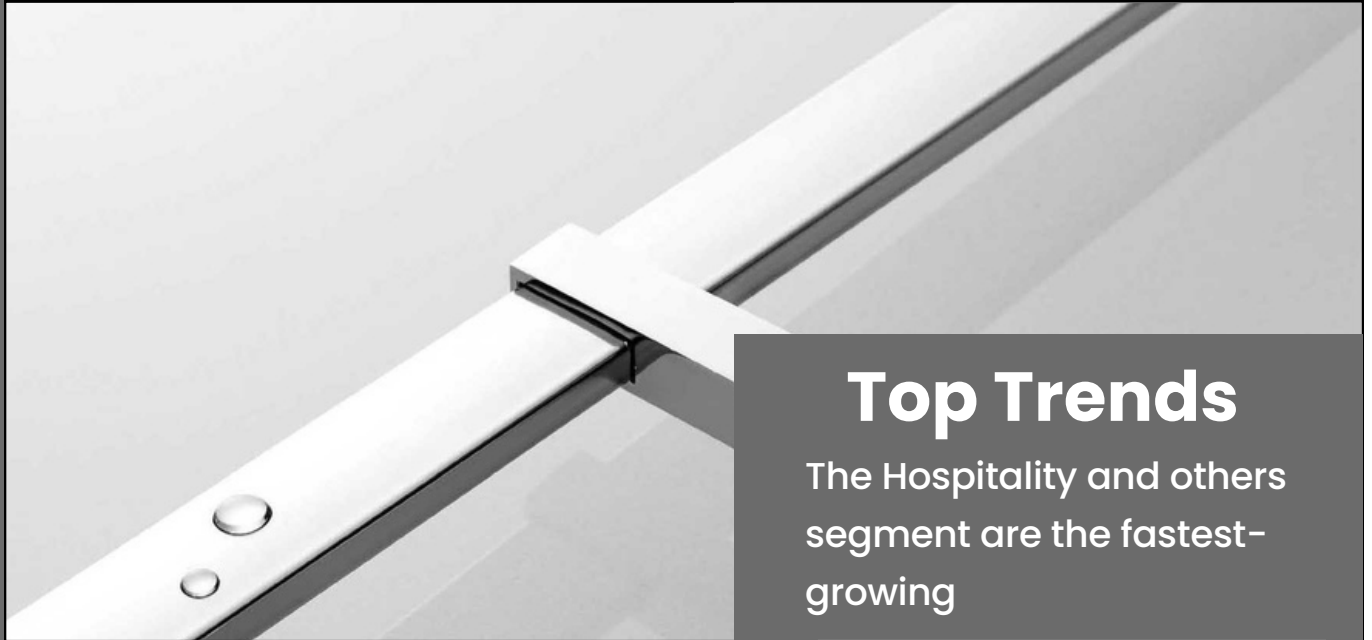


# TRENDS IN THE NEWS BULLETIN

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## Top Trends

The Hospitality and others segment are the fastest-growing

Evolving consumer preferences for stylish and high-quality shower doors



Global Shower Doors Market Compound Annual Growth Rate at 8%

### Global Shower Doors and Cubicles Market Report 2024 Market Size Split by Product Type (Frameless Glass, Framed Glass), End Use (Residential, Hospitality, Others), Glass Type (Tempered Glass, Laminated Glass)

According to Cognitive Market Research, The Global Shower Doors market size is USD 13.5 billion in 2023 and will grow at a compound annual growth rate (CAGR) of 8% from 2023 to 2030.



Evolving consumer preferences for sophisticated and top-tier shower doors, influenced by design trends and innovative technology, significantly influence the market. Manufacturers that provide customizable and inventive options thrive, while those slow to adapt may encounter diminished demand and market stagnation.

The performance of the shower doors market closely aligns with the housing sector, flourishing during economic upswings and housing booms when homeowners seek bathroom upgrades. Conversely, during economic downturns, when financial constraints lead to postponed renovation projects, the demand for shower doors experiences a decline.

The Hospitality and other segments emerge as the fastest-growing, fueled by the thriving hospitality sector, particularly hotels and resorts. These establishments demand chic and resilient shower doors to elevate guest experiences.

Additional growth is witnessed in healthcare and education facilities, falling under the "Others" category.

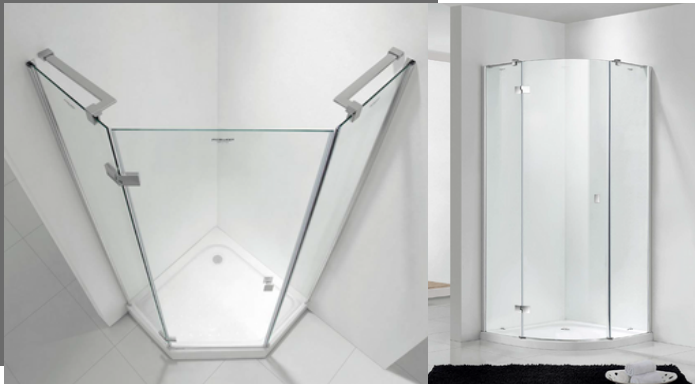
North America maintains its leadership position, while the Asia Pacific Shower Doors market anticipates the most robust growth trajectory until 2030.

