

The Industry Analysis of Indian Bathroom Fittings Market

India's bathroom fittings market has been on a steady growth trajectory, fueled by rising disposable incomes, urbanization, and a growing consumer preference for premium and stylish bathroom products. According to a report, the [Indian bathroom fittings market](#) was valued at around **\$1.2 billion in 2020** and is projected to reach **\$2.1 billion by 2026**, registering a CAGR of over **8%** during the forecast period.

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Top 5 Bathroom Fittings Brands in India

Jaquar Group

Jaquar is one of the leading players in the Indian bathroom fittings market, known for its innovative and stylish product range. The company offers a wide array of bathroom fittings, including faucets, showers, sanitaryware, and accessories. Jaquar has a strong presence across India and exports to over 30 countries worldwide.

Hindware

Hindware, a subsidiary of the HSIL Limited group, is another prominent brand in the Indian bathroom fittings market. The company has a diverse product portfolio, including sanitaryware, faucets, wellness products, and kitchen appliances. Hindware is known for its quality products and customer-centric approach.

Cera

Cera is a well-established brand in the Indian bathroom fittings industry, offering a comprehensive range of sanitaryware, faucets, bathroom accessories, and wellness products. The company has a strong presence across India and exports to over 30 countries.

Parryware

Parryware, a subsidiary of the Roca Group, is a reputed brand in the Indian bathroom fittings market. The company offers a wide range of sanitaryware, faucets, and bathroom accessories, catering to both residential and commercial segments.

Bath & Body Works (USA)

While not an Indian brand, Bath & Body Works (BBW) has gained significant popularity in the Indian market, particularly for its range of bath and body products, home fragrances, and

accessories. BBW offers a diverse selection of scented products, including body washes, lotions, candles, and room sprays.

Market Share Breakdown

According to industry reports, Jaquar Group holds the largest market share in the Indian [bathroom fittings market](#), estimated to be around **25%**. Hindware and Cera follow closely with market shares of around **20% and 18%**, respectively. Parryware and other domestic brands account for the remaining market share.

It's worth noting that while Bath & Body Works dominates the bath and body products segment in the US, its market share in the Indian bathroom fittings market is relatively smaller, as the brand primarily focuses on personal care and home fragrance products.

Market Forecast

The Indian bathroom fittings market is expected to continue its growth trajectory, driven by various factors:

1. **Urbanization and Rise in Construction Activities:** The rapid pace of urbanization and the increasing number of residential and commercial construction projects are fueling the demand for bathroom fittings in India.
2. **Increasing Disposable Incomes:** Rising disposable incomes among the urban middle class and the growing aspiration for better living standards are driving consumers to invest in premium bathroom fittings and accessories.
3. **Changing Consumer Preferences:** Consumers are becoming more conscious of aesthetics, quality, and functionality, leading to a shift towards sophisticated and technologically advanced bathroom products.
4. **Government Initiatives:** The Indian government's initiatives, such as the Pradhan Mantri Awas Yojana (PMAY) and Smart Cities Mission, are expected to boost the demand for bathroom fittings in the coming years.

According to industry estimates, the sanitaryware segment is expected to maintain its dominant position, accounting for around **60%** of the overall bathroom fittings market in India. The faucets segment is projected to grow at a CAGR of around **9%** during the forecast period, driven by increasing demand for premium and innovative faucet designs.

Conclusion

India's bathroom fittings market presents a promising growth opportunity for both domestic and international players. With rising consumer aspirations, urbanization, and government initiatives, the demand for high-quality and stylish bathroom fittings is expected to continue its upward trajectory. Established brands like Jaquar, Hindware, Cera, and Parryware hold strong positions in the Indian market, while international brands like Bath & Body Works have carved a niche for themselves in specific product segments. As the market continues to evolve, companies that can offer innovative and customer-centric products are likely to gain a competitive edge.