



**Global Urinals Market Research Report with
Opportunities and Strategies to Boost Growth- COVID-19
Impact and Recovery**

Summary

This report details the market size, market characteristics, and market growth of the industry in Urinals, and is broken down by the type, application, and consumption fields of Urinals. Obtain historical data and forecast prospect analysis of the industry from this report, and glimpse industry investment trends from multiple angles such as supply chain, industry attractiveness, and leading companies.

In the COVID-19 pandemic, the Urinals industry has also been affected. In Chapter 2.4 of the report, the report analyzes in detail the short-term and long-term effects of COVID-19 on the market of Urinals.

Chapter 3.4 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 8-13 consider the impact of COVID-19 on the regional economy.

Key players in the global Urinals market covered in Chapter 5:

- TOTO
- Kohler
- Lixil (American Standard)
- Duravit
- Roca Sanitario
- Falcon Waterfree Technologies
- Villeroy & Boch
- Urimat
- Keramag
- Mansfield Plumbing
- WATERLESS CO. INC
- CERA
- VitrA
- Jaguar

In Chapter 6, on the basis of types, the Urinals market from 2015 to 2025 is primarily split into:

- Wall Mounted
- Floor Mounted

In Chapter 7, on the basis of applications, the Urinals market from 2015 to 2025 covers:

- Commercial
- Public Sector

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

- United States
- Canada

- Mexico

Europe (Covered in Chapter 10)

- Germany

- UK

- France

- Italy

- Spain

- Russia

- Others

Asia-Pacific (Covered in Chapter 11)

- China

- Japan

- South Korea

- Australia

- India

South America (Covered in Chapter 12)

- Brazil

- Argentina

- Columbia

Middle East and Africa (Covered in Chapter 13)

- UAE

- Egypt

- South Africa

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1 Market Overview

1.1 Product Definition and Market Characteristics

Figure Product Picture



Source: Maia Research Analysis

1.2 Global Urinals Market Size

Figure Global Urinals Market Size (M USD) and Growth Rate 2015-2025



Source: Maia Research Analysis

1.3 Market Segmentation

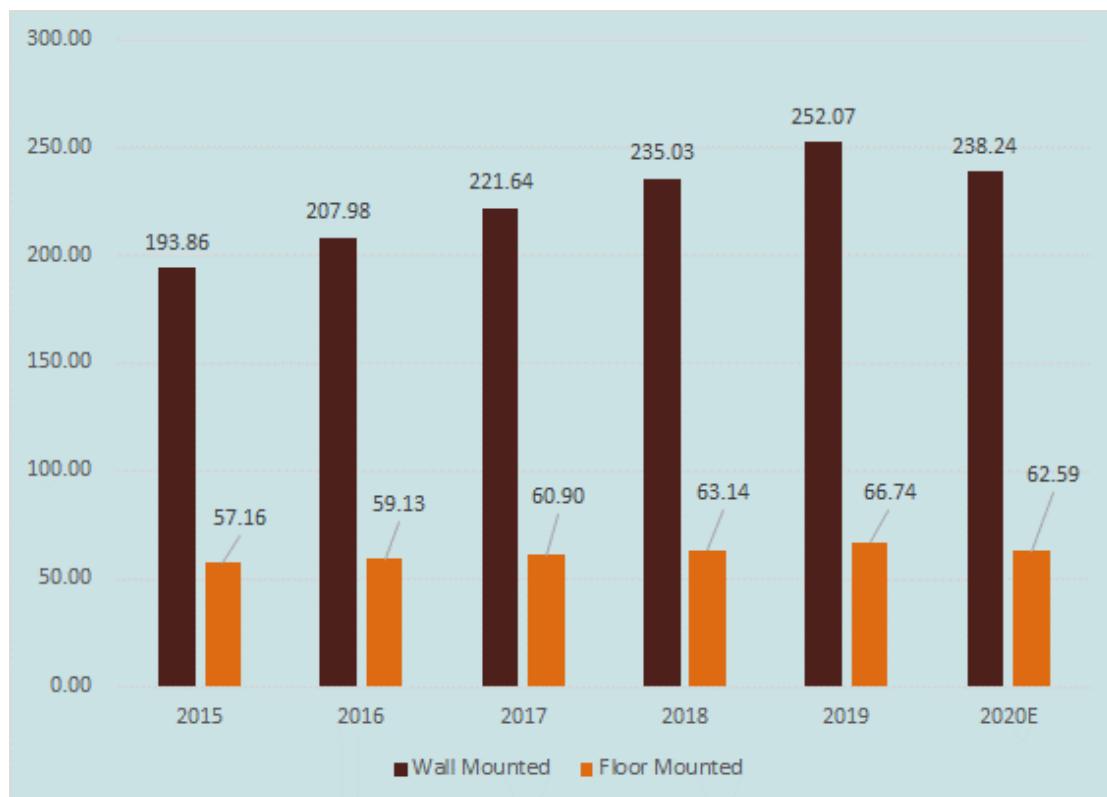
Table Urinals Key Market Segments

Segmentation	Sub-category
By Product Type	Wall Mounted Floor Mounted
by Application	Commercial

	Public Sector
By Regions	North America
	Europe
	Asia Pacific
	South America
	Middle East & Africa

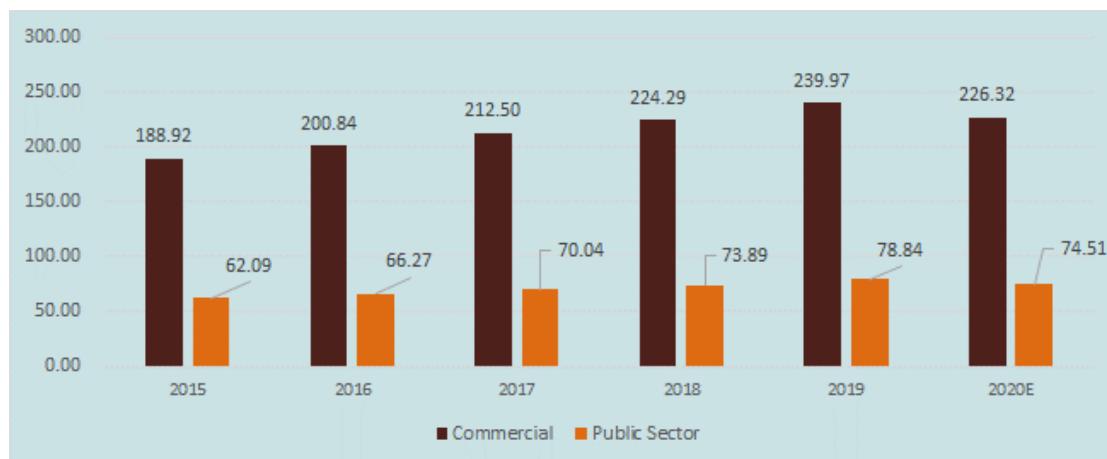
Source: Maia Research Analysis

Figure Global Urinals Market Revenue (M USD) Segment by Type from 2015-2020



Source: Maia Research Analysis

Figure Global Urinals Market Revenue (M USD) Segment by Applications from 2015-2020



Source: Maia Research Analysis

1.4 Global Macroeconomic Analysis

Table Global Macroeconomic Analysis

Regions	Descriptions
North America	<p>There are two main countries in North America —The United States and Canada.</p> <p>As the most developed economy and the country that attracts the most foreign investment, the United States has the largest GDP in the world. The total US real GDP in 2019 was \$21.44 trillion. There are several main factors that make the US market very attractive:</p> <p>Good business environment: the market system, regulations, and tax system give foreign investors full operating freedom.</p> <p>Huge consumer demand: The United States has always pursued a policy of encouraging consumption, with low savings rates and large credit consumption. Private consumption has occupied the most important position in GDP, remaining at around 70%.</p> <p>Global Leading Technology Status: American companies are leading the world in technology development and innovation. Of the 100 largest IT companies in the world, as ranked by Business Week, 45 are US companies, and 5 of the top 10 IT companies are US companies.</p> <p>Complete infrastructure: Of the 10 largest economies in the world, the United States has the largest road system, rail network, and most airports. Five of the top 10 airports in the world by air cargo are in the United States. Although the U.S. is hailed as one of the most competitive, innovative and open economies in the world, its neighbor Canada (2019 GDP: \$ 1.73trillion) is no less impressive.</p> <p>Canada is one of the major developed industrial countries and a member of the G7 and the OECD. Its attractiveness to foreign investment includes: social and political stability; sound legal system; open and transparent policies; high degree of marketization; sustained and stable economic growth; Highly educated labor force; abundant natural resources; developed manufacturing and service industries; complete infrastructure, etc.</p> <p>Energy industry, manufacturing, agriculture and service industries are the pillar industries of Canadian national economy. The contribution rate of natural resources and related industries to GDP remained at 13-15%. 40% of products exported from trade in goods come from resource-related industries. Canada has a developed high-tech industry and possesses advanced technologies and equipment in nuclear energy, hydropower, communications, aerospace, environmental protection, transportation,</p>