## Shower Doors Market Overview

### Introduction to the Shower Doors Market

The shower doors industry is intricately linked with the performance of the housing market, experiencing heightened demand during upswings driven by factors like population growth and economic prosperity. Homeowners, spurred by these favorable conditions, seek bathroom upgrades, contributing to the surge in demand for shower doors. Conversely, economic downturns or contractions in the housing market lead to a reduction in demand as consumers delay or scale back renovation projects due to financial constraints.

The dynamics of the shower doors market are shaped by evolving design trends and shifting consumer preferences, with a notable focus on luxurious bathroom aesthetics, innovative door designs, and high-quality materials. Technological advancements and a desire for spacious, open-concept bathrooms further influence these trends.

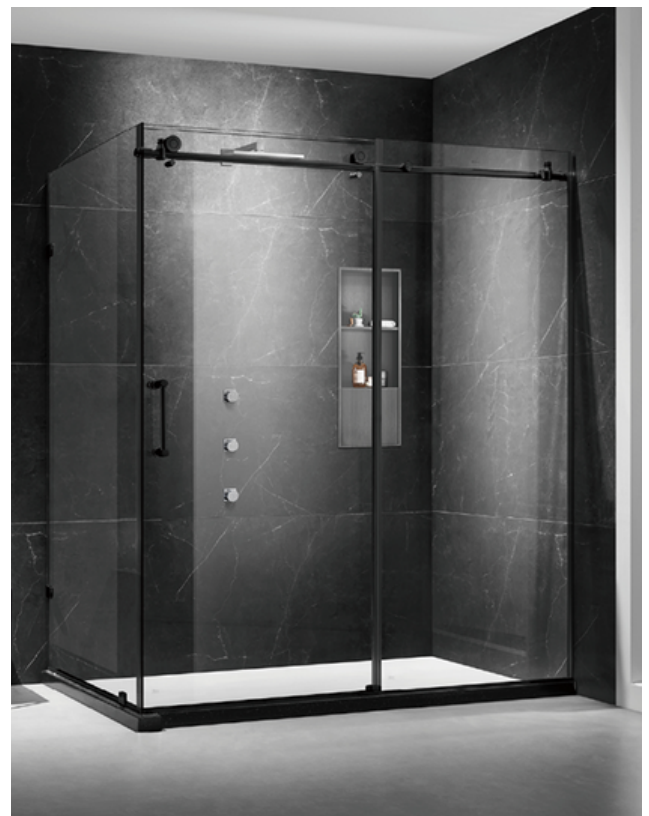


**The shower doors market is notably influenced by evolving design trends and shifting consumer preferences.** A heightened focus on luxurious bathroom aesthetics and innovative shower door designs is driven by the increasing design consciousness among consumers. Factors such as advancements in technology, a preference for spacious and open-concept bathrooms, and the utilization of high-quality materials contribute to this trend.

Manufacturers adapting to these changes by offering customizable, frameless, or semi-frameless options witness an increase in market share, while those lagging behind in innovation may face challenges.

This evolving landscape presents opportunities for businesses to provide tailored solutions and services, fostering the growth of the shower doors industry.

An exemplary case is Kohler Co., which reinforces its commitment to resilient energy solutions through the acquisition of Heila Technologies. Integrated into Kohler's Power Group, Heila's expertise in Distributed Energy Resources (DERs) and microgrids is poised to revolutionize the energy industry. The incorporation of batteries, fuel cells, and solar arrays aims to create a more resilient and sustainable grid for communities and businesses, showcasing innovation in response to industry demands.



## **Increasing Trends in the Housing Market Expected to Boost Shower Doors Demand**



Manufacturers that effectively respond to these changes by providing customizable, frameless, or semi-frameless options experience an expansion in market share. Conversely, a failure to innovate or adapt to evolving aesthetics may lead to market stagnation or a reduction in demand.

## Shower Doors Market Dynamics

### Challenges Arising from Regulatory Compliance and the Impact of COVID-19 on the Shower Doors Market

The shower doors market encounters challenges due to stringent regulatory compliance and safety standards. Government mandates necessitate safety measures in construction, compelling manufacturers to invest in costly materials and technology to meet these standards. Consequently, production costs rise, making shower doors more expensive for consumers.

Navigating and adhering to these regulations also consumes time and resources, potentially hindering innovation and product development, thereby limiting the industry's growth potential.

The market faced significant repercussions from the COVID-19 pandemic, resulting in decreased demand in both residential and non-residential sectors. This health crisis negatively impacted new construction projects and the aftermarket industry. Post the easing of restrictions, the sector grappled with challenges related to labor availability and escalating costs of essential building materials. The conclusion of the pandemic saw a sharp increase in raw material prices, further impacting the overall demand for doors and intensifying the sector's difficulties.

