Key performance figures bathroom and sanitary market 2025 (Contents and prices are the same for all TOP 10 countries)

	Subject areas per country							
Content	**Wash basins**	**Toilets Shower toilets**	**Bathtubs Shower trays**	**Shower enclosures Shower walls**	**Bathroom furniture Mirror cabinets Illuminated mirrors**	**Bathroom accessories Toilet seats**	**Sanitary taps Shower systems**	**Premium version Bathroom and sanitary total**
Basic version (obligatory)	**Euros 300**	**Euros 300**	**Euros 300**	**Euros 300**	**Euros 300**	**Euros 300**	**Euros 300**	**Euros 2.400**
Market data								
Domestic market supply Total in M euros (Net) 2018-2024	☑	☑	☑	☑	☑	☑	☑	☑
Domestic market supply Change in % 2018-2024	☑	☑	☑	☑	☑	☑	☑	☑
Outlook in M euros 2024-2030	☑	☑	☑	☑	☑	☑	☑	☑
Trade mark-up 2024	☑	☑	☑	☑	☑	☑	☑	☑
Trade volume net in M euros 2024	☑	☑	☑	☑	☑	☑	☑	☑
Trade volume gross in M euros 2024	☑	☑	☑	☑	☑	☑	☑	☑
New building								
Building permissions 2018-2024	☑	☑	☑	☑	☑	☑	☑	☑
Building completitions 2020-2025	☑	☑	☑	☑	☑	☑	☑	☑
Renovation								
Number of owners in % 2022	☑	☑	☑	☑	☑	☑	☑	☑
Number of tenants in % 2022	☑	☑	☑	☑	☑	☑	☑	☑
Residential stock								
Number per 1,000 inhabitants in 2023	☑	☑	☑	☑	☑	☑	☑	☑
Population								
Development 2010-2060	☑	☑	☑	☑	☑	☑	☑	☑
Number of private households								
By household size 2022 in 1,000	☑	☑	☑	☑	☑	☑	☑	☑
Customer structure								
Private share 2024 in %	☑	☑	☑	☑	☑	☑	☑	☑
Contract business share 2024 in %	☑	☑	☑	☑	☑	☑	☑	☑
Consumer expenditure								
Per private individual in euros 2018-2024	☑	☑	☑	☑	☑	☑	☑	☑
Extra 1: Distribution	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 1.200**
Distribution channels and market shares 2024 in % categorised into								
Bath and sanitary trade	☑	☑	☑	☑	☑	☑	☑	☑
DIY stores	☑	☑	☑	☑	☑	☑	☑	☑
Furniture trade	☑	☑	☑	☑	☑	☑	☑	☑
Kitchen trade	☑	☑	☑	☑	☑	☑	☑	☑
E-Commerce	☑	☑	☑	☑	☑	☑	☑	☑
Contract business	☑	☑	☑	☑	☑	☑	☑	☑
Other stationary trade	☑	☑	☑	☑	☑	☑	☑	☑
Distribution channels 2024 in M euros according to domestic market supply								
Bath and sanitary trade	☑	☑	☑	☑	☑	☑	☑	☑
DIY stores	☑	☑	☑	☑	☑	☑	☑	☑
Furniture trade	☑	☑	☑	☑	☑	☑	☑	☑
Kitchen trade	☑	☑	☑	☑	☑	☑	☑	☑
E-Commerce	☑	☑	☑	☑	☑	☑	☑	☑
Contract business	☑	☑	☑	☑	☑	☑	☑	☑
Other stationary trade	☑	☑	☑	☑	☑	☑	☑	☑
Distribution channels 2024 in M euros according trade volume Gross								
Bath and sanitary trade	☑	☑	☑	☑	☑	☑	☑	☑
DIY stores	☑	☑	☑	☑	☑	☑	☑	☑
Furniture trade	☑	☑	☑	☑	☑	☑	☑	☑
Kitchen trade	☑	☑	☑	☑	☑	☑	☑	☑
E-Commerce	☑	☑	☑	☑	☑	☑	☑	☑
Contract business	☑	☑	☑	☑	☑	☑	☑	☑
Other stationary trade	☑	☑	☑	☑	☑	☑	☑	☑
Extra 2: Assortment	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 1.050**

Products and market shares 2024 from all assortments in %

Wash basins
- Single washbasins wall-mounted
- Double washbasins wall-mounted
- Hand washbasins
- Countertop, built-in and undermount washbasins
- Sinks and utility basins

Toilets
- Toilets
- Bidets
- Urinals

Bath tubs
- Rectangular bathtubs
- Oval bathtubs
- Space-saving bathtubs
- Other

Shower cabins
- Rectangular with corner entry
- Pentagonal
- Quadrant
- Semicircular
- Bath screen
- Shower enclosure with tray

Bathroom furniture
- Individually planned bathroom furniture
- Vanity cabinets with washbasin
- Vanity cabinets without washbasin
- Highboards / Tall cabinets
- Sideboards
- Wall cabinets

Bathroom accessories
- Hooks, holders, bars
- Sanitary accessories
- Toilet accessories
- Bath and shower accessories
- Bathroom accessory sets

Sanitary taps
- Shower and bath valves
- Basin taps
- Bidet taps

Shower toilets
- Integrated shower toilets
- Taharet toilets
- Universal shower toilet seats
- Special shower toilet seats

Shower surfaces
- Rectangular shower surfaces
- Square shower surfaces
- Quarter-circle shower sufaces
- Other

Shower walls
- Shower doors for side panels
- Shower doors for recess enclosures
- Shower screens
- Walk-in enclosures

Mirror cabinets

Toilet seats

Shower systems
- Shower pillars / Shower panels
- Complete shower systems
- Shower heads and accessoires*

Shower channels
- Floor installation
- Floor installation with wall upstand
- Wall installation

Illuminated mirrors

Extra 3: Price structure	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 150**	**Euros 1.050**
Price categories in % (Example wash basins)								
Entry level Euros <100	☑	☑	☑	☑	☑	☑	☑	
Lower middle class Euros 101-200	☑	☑	☑	☑	☑	☑	☑	
Middle class Euros 201-350	☑	☑	☑	☑	☑	☑	☑	
Upper middle class Euros 351-500	☑	☑	☑	☑	☑	☑	☑	
Upper class Euros 501-750	☑	☑	☑	☑	☑	☑	☑	
Exclusive level Euros >750	☑	☑	☑	☑	☑	☑	☑	
Total of the 4 packages	**Euros 750**	**Euros 750**	**Euros 750**	**Euros 750**	**Euros 750**	**Euros 750**	**Euros 750**	

Premium version: for orders of all product groups of a country — **Euros 5.700**

with the basic version plus extras 1, 2 and 3 for all product groups
with the addition of all data from the basic version and extra 1 to a total market
with an additional two-hour consultation with Winfried Titze to explain and deepen your knowledge via video call