	<p>petrochemicals, geophysical exploration, bioengineering, medicine, papermaking, passenger vehicles and small passenger aircraft manufacturing. 12 Canadian companies on the Fortune 500 list in 2019</p>
Europe	<p>The European Union consists of 28 member countries. At present, the EU has established relations with most countries and regions in the world, and concluded various political and economic cooperation agreements. The World Economic Forum's "Global Competitiveness Report 2019" shows that of the 141 most competitive countries and regions in the world, 5 of the top 10 come from the European Union. International rating agency Standard & Poor's has rated the EU's sovereign credit rating as AA / A -1+. Currently, the European unified large market includes 28 countries with a population of 512 million. Goods, people, capital, and services can basically flow freely without internal barriers. In 2018, the EU's total GDP was 15.87 trillion euros. In terms of trade in goods, the total EU imports and exports in 2018 were 392.4 billion euros, of which exports were 19.549 billion euros and imports were 197.5 billion euros.</p>
Asia Pacific	<p>Headwinds from prolonged global policy uncertainty, distortionary trade measures, and growth deceleration in the economies of important trading partners are influencing economic growth in Asia and the Pacific. Although the region is still the world's fastest growing major region, contributing more than two-thirds to global growth, near-term prospects have deteriorated noticeably since the April 2019 World Economic Outlook, with risks skewed to the downside.</p> <p>Growth in Asia is expected to moderate to 5.0 percent in 2019 and 5.1 percent in 2020 (0.4 and 0.3 percentage point lower than projected last April, respectively). A marked deceleration in merchandise trade and investment, driven by distortionary trade measures and an uncertain policy environment, is weighing on activity, particularly in the manufacturing sector. Loosening monetary policy in key advanced economies and, correspondingly, easing financial conditions, are mitigating the impact of slower growth on Asian economies, but could add to financial vulnerabilities in the region. External downside risks to the outlook stem from a possible further deepening of US-China trade tensions, weaker-than-expected growth of key trading partners, higher oil prices, and a disorderly Brexit. Risks within the region include a faster-than-expected slowdown in China, a deepening of regional tensions such as Japan's and Korea's bilateral relationship, rising geopolitical risks, and increased incidence of natural disasters.</p>
South America	<p>Compared with Asia, Europe and other continents, South America's economic aggregate is relatively small. Among the 12 countries in South America, Brazil has the highest total GDP, reaching US \$ 1.85 trillion (2019). Brazil is a member of the BRICS. However, Brazil's economic development has slowed in recent years. After experiencing economic downturns in 2015 and 2016, Brazil's economy has finally ushered in positive growth in the past</p>

	<p>two years, but it has only had a GDP growth rate of about 1%. Although Brazil's economy has been in a downturn for a long time, in South America, Brazil's largest economy is still relatively stable. Argentina is the second largest economy in South America, with a GDP of \$ 445.47 billion. Like Brazil, Argentina's economic development has been slow in recent years. In addition to Brazil and Argentina, countries with a GDP in excess of US \$ 100 billion in South America include Colombia (US \$ 327.92 billion), Chile (US \$ 294.241 billion), Peru (US \$ 228.99 billion), and Ecuador (US \$ 107.91 billion).</p>
Middle East & Africa	<p>The Middle East is the world's largest oil reserve and the region that produces and exports the most oil. Middle East oil is mainly distributed in the Persian Gulf and coastal areas. Due to its small consumption of oil, more than 90% of the oil produced in the Middle East is transported by tankers along the ports of the Persian Gulf to western Europe, the United States, Japan, China and other countries and regions. It is the region that exports the most oil in the world. In 2019, Middle East oil reserves, production, and exports accounted for 61.5%, 30.7%, and 44.7% of the world respectively. The major oil producing countries in the Middle East are Saudi Arabia, Kuwait, the United Arab Emirates, Iran, and Iraq, of which Saudi Arabia, Kuwait, The United Arab Emirates, etc., have gained considerable economic income by exporting oil and become rich countries.</p> <p>Although Israel does not have rich oil resources like Saudi Arabia and the United Arab Emirates, the country's mixed economy has a high degree of industrialization and is dominated by knowledge-intensive industries. Due to the high technical level of high value-added agriculture, biochemical, electronics, and military industries, it is known as the second Silicon Valley, with world-class educational institutions such as Hebrew University and Haifa University and the world's most famous multinational companies. Israel has a high-quality workforce. Israel has 135 engineers and technicians per 10,000 people, ranking first in developed countries; 20% of residents have a university degree, and 12% have a master's degree or higher, second only to the United States and the Netherlands.</p> <p>With regard to Africa, Nigeria and South Africa are the most important countries. Their GDP in 2019 are about \$447 billion and \$359 billion respectively.</p> <p>Nigeria is the "leader" in West Africa and also plays a pivotal role in Africa. Nigeria's advantages are: abundant resources, which can make full use of local raw materials such as oil, gas, coal, iron ore, limestone, etc.; sufficient human resources, cheap prices, and easy recruitment; high degree of market openness and relatively low entry barriers. The disadvantages are: insufficient power supply, high construction costs, and infrastructure needs to be improved.</p>

	<p>South Africa is Africa's second largest economy, a member of G20, BRICS and other important international organizations, and is the preferred destination for foreign investment in the African region. South Africa's political and economic environment is relatively stable. To promote investment and economic growth, the South African government has introduced a series of policies, measures and plans to encourage investment. Abundant mineral resources, relatively developed infrastructure, labor resources with a certain capacity for scientific research and innovation, and a growing middle class provide strong consumer demand for economic development, making South Africa one of the most developed countries in Africa.</p> <p>However, South Africa's labor laws are strict, labor unions are strong, labor relations are tight, strikes are frequent; exchange rates are highly market-oriented, highly correlated with major currencies such as the US dollar and euro, and exchange rate fluctuations are high; South Africa's infrastructure development has been slow in recent years. Has begun to restrict economic growth; large gaps between the rich and the poor lead to social problems such as high unemployment and crime rates, and many illegal immigrants, which easily lead to social conflicts; South Africa lacks high-quality labor, and wage growth is much faster than economic growth, raising its business operating costs. These issues also make South Africa's future development uncertain.</p>
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Source: Maia Research Analysis

1.5 SWOT Analysis

Table SWOT Analysis

SWOT	Description
Strength	It conforms to male physiological habits and can improve the efficiency of toilet use in commercial places; Easy to take care of, energy-saving and environmental protection; Save the design area of men's toilets.
Weakness	Poor privacy; Need someone to maintain; The economically developed regions have mature markets and great competition pressure;
Opportunities	The market economy of emerging countries is developing rapidly, and public health expenditure is growing rapidly; The equipment replacement market that was installed in large numbers in the early stage has potential.
Threat	The entry barrier for new investment in the industry is low, and the market is flooded with many low-priced products, which is not conducive to the long-term development of the market.

Source: Maia Research Analysis

2. Market Dynamics

2.1 Market Drivers

Table Market Drivers Analysis

Market Driving Factors	Description
Economic development drives downstream demand growth.	In developing market, with their development of economy, growing concern for public hygiene, the improvement of public facilities, the number of hotel, hospital and schools, rising tourism resulting into rise in number of 5-star and 7-star luxurious hotels, the need for quality sanitary ware in residential complex, many local businesses emerged to the market, updating their technology and keep on product innovation, which increased the penetration of more water conservation, waterless, refinement, and intelligence urinals consumption. In developed market, they have more international companies, good channels, highly market maturity, complete industry chain, a highly competent management team, technology, and finance advantages, keep on innovation, prominent market participants invest heavily in R&D, fierce competition, advanced hospitality infrastructure, all of which make a growing market demand for urinals.
New urinal products such as anhydrous gradually replace old products.	Waterless urinals have advantages such as optimizing cost of plumbing accessories at supply and consumption points, saves massive amount of water and enhances efficiencies of sewer lines and wastewater treatment plants.

Source: Maia Research Analysis

2.2 Market Constraints and Challenges

Table Market Constraints and Challenges Analysis

Market Constraints and Challenges	Description
Low industry threshold and fierce competition	The urinal industry has low technology and capital thresholds, and there are many small brands competing in the low-end market. This situation is not conducive to the standardized governance of industry products. Some businesses may choose inferior materials to produce products for profit. This will have a negative impact on the industry as a whole.
The trend of energy conservation and environmental protection is obvious, and high-end products	In the future, the urinal industry will develop in the direction of more energy saving and environmental protection, which puts forward new technical requirements for urinal

require continuous scientific research investment.

manufacturers. Manufacturers are required to invest in research and development on water saving, power saving, and easy maintenance of urinals. This trend is a challenge for small manufacturers.

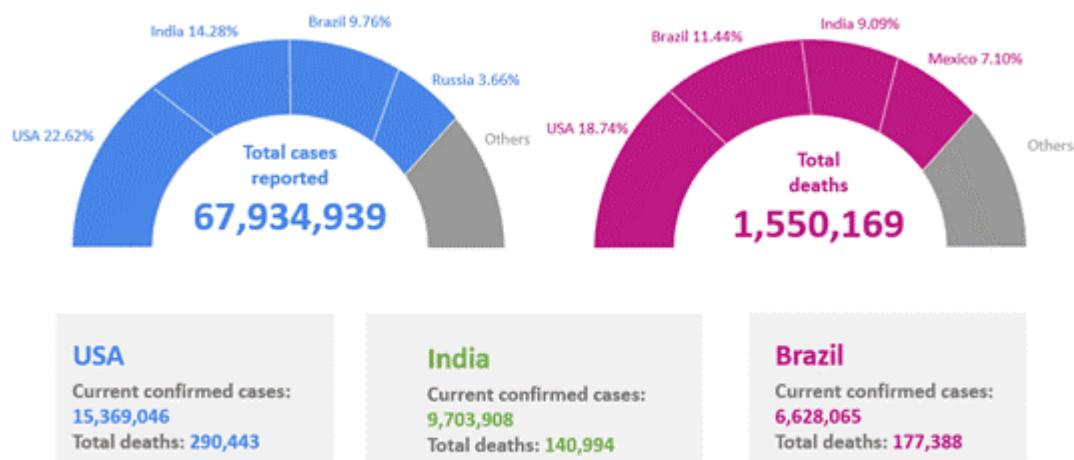
Source: Maia Research Analysis

2.3 Emerging Market Trends

Emerging markets represented by India, China, Southeast Asia, South America, and Middle East Africa have experienced rapid economic growth in recent years. The number of public buildings such as office buildings and commercial buildings in these countries is growing rapidly. The demand for urinals has also grown rapidly. Under such circumstances, a number of local urinal companies have emerged in various countries to provide basic products for the market. But in the mid-to-high-end market, the market concentration is constantly concentrated, and this trend will also appear in the future.