### Shower Doors Market: Analyzing the Competitive Landscape

The shower doors industry is marked by numerous leading players competing for market dominance through strategic initiatives, technological advancements, and a diversified product range. Prominent companies in this field offer a broad spectrum of shower door solutions and uphold robust global distribution networks.



These industry leaders consistently participate in partnerships, acquisitions, and the launch of innovative products to bolster their market position. Their dedication to innovation and strategic collaborations underscores the competitive landscape of the shower doors sector, aiming to meet changing consumer preferences and uphold a formidable market presence.

### **Analysis of the Global Shower Doors Market – 2024 Edition**

The Global Shower Doors Market Report for 2024 Edition offers essential market insights through detailed analysis of segments and sub-segments. This section delves into a comprehensive examination of the critical factors influencing the growth of the Shower Doors Industry. The market for shower doors is dissected based on Product Type, End Use Glass Type, and other relevant criteria. This analysis aids in grasping the nuances of key industry segments, offering insights at the global, regional, and country levels. Additionally,

the analysis identifies segments poised to be highly lucrative in the foreseeable future, highlighting their anticipated growth rates and prospective market opportunities. The report goes further to furnish intricate details about the factors contributing to the positive or negative growth of each industry segment.

### **Segment Analysis of Shower Door Types**

#### **Frameless Glass**

#### **Framed Glass**

As reported by Cognitive Market Research, framed glass shower doors have long been the reigning force in the shower doors market, recognized for their cost-effectiveness and durability, making them attractive to a broad consumer base.

In contrast, frameless glass shower doors are emerging as the swiftest-growing segment, sought after for their sleek and spacious design, especially in upscale settings. Their capacity to impart a luxurious and open ambiance to bathrooms has spurred heightened demand. However, their generally higher pricing compared to their framed counterparts might constrain their market share, yet positions them for rapid growth.





### **End-Use Segment Analysis of Shower Doors As per Cognitive Market Research,**

the residential segment emerges as the dominant force in the shower doors market. This supremacy is primarily attributed to its extensive application in individual homes and apartments, driven by the preferences of homeowners and tenants for bathroom enhancements and modernization. The sustained high demand is fueled by factors such as ongoing bathroom renovations, the continuous growth of homeownership, and an increasing inclination toward luxurious and aesthetically pleasing bathrooms.

**Simultaneously, the fastest-growing segment is Hospitality and others,** witnessing rapid expansion propelled by the flourishing hospitality sector. This sector includes hotels, resorts, and short-term rentals, where the demand for stylish and durable shower doors is experiencing a notable surge to elevate the guest experience.

Furthermore, this growth extends to healthcare and educational facilities within the "Others" category, contributing significantly to the swift ascent of this segment.

Residential

Hospitality

Others

### **Glass Type Segment Analysis of Shower Doors**

Within the shower doors market, tempered glass stands as the enduring leader, propelled by its emphasis on safety and durability. The unique heat treatment process strengthens tempered glass, ensuring that when it breaks, it forms smaller and less hazardous pieces. These safety features, coupled with its aesthetic appeal and easy maintenance, have established tempered glass as the preferred choice for shower doors, solidifying its dominance.

Conversely, the rapidly expanding segment is laminated glass, driven by the growing demand for heightened safety and privacy in shower enclosures. With its multilayer construction and interlayer providing shatter resistance, laminated glass not only enhances safety but also offers sound insulation and privacy benefits, making it a sought-after option for contemporary bathroom designs.



As consumer awareness of these advantages continues to increase, the demand for laminated glass shower doors is poised for significant growth, marking it as the market's swiftest-expanding segment.

Tempered Glass  
Laminated Glass

### **The North American segment holds the most significant portion of the worldwide shower doors market.**

As per Cognitive Market Research, North America has been at the forefront of the shower doors market, with its leading status attributed to a robust construction industry and an increasing demand for bathroom renovation and home improvement projects. The region's emphasis on innovation and design, coupled with consumers' readiness to invest in contemporary shower enclosures, has solidified its dominant position.

In contrast, the Asia-Pacific region is undergoing the swiftest expansion in the shower doors market. The growth is fueled by rapid urbanization, rising disposable incomes, and increased construction activities in nations such as China and India. Furthermore, the trend of modernizing bathrooms and an increased awareness of hygiene and aesthetics among consumers are pivotal factors propelling the market's rapid expansion in the Asia-Pacific region.

**The shower doors market is dynamic and evolving**, with North America currently leading due to a robust construction sector and a high demand for bathroom renovations. The region's focus on innovation and design, coupled with consumer willingness to invest in modern shower enclosures, has solidified its dominant position. Meanwhile, the Asia-Pacific region is experiencing rapid growth, driven by factors such as urbanization, increasing disposable incomes, and a surge in construction activities. The market's trajectory reflects a blend of regional strengths and consumer trends shaping the demand for stylish and functional shower doors.

