 500 - 749	0.0%						
Upper class	Euros 750 - 999	0.0%						
Exclusive level	Euros ≥ 1,000	0.0%						
	Total	100.0%						
	Highboards / Tall cabinets							
Entry level	Euros < 150	0.0%						
Lower middle class	Euros 150 - 299	0.0%						
Middle class	Euros 300 - 449	0.0%						
Upper middle class	Euros 450 - 599	0.0%						
Upper class	Euros 600 - 799	0.0%						
Exclusive level	Euros ≥ 800	0.0%						
	Total	100.0%						
	Sideboards							
Entry level	Euros < 150	0.0%						
Lower middle class	Euros 150 - 299	0.0%						
Middle class	Euros 300 - 449	0.0%						
Upper middle class	Euros 450 - 599	0.0%						
Upper class	Euros 600 - 799	0.0%						
Exclusive level	Euros ≥ 800	0.0%						
	Total	100.0%						
	Wall cabinets							
Entry level	Euros < 50	0.0%						
Lower middle class	Euros 50 - 99	0.0%						
Middle class	Euros 100 - 149	0.0%						
Upper middle class	Euros 150 - 249	0.0%						
Upper class	Euros 250 - 349	0.0%						
Exclusive level	Euros ≥ 350	0.0%						
	Total	100.0%						
	Mirror cabinets							
Entry level	Euros < 400	0.0%						
Lower middle class	Euros 400 - 599	0.0%						
Middle class	Euros 600 - 799	0.0%						
Upper middle class	Euros 800 - 999	0.0%						
Upper class	Euros 1,000 - 1,999	0.0%						
Exclusive level	Euros ≥ 2,000	0.0%						
	Total	100.0%						
	Illuminated mirrors							
Entry level	Euros < 400	0.0%						
Lower middle class	Euros 400 - 599	0.0%						
Middle class	Euros 600 - 799	0.0%						
Upper middle class	Euros 800 - 999	0.0%						
Upper class	Euros 1,000 - 1,999	0.0%						
Exclusive level	Euros ≥ 2,000	0.0%						
	Total	100.0%						