2.4 Impact of COVID-19

Figure Global COVID-19 Status



Data update as of Dec 8, 2020

Source: Maia Research Analysis

2.4.1 Short-term Impact

Table Urinals Industry Short-term Impact

Item	Description
The impact of COVID-19 on the global economy.	More than one million lives have been lost to COVID-19 since the start of the year and the toll continues to rise. Many more have suffered serious illness. Close to 90 million people are expected to

	<p>fall into extreme deprivation this year. Compared with the IMF report released in June, the global economic contraction in 2020 will not be as severe as previously predicted. This revision reflects a better-than-expected economic recovery in the second quarter. Global growth is projected at 5.2 percent in 2021, a little lower than in the June 2020 WEO Update, reflecting the more moderate downturn projected for 2020 and consistent with expectations of persistent social distancing. Following the contraction in 2020 and recovery in 2021, the level of global GDP in 2021 is expected to be a modest 0.6 percent above that of 2019. The growth projections imply wide negative output gaps and elevated unemployment rates this year and in 2021 across both advanced and emerging market economies.</p>
The COVID-19 pandemic has brought challenges to the normal operation of the supply chain.	<p>In the current economic globalization, the upstream and downstream industrial chains have never been so closely connected. The COVID-19 pandemic around the world has caused a large number of factories to stop production, isolate employees, and block transportation. This will affect the raw material transportation of Urinals manufacturing companies. If the supply of raw materials is blocked, the production of Urinals will also be affected. Therefore, dealing with the impact of COVID-19 on the global supply chain will become one of the main issues that Urinals manufacturers need to deal with.</p>
The implementation of the social distancing policy has led to a decrease in the number of public toilet users.	<p>As countries have successively implemented social distancing measures in response to COVID-19, people have been forced to cancel non-essential outings. At the same time, many companies choose to work online to maintain business operations. People will spend more and more time at home, so the use of the main downstream public toilets of the urinal will decrease. The reduced frequency of use will affect the sales of the urinal after-sales maintenance market.</p>

Source: Maia Research Analysis

2.4.2 Long-term Impact

Table Urinals Industry Long-term Impact

Item	Description
The economic crisis caused by the COVID-19 pandemic has curtailed plans for new buildings.	<p>The economic downturn will cause various types of investment to shrink. This also includes investment in new buildings. New commercial buildings are the main application scenario in the downstream of the urinal, and its slowdown will in turn affect the development of the urinal industry. It is expected that during the entire economic downturn, the number of newly built commercial buildings downstream will continue to decrease until the economy</p>

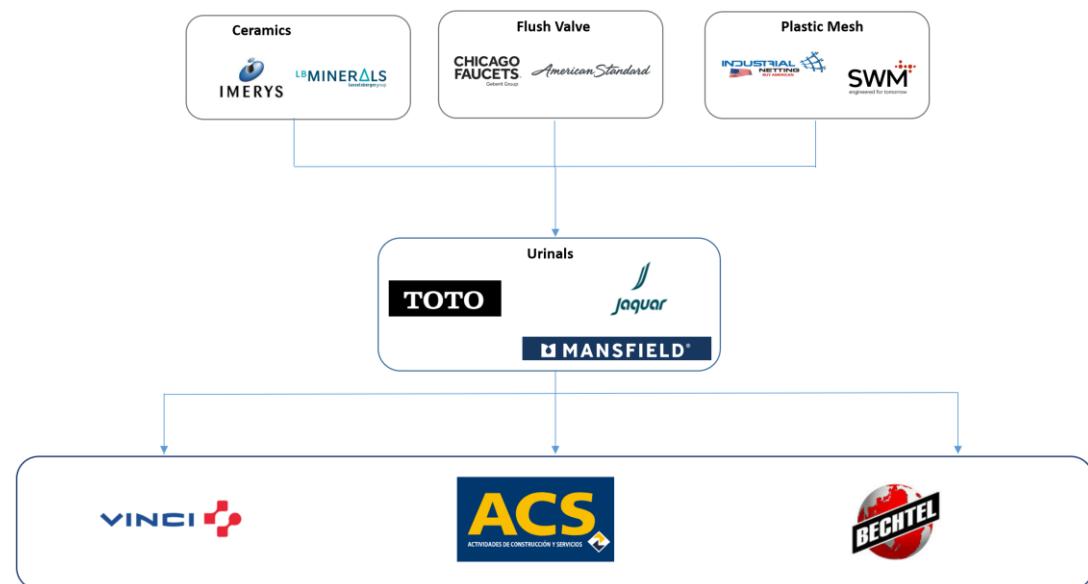
recovers and the next fixed asset investment cycle arrives.

Source: Maia Research Analysis

3 Associated Industry Assessment

3.1 Supply Chain Analysis

Figure Supply Chain



Source: Maia Research Analysis

3.2 Industry Active Participants

3.2.1 Suppliers of Raw Materials

Table Upstream Raw Material Suppliers of Urinals with Contact Information

Raw Material	Suppliers	Contact Information
Ceramics	Imerys SA	Add: 43 Quai de Grenelle Paris, 75015 France Tel: 33-1-45-50-32-98
	LB MINERALS Ltd.	Add: Tovární 431, 330 12 Horní Bríza, Czech Republic Tel: +420 378 071 111
Flush Valve	Chicago Faucet	Add: 2100 S. Clearwater Drive Des Plaines, IL 60018-5999 Tel: 847-803-5000
	American Standard Brands	Add: 1 Centennial Avenue Piscataway, NJ 08854 United States

Plastic Mesh	Industrialnetting	Tel: 1-800-442-1902 Add: 7681 Setzler Pkwy N. Minneapolis, MN 55445 Tel: 800-328-8456
	Swmintl	Add: 100 North Point Center East, Suite 600 Alpharetta, Georgia 30022-8246, USA Tel: +1 770 569 4200

Source: Maia Research Analysis

3.2.2 Key Distributors/Retailers

Table Major Distributors of Urinals with Contact Information

Distributors	Contact Information
BLACKMAN PLUMBING SUPPLY CO.INC.	Add: FIFTH AVENUE)AT 16TH STREET). 2ND FLOOR NEW YORK, NY 10003 Tel: 212-337-1000
HOMETOWN ACE HARDWARE	Add: 3700 TIETON DRIVE YAKIMA, WA 98902 Tel: 509-972-4400
Roy's Ace Hardware	Add: 405 West Yakima Ave Yakima, WA 98902 Tel: 509-453-4725
VAMAC	Add: 4750 Eisenhower Avenue Alexandria, VA 22304 Tel: (703) 448-3090
SIMON'S HARDWARE	Add: 421 3RD AVENUE, NEW YORK, NY, 10016 Tel: 1.212.532.9220

Source: Maia Research Analysis

3.3 Alternative Product Analysis

The urinal is one of the infrastructures of men's toilets, and the threat of substitutes is small.

3.4 The Impact of Covid-19 From the Perspective of Industry Chain

As factories need to protect workers and help curb the spread of the COVID-19 virus, as the factory closes elsewhere, the damage to the production supply chain is expected to intensify further, such as shortages of raw materials, increased raw material price fluctuations, and labor shortages. In addition, sales of Urinals were affected due to restrictions on movement. The expected lower demand may cause some Urinals manufacturers to adjust output throughout the year. Although the current shutdown is disruptive, some demand for Urinals will appear later this year.

4 Market Competitive Landscape

4.1 Industry Leading Players

Table Major Players Headquarters, and Service Area of Urinals

Players	Headquarters	Service Area
TOTO	Japan	Worldwide
Kohler	USA	Worldwide
Lixil (American Standard)	Japan	Worldwide
Duravit	Germany	Worldwide
Roca Sanitario	Spain	Worldwide
Falcon Waterfree Technologies	USA	Mainly in North America
Villeroy & Boch	Germany	Mainly in Europe
Urimat	Switzerland	Mainly in Europe
Keramag	Germany	Worldwide
Mansfield Plumbing	USA	Mainly in North America
WATERLESS CO. INC	USA	Mainly in North America
CERA	India	Mainly in Asia
VitrA	Turkey	Mainly in Europe
Jaguar	India	Worldwide

Source: Maia Research Analysis

Table Major Players Revenue (M USD) in 2019

Players	Revenue
TOTO	54.2
Kohler	44.6
Lixil (American Standard)	25.7
Duravit	19.2
Roca Sanitario	16.2
Falcon Waterfree Technologies	15.4
Villeroy & Boch	11.1
Urimat	7.2
Keramag	7.1
Mansfield Plumbing	4.2
WATERLESS CO. INC	3.5
CERA	3.2
VitrA	3.0
Jaguar	1.9

Source: Maia Research Analysis

4.2 Industry News

4.2.1 Key Product Launch News

Table Key Product Launch News

News	Description
TOTO's new low-water-consuming urinals	<p>Launched in 2011, each of TOTO's new low-water-consuming urinals enhances life by offering several benefits to both people and the planet.</p> <p>Better hygiene. By rinsing and draining completely thanks to a redesigned P-trap, the new urinals eliminate odors and unsightly backflow, keeping the atmosphere fresh and clean.</p> <p>Easy maintenance. Because no crystalline urine residue is left behind, the fixtures are easier to clean. In addition, the EcoPower valves eliminate the costs of installing power supplies and wiring as well as maintenance costs for battery replacement.</p>
Falcon Waterfree Technologies Hybrid Urinal	<p>The Hybrid Urinal from Falcon Waterfree Technologies uses Jetrinse Solution Technology to create supplemental water and automatically inject it into the drainline, where calcite and struvite buildup cause the most problems. The water injection is preprogrammed to automatically clean the housing and drain every 72 hours, eliminating the need to clean the line, reducing water and sewage.</p>

Source: Maia Research Analysis

4.2.2 M&A and Expansion Plans

Table M&A and Expansion Plans

News	Description
FALCON ACQUIRES ENSWICO GROUP GLOBAL OPERATIONS	<p>Falcon Waterfree Europe GmbH, the European arm of Falcon Waterfree Technologies, LLC, the leader in water conservation technology and solutions for the commercial restroom, announced that it has closed a deal to acquire Enswico Group's global operations, an industry leader in water conservation products. This acquisition continues Falcon's strategic goal to be the leader in providing the most comprehensive water conservation technologies. Falcon's existing technology has saved an estimated total of 20 billion gallons / 75 billion liters of water over the last ten years.</p> <p>"The Enswico team is world class and is passionate about the same thing we are—creating the highest caliber water conservation technologies for the commercial restroom," stated Simon A. Davis, President and CEO of Falcon. "By leveraging the</p>

strengths of a combined team, we are now able to offer the most comprehensive water technology solutions globally."

