



**International  
Market  
Strategy**



**International strategic market research and  
consultancy on building product and related markets**

**SEPTEMBER 2009**

**THE WORLD  
BATHROOM PRODUCT MARKETS  
2009**

**USA**



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## INTRODUCTION

This country report from BRG CONSULT's 2009 program covers the markets for key bathroom products. The main products covered in the full country report are:

- bath tubs and shower systems
- sanitary ware (ceramic + alternatives)
- faucets, taps and mixers
- shower wall products (bath and shower doors, non hydromassage shower kits)
- hydrotherapy products (whirlpools, air massage baths, combos, hydrotherapy cubicles and shower panels).

The full report layout is as follows:

- Section 1 covers demographic and macro-economic background information, developments in construction activity
- Section 2 contains an analysis of the distribution of bathroom products
- Sections 3 to 8 contain detailed analysis of each specific product category
- Appendix A contains profiles of the leading manufacturers
- Appendix B contains profiles of the leading distributors.

This report covers the sections to which you have subscribed.

The research for the study was carried out during 2009.

This report is part of BRG CONSULT's "World Program" which includes USA, Canada, Mexico, China, South America, India, Australia and other non European countries.

In addition to its "World Program", BRG CONSULT continues to annually update its European bathrooms database that includes:

- 16 West European markets with individual country reports
- 14 East European markets with individual country reports.

There is also a 30 country International Synthesis covering the above countries.

All reports are available:

- in hard copy format
- in PDF format.

At the beginning 2007, BRG CONSULT NORTH AMERICA was established through its offices in New Jersey. BRGC NA has now built a local team to serve the North American bathroom products industry with the same degree of expertise and knowledge as Europe and China. Services offered to the local industry are:

- Bathroom Product Databases
- Market Intelligence
- Market Mapping and Modelling
- Market Opportunity Analysis
- Commercial Due Diligence
- Distributive Flows and Structural Analysis
- Customer Satisfaction.

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