"We found the perfect match with this deal. The power of Falcon combined with Swiss Environmental Technology (SET) will create many innovative synergies," said Dr. Michael Wächter, General Manager of Falcon Europe.

Source: Maia Research Analysis

5 Analysis of Leading Companies

5.1 TOTO

5.1.1 TOTO Company Profile

Table TOTO Company Profile

Item	Profile
Company Name	TOTO
Website	www.totousa.com
Establish Date	1917
Headquarters	Japan
Business Distribution	Worldwide
Business Overview	Toto is the world's largest toilet manufacturer, it designs, manufactures, and sells plumbing products. It offers toilets, lavatories, faucets, wash lets, and neo rests, as well as accessories, showers, baths, bidets, commercial products, seats, and discontinued products.

Source: Maia Research Analysis

5.1.2 TOTO Urinals Products Introduction

Table Product Introduction


COMMERCIAL WASHOUT HIGH EFFICIENCY URINAL, 0.5 GPF - ADAL: ➤ High Efficiency, 0.5 Gpf or less ➤ 3/4" back spud inlet

- Powerful washdown flushing action
- Privacy shields
- Integral trap
- ADA compliant
- One-year limited warranty
- CalGreen compliant

Source: Maia Research Analysis

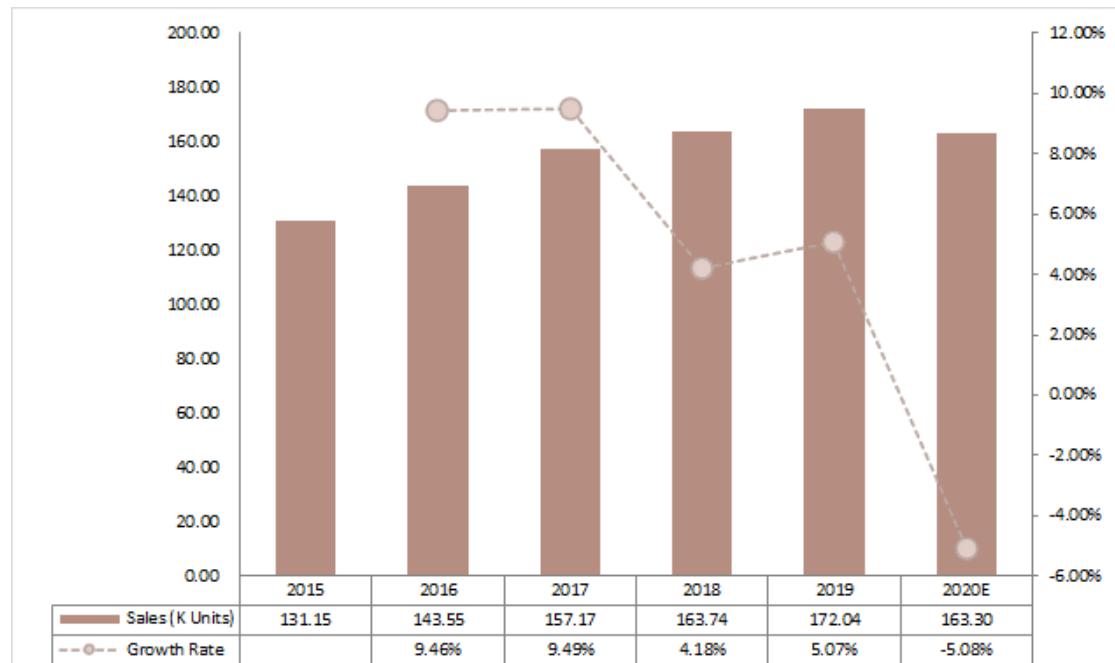
5.1.3 TOTO Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table TOTO Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

TOTO	2015	2016	2017	2018	2019	2020E
Sales (K Units)	131.15	143.55	157.17	163.74	172.04	163.30
Price (USD/Unit)	318.8	314.9	308.3	311.3	315.1	311.3
Revenue (M USD)	41.80	45.20	48.46	50.98	54.21	50.83
Gross (M USD)	9.11	9.84	10.49	11.67	13.69	12.67
Gross Margin	21.78%	21.76%	21.64%	22.89%	25.26%	24.92%

Source: Maia Research Analysis

Figure TOTO Sales and Growth Rate



Source: Maia Research Analysis

Figure TOTO Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.2 Kohler

5.2.1 Kohler Company Profile

Table Kohler Company Profile

Item	Profile
Company Name	Kohler
Website	www.kohler.com
Establish Date	1873
Headquarters	USA
Business Distribution	Worldwide
Business Overview	The firm originally produced cast iron implements for farmers, castings for furniture factories, and ornamental iron pieces. Today, Kohler manufactures and markets bath and kitchen products, engines and power generator systems, and furniture and accessories around the world.

Source: Maia Research Analysis

5.2.2 Kohler Urinals Products Introduction

Table Product Introduction

	
Bardon™: Updated with a new beveled lid, the streamlined design of the Bardon Touchless urinal offers the clean look of a rear spud urinal with the easy valve access of a top spud. The 0.5-gallon flush and Touchless flush valve deliver dependable water-saving performance and enhanced hygiene for any bathroom application.	
	
Steward®: Modeled after the popular Steward waterless urinals, this Steward Hybrid urinal combines a sleek design aesthetic with a rinsing flush that prevents drainline issues and reduces maintenance. At 0.125 gpf, this high-efficiency urinal offers 80% water savings compared to standard 1.0-gpf urinals. The large footprint covers the old urinal wall print, making this model ideal for water conservation replacement projects.	

Source: Maia Research Analysis

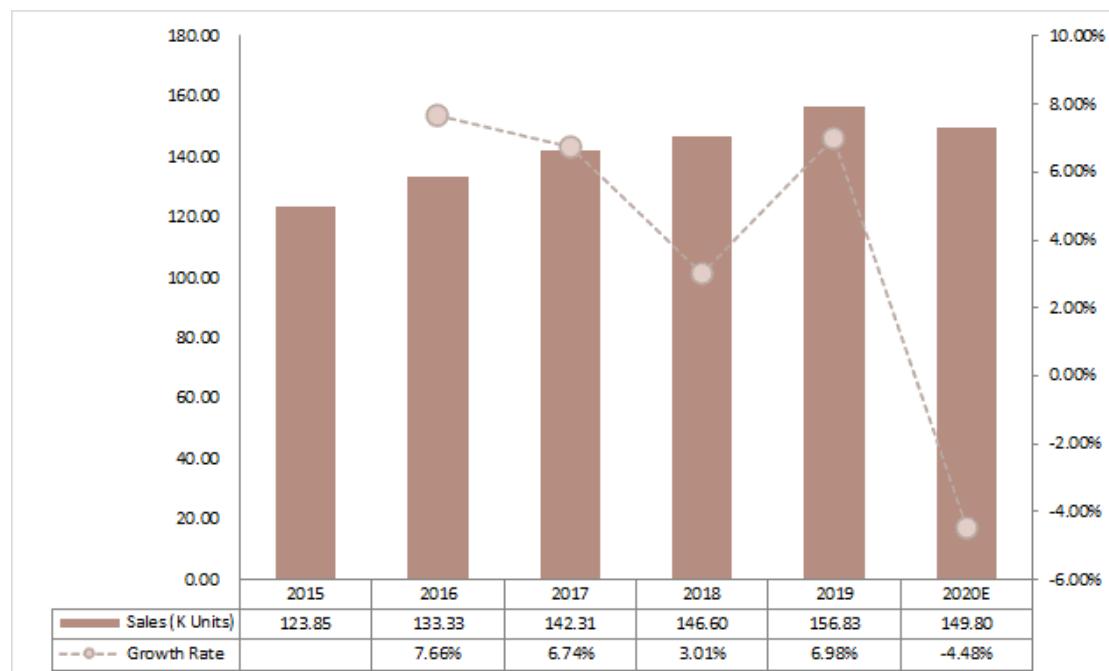
5.2.3 Kohler Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Kohler Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Kohler	2015	2016	2017	2018	2019	2020E
Sales (K Units)	123.85	133.33	142.31	146.60	156.83	149.80
Price (USD/Unit)	285.4	281.6	277.3	280.3	284.1	280.3
Revenue (M USD)	35.35	37.54	39.47	41.10	44.56	41.99
Gross (M USD)	9.30	9.54	10.34	9.92	10.98	10.16
Gross Margin	26.32%	25.42%	26.19%	24.14%	24.65%	24.20%

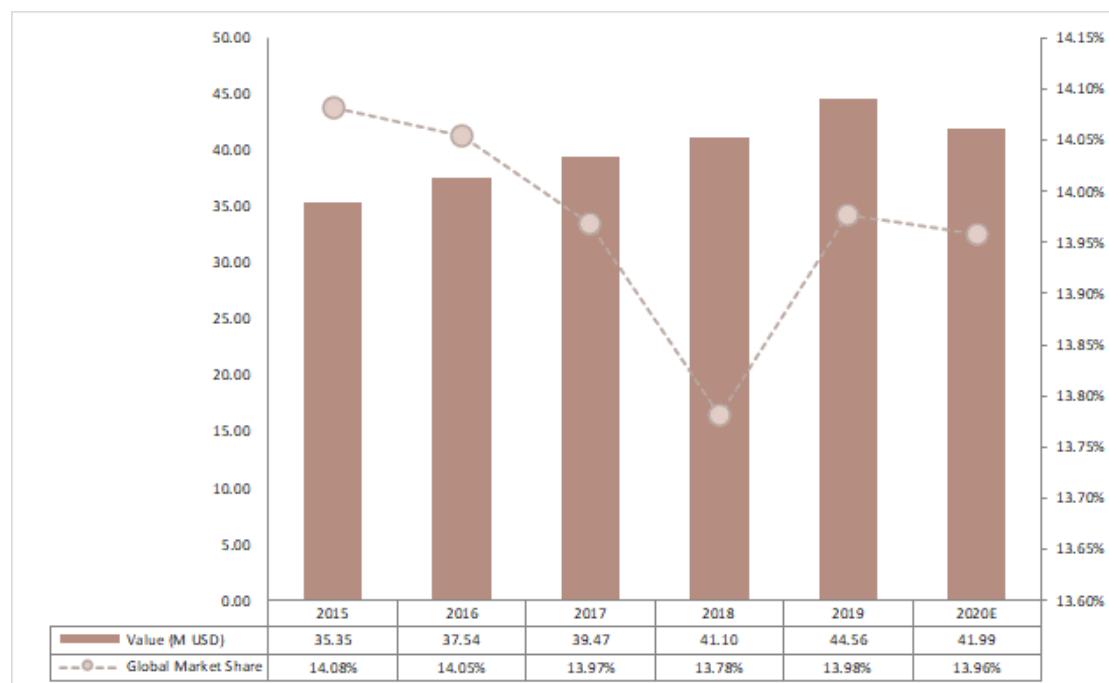
Source: Maia Research Analysis

Figure Kohler Sales and Growth Rate



Source: Maia Research Analysis

Figure Kohler Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.3 Lixil (American Standard)

5.3.1 Lixil (American Standard) Company Profile

Table Lixil (American Standard) Company Profile

Item	Profile
Company Name	Lixil (American Standard)
Website	www.americanstandard-us.com
Establish Date	1949
Headquarters	Japan
Business Distribution	Worldwide
Business Overview	LIXIL provides products and services globally through several businesses, including LIXIL Americas. The LIXIL business is a global market leader in the Kitchen & Bath industry, and covers the full range of products across designs, technologies and price points.

Source: Maia Research Analysis

5.3.2 Lixil (American Standard) Urinals Products Introduction

Table Product Introduction

	<p>Urinals: American Standard's extensive line of commercial urinals offers the same durability, reliability and low-maintenance features that users have come to rely on. Several of their options are highly water efficient, for water savings that are both good for the environment and users' wallet. For the lowest utility operations and maintenance costs, choose an option with their innovative FloWise technology, a waterless urinal that is designed to reduce splashing and unpleasant smells.</p>
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Source: Maia Research Analysis

5.3.3 Lixil (American Standard) Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

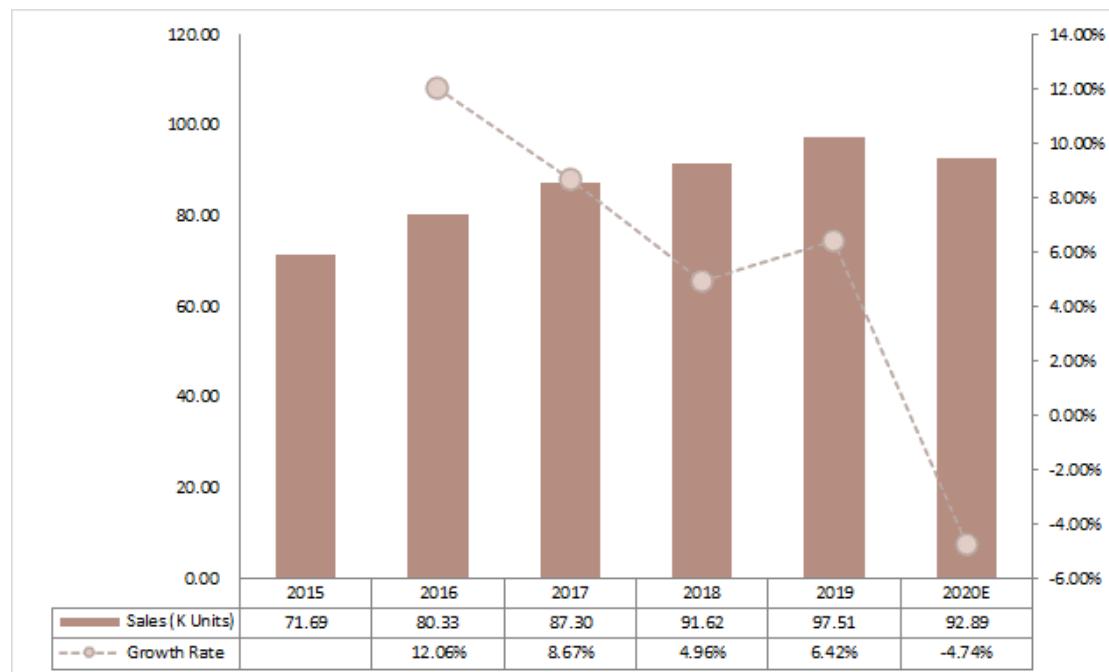
Selling Price and Gross Margin (2015-2020)

Table Lixil (American Standard) Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Lixil (American Standard)	2015	2016	2017	2018	2019	2020E
Sales (K Units)	71.69	80.33	87.30	91.62	97.51	92.89
Price (USD/Unit)	265.1	260.7	257.2	260.1	263.1	259.9
Revenue (M USD)	19.00	20.94	22.45	23.83	25.65	24.14
Gross (M USD)	4.31	4.66	4.79	5.13	5.50	5.14
Gross Margin	22.68%	22.27%	21.35%	21.51%	21.46%	21.28%

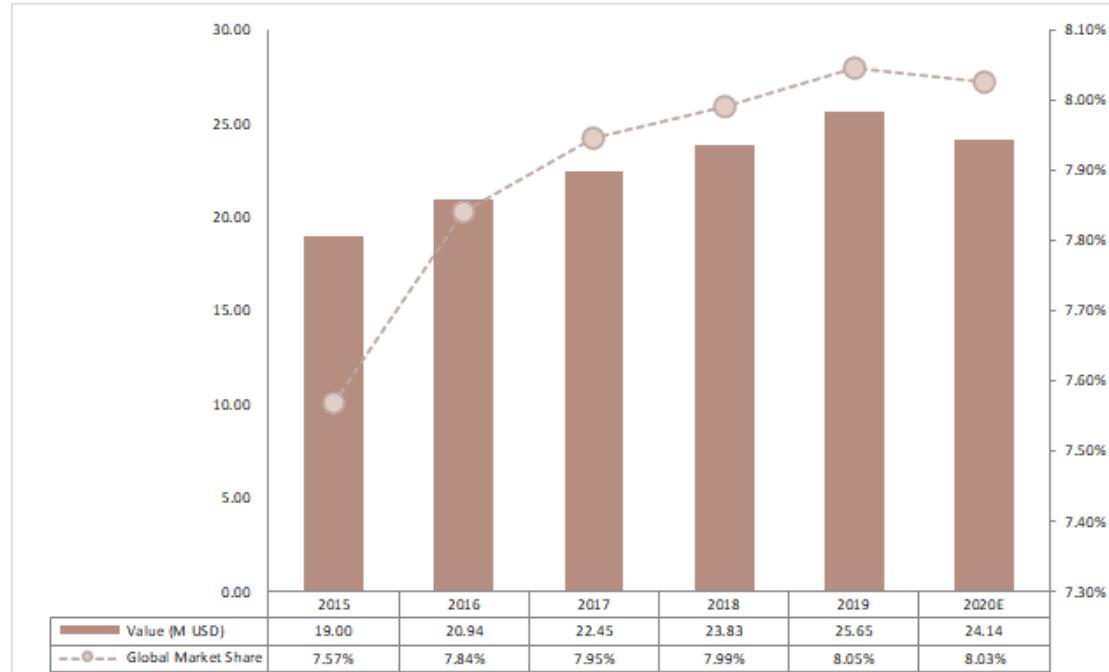
Source: Maia Research Analysis

Figure Lixil (American Standard) Sales and Growth Rate



Source: Maia Research Analysis

Figure Lixil (American Standard) Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.4 Duravit

5.4.1 Duravit Company Profile

Table Duravit Company Profile

Item	Profile
Company Name	Duravit
Website	www.duravit.com
Establish Date	1817
Headquarters	Germany
Business Distribution	Mainly in Europe
Business Overview	Founded in 1817 in Hornberg in the Black Forest, Duravit AG is today a leading international manufacturer of designer bathrooms. The company operates in more than 130 countries worldwide and stands for innovations in the field of good design, the intelligent use of technology and top quality. In cooperation with high-profile international designers, such as Philippe Starck and EOOS, the company develops comfortable bathrooms that really enhance quality of life for users on a sustained basis. Duravit's product portfolio comprises sanitary ceramics, bathroom furniture, baths and shower trays, wellness systems, shower-toilets, faucets and accessories.

Source: Maia Research Analysis

5.4.2 Duravit Urinals Products Introduction

Table Product Introduction


ME by Starck urinal with new, patented Duravit Rimless flush technology, for optimal flush

performance. Water-saving: uses only 0.5 gallons per flush. All products are also available with Duravit's special WonderGliss coating, for time-saving, water-saving, long-lasting ease of maintenance.

Source: Maia Research Analysis

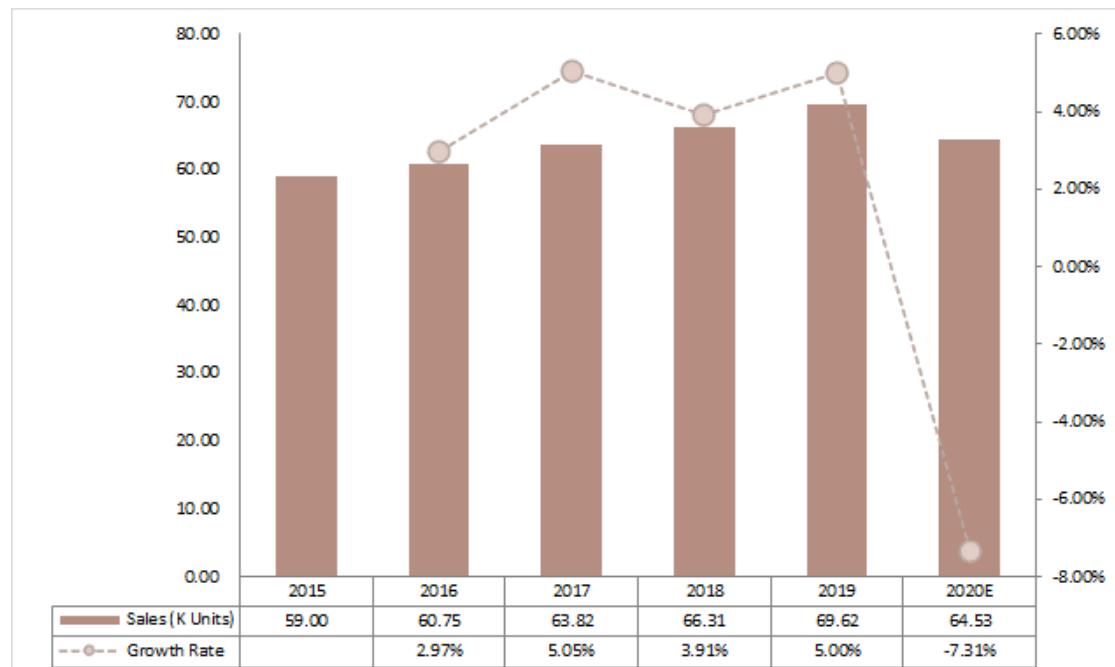
5.4.3 Duravit Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Duravit Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Duravit	2015	2016	2017	2018	2019	2020E
Sales (K Units)	59.00	60.75	63.82	66.31	69.62	64.53
Price (USD/Unit)	261.1	264.1	266.9	269.9	276.2	275.2
Revenue (M USD)	15.41	16.04	17.03	17.89	19.23	17.76
Gross (M USD)	3.77	3.89	4.03	4.34	5.10	4.45
Gross Margin	24.49%	24.24%	23.64%	24.28%	26.50%	25.06%

Source: Maia Research Analysis

Figure Duravit Sales and Growth Rate



Source: Maia Research Analysis

Figure Duravit Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.5 Roca Sanitario

5.5.1 Roca Sanitario Company Profile

Table Roca Sanitario Company Profile

Item	Profile
Company Name	Roca Sanitario
Website	www.roca.hk
Establish Date	1917
Headquarters	Spain
Business Distribution	Worldwide
Business Overview	Roca began its activity as a company that made cast iron radiators for domestic heating at its factory in Gavà, near Barcelona. Roca is a Spanish manufacturer of sanitary products. It is one of Spain's leading brands with operations in 135 countries.

Source: Maia Research Analysis

5.5.2 Roca Sanitario Urinals Products Introduction

Table Product Introduction


Hall: A design ideal for complex and virtually impossible spaces that adapts perfectly and faces up to the challenges posed by modern-day interiors to achieve a maximum adaptability whose only contribution is positive, without compromising on design. Recommended for public spaces.

Mural: <ul style="list-style-type: none">➤ Fixing kit: Included➤ Incompatible with cover➤ Recommended for public spaces➤ Water inlet position: External vertical

Source: Maia Research Analysis

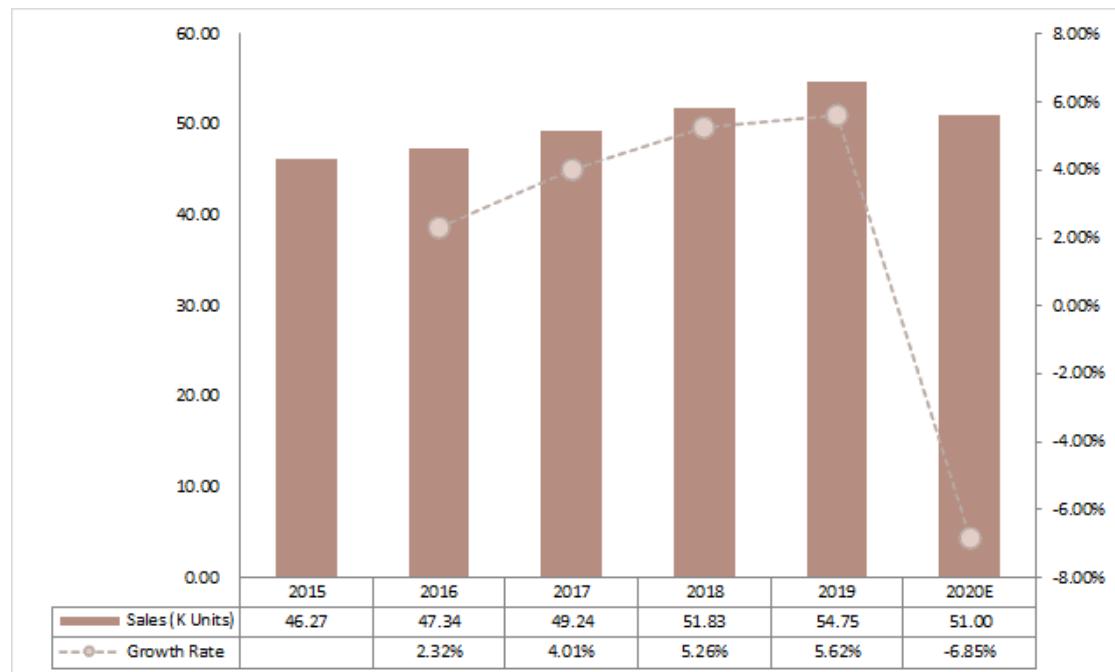
5.5.3 Roca Sanitario Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Roca Sanitario Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Roca Sanitario	2015	2016	2017	2018	2019	2020E
Sales (K Units)	46.27	47.34	49.24	51.83	54.75	51.00
Price (USD/Unit)	279.0	282.2	285.2	289.2	296.1	296.3
Revenue (M USD)	12.91	13.36	14.04	14.99	16.21	15.11
Gross (M USD)	3.15	3.09	3.55	3.68	3.63	3.25
Gross Margin	24.38%	23.14%	25.30%	24.52%	22.40%	21.51%

Source: Maia Research Analysis

Figure Roca Sanitario Sales and Growth Rate



Source: Maia Research Analysis

Figure Roca Sanitario Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.6 Falcon Waterfree Technologies

5.6.1 Falcon Waterfree Technologies Company Profile

Table Falcon Waterfree Technologies Company Profile

Item	Profile
Company Name	Falcon Waterfree Technologies
Website	falconwatertech.com
Establish Date	2000
Headquarters	USA
Business Distribution	Mainly in North America
Business Overview	Falcon Waterfree Technologies is the most widely installed brand of waterfree urinal. The company, with international headquarters in Los Angeles, was formed to promote conservation of the Earth's limited supply of fresh water and support sustainable resource management.

Source: Maia Research Analysis

5.6.2 Falcon Waterfree Technologies Urinals Products

Introduction

Table Product Introduction

Innovation in Urinals
<p>The Sphero™ urinals are engineered to enhance washroom experiences. The new concave shapes of their urinals use anti-splash geometry to improve hygiene and reduce cleaning time. Sensor technology optimizes flushing, and helps support preventative maintenance. Together with a new modular waste concept and advanced flow-detection spray.</p> <ul style="list-style-type: none"> ➤ Reduce Cleaning Time ➤ Intelligent Sensor ➤ Optimized Flush ➤ Improved User Experience

Source: Maia Research Analysis

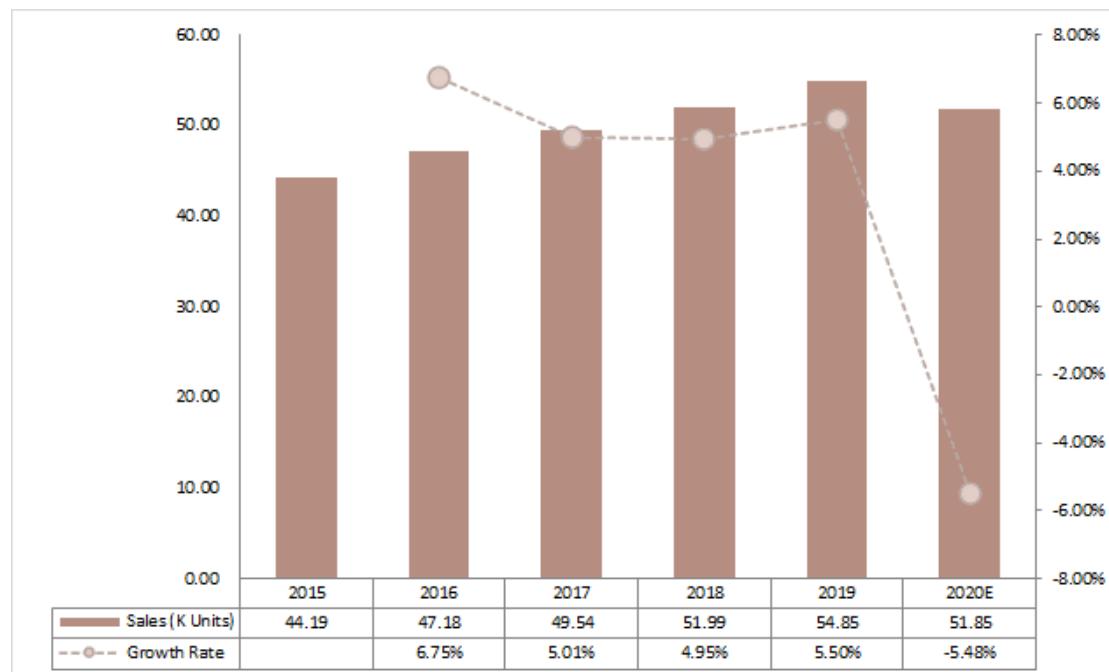
5.6.3 Falcon Waterfree Technologies Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Falcon Waterfree Technologies Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Falcon Waterfree Technologies	2015	2016	2017	2018	2019	2020E
Sales (K Units)	44.19	47.18	49.54	51.99	54.85	51.85
Price (USD/Unit)	267.9	265.2	268.8	274.5	281.3	280.8
Revenue (M USD)	11.84	12.51	13.32	14.27	15.43	14.56
Gross (M USD)	2.62	2.66	3.07	3.22	3.36	3.03
Gross Margin	22.16%	21.25%	23.09%	22.59%	21.79%	20.79%

Source: Maia Research Analysis

Figure Falcon Waterfree Technologies Sales and Growth Rate



Source: Maia Research Analysis

Figure Falcon Waterfree Technologies Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.7 Villeroy & Boch

5.7.1 Villeroy & Boch Company Profile

Table Villeroy & Boch Company Profile

Item	Profile
Company Name	Villeroy & Boch
Website	www.villeroy-boch.co
Establish Date	1748
Headquarters	Germany
Business Distribution	Mainly in Europe
Business Overview	Since its foundation in 1748, the ceramic producer has developed into an international lifestyle brand. Like very few other premium brands, Villeroy & Boch is deeply rooted in European culture. And, in the way that only a great brand can do, it has understood how to preserve its identity while still moving with the times.

Source: Maia Research Analysis

5.7.2 Villeroy & Boch Urinals Products Introduction

Table Product Introduction


ARCHITECTURA <ul style="list-style-type: none"> ➤ From designer Steve Leung: the urinals of the Architectura collection ➤ Ideal for highly frequented sanitary spaces ➤ CeramicPlus for quick and hygienic cleaning ➤ AntiBac is proven to reduce growth of bacteria by 99.9% ➤ ViChange - discreetly integrated, replaceable siphon cartridge ➤ Sanitary ceramic is especially long-lasting and easy to clean

Source: Maia Research Analysis

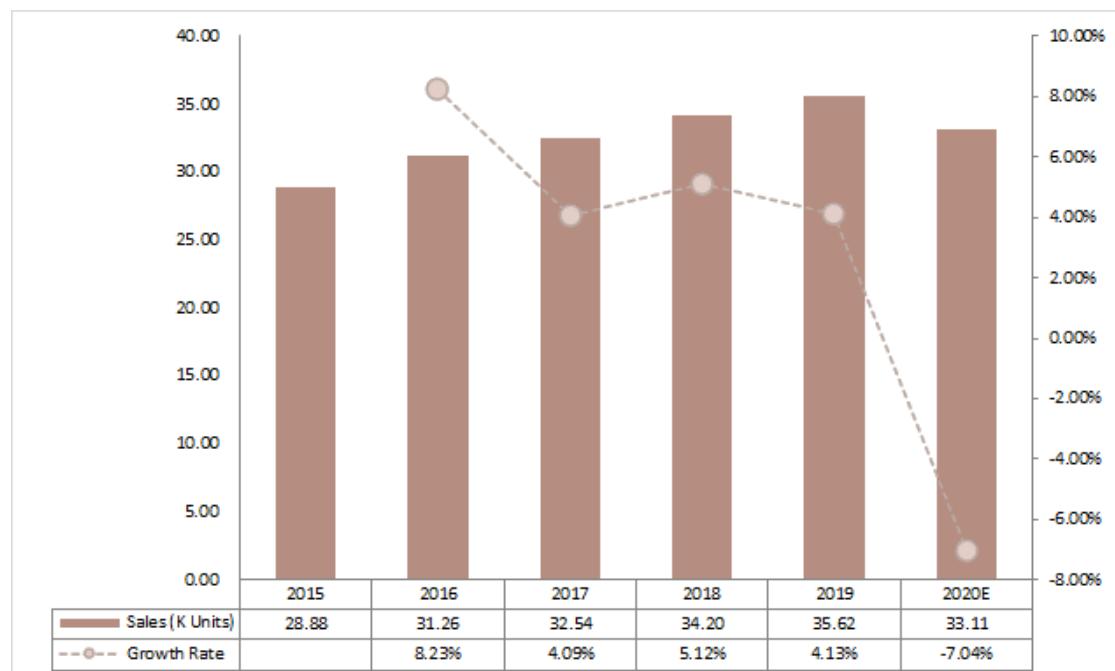
5.7.3 Villeroy & Boch Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Villeroy & Boch Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Villeroy & Boch	2015	2016	2017	2018	2019	2020E
Sales (K Units)	28.88	31.26	32.54	34.20	35.62	33.11
Price (USD/Unit)	301.4	296.5	300.4	303.5	312.2	313.4
Revenue (M USD)	8.71	9.27	9.77	10.38	11.12	10.38
Gross (M USD)	1.96	2.08	2.40	2.43	2.45	2.23
Gross Margin	22.52%	22.49%	24.60%	23.45%	22.02%	21.52%

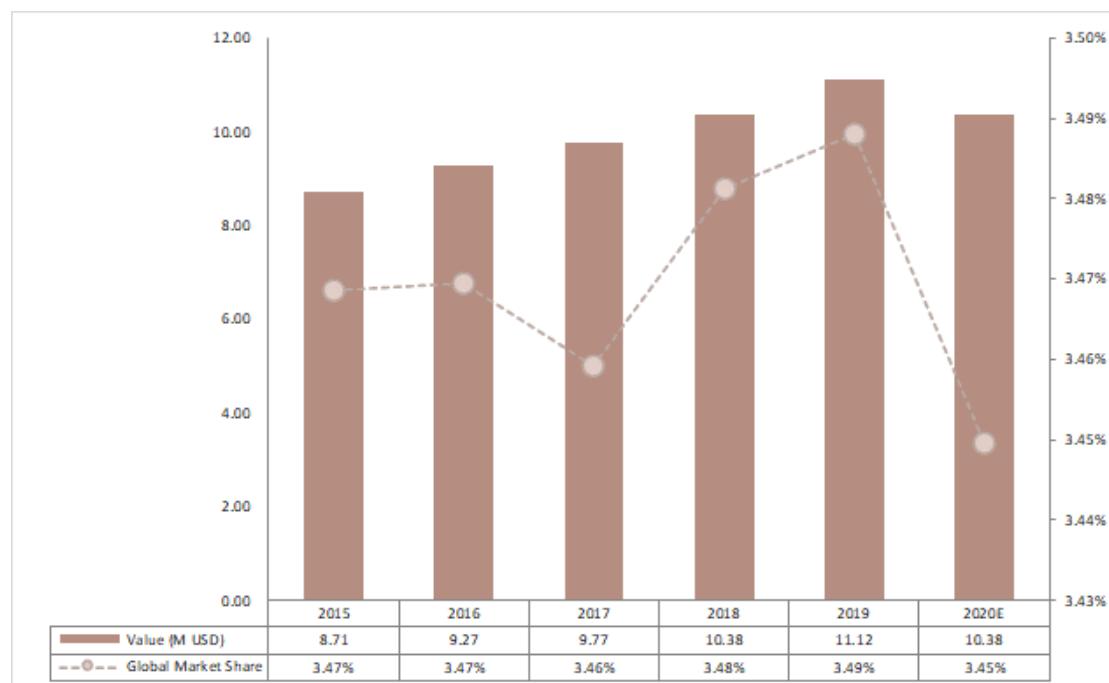
Source: Maia Research Analysis

Figure Villeroy & Boch Sales and Growth Rate



Source: Maia Research Analysis

Figure Villeroy & Boch Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.8 Urimat

5.8.1 Urimat Company Profile

Table Urimat Company Profile

Item	Profile
Company Name	Urimat
Website	www.urimat.com
Establish Date	1998
Headquarters	Switzerland
Business Distribution	Mainly in Europe
Business Overview	URIMAT is a leading manufacturer of waterless urinals and other environmentally friendly products in the sanitary industry. As a market leader, URIMAT is fully committed to ecological sustainability.

Source: Maia Research Analysis

5.8.2 Urimat Urinals Products Introduction

Table Product Introduction

	<p>URIMAT: No water, no chemicals, no odours. The patented odour trap and microbiological cleaning agents guarantee disruption-free, odourless operation. The waterless urinal bowl is made from a high-quality, durable polycarbonate that is specially developed for URIMAT.</p>
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Source: Maia Research Analysis

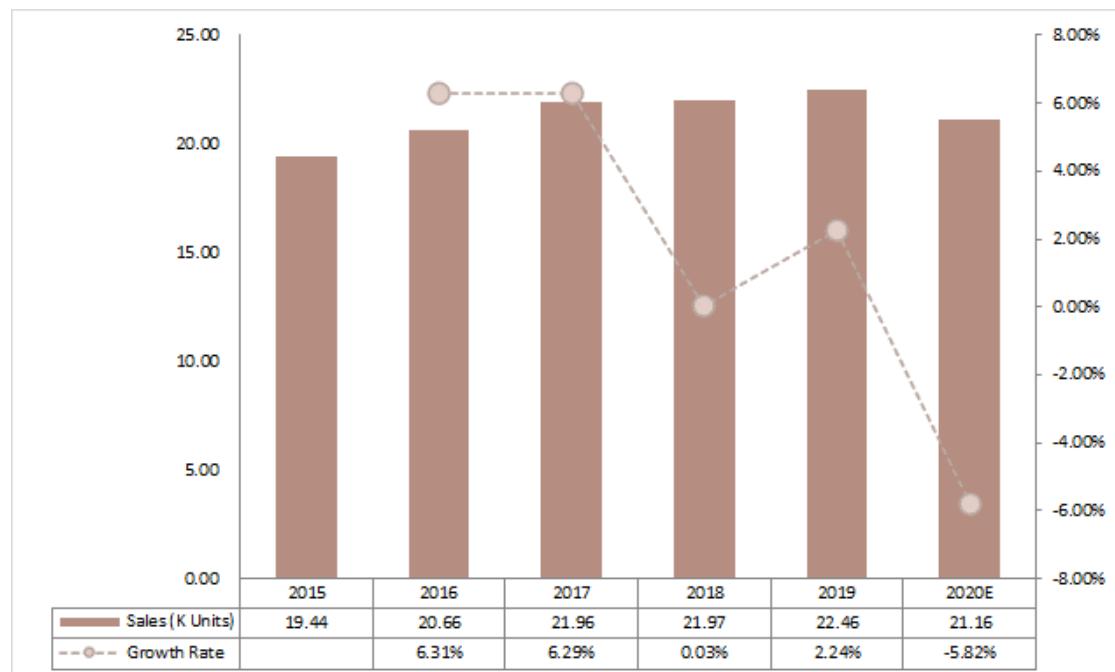
5.8.3 Urimat Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Urimat Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Urimat	2015	2016	2017	2018	2019	2020E
Sales (K Units)	19.44	20.66	21.96	21.97	22.46	21.16
Price (USD/Unit)	318.2	311.8	308.6	312.6	321.5	325.3
Revenue (M USD)	6.18	6.44	6.78	6.87	7.22	6.88
Gross (M USD)	1.36	1.35	1.54	1.48	1.37	1.19
Gross Margin	21.98%	20.94%	22.77%	21.49%	18.97%	17.33%

Source: Maia Research Analysis

Figure Urimat Sales and Growth Rate



Source: Maia Research Analysis

Figure Urimat Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.9 Keramag

5.9.1 Keramag Company Profile

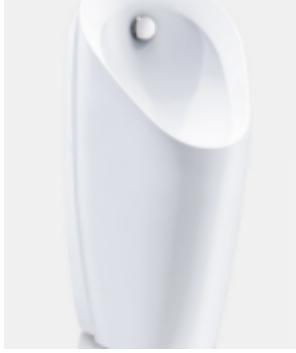
Table Keramag Company Profile

Item	Profile
Company Name	Keramag
Website	www.international.geberit.com
Establish Date	1917
Headquarters	Germany
Business Distribution	Worldwide
Business Overview	As a leading company in the European sanitary industry, Geberit is committed to the continuous evolution of sanitary products, manufacturing processes and distribution methods. For almost 150 years, Geberit has stood for innovation, a high level of reliability and functionality as well as modern comfort in the bathroom

Source: Maia Research Analysis

5.9.2 Keramag Urinals Products Introduction

Table Product Introduction

	<p>Geberit urinal ceramics: The rimless Geberit urinal ceramics are available in various models:</p> <ul style="list-style-type: none">➤ Geberit Preda urinal ceramics➤ Geberit Selva urinal ceramics➤ Geberit Tamina urinal ceramics
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Source: Maia Research Analysis

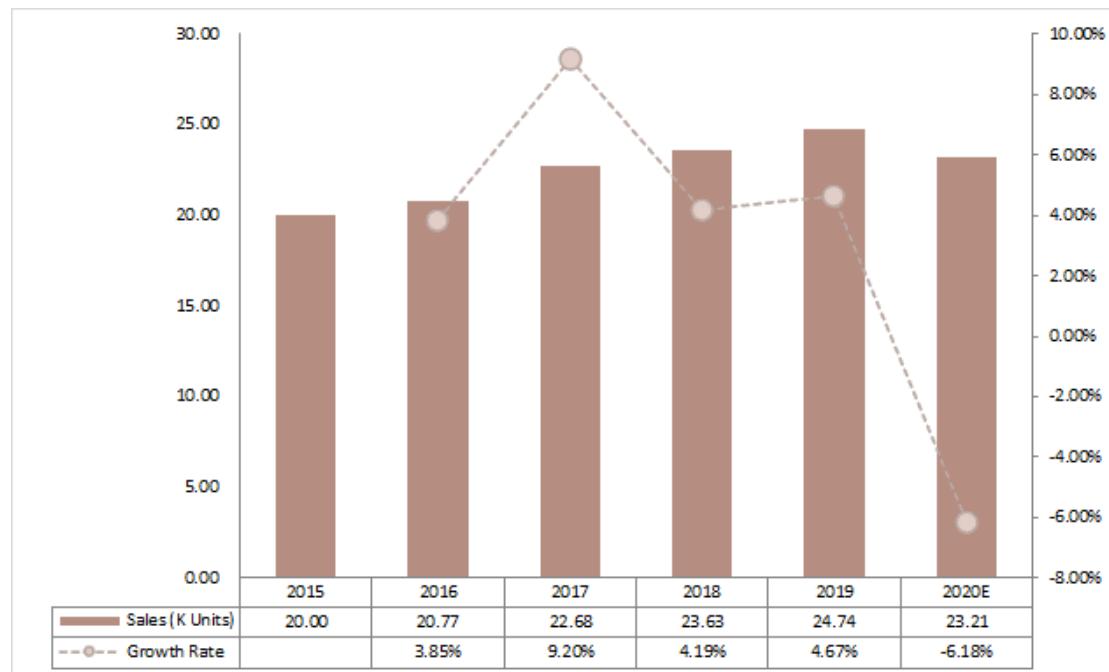
5.9.3 Keramag Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Keramag Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Keramag	2015	2016	2017	2018	2019	2020E
Sales (K Units)	20.00	20.77	22.68	23.63	24.74	23.21
Price (USD/Unit)	284.0	287.5	279.7	282.7	286.2	286.1
Revenue (M USD)	5.68	5.97	6.34	6.68	7.08	6.64
Gross (M USD)	1.22	1.25	1.28	1.32	1.37	1.18
Gross Margin	21.53%	20.91%	20.25%	19.80%	19.40%	17.70%

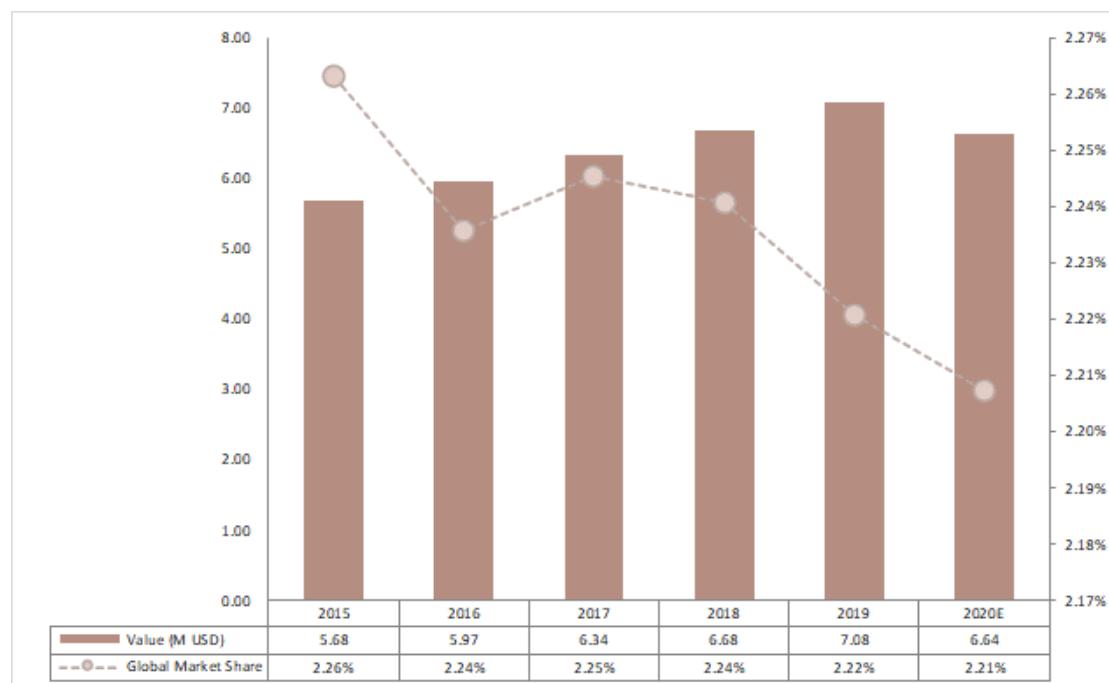
Source: Maia Research Analysis

Figure Keramag Sales and Growth Rate



Source: Maia Research Analysis

Figure Keramag Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.10 Mansfield Plumbing

5.10.1 Mansfield Plumbing Company Profile

Table Mansfield Plumbing Company Profile

Item	Profile
Company Name	Mansfield Plumbing
Website	www.mansfieldplumbing.com
Establish Date	1929
Headquarters	USA
Business Distribution	Mainly in North America
Business Overview	Mansfield Plumbing Products, LLC produces plumbing fixtures and fittings for use in residential, commercial, and institutional markets. The Company offers lavatories, bathtubs, toilets, bidets, whirlpools, shower bases, and kitchen sinks. Mansfield Plumbing Products operates in the State of Ohio.

Source: Maia Research Analysis

5.10.2 Mansfield Plumbing Urinals Products Introduction

Table Product Introduction


<p>CASCADE™ URINAL:</p> <ul style="list-style-type: none"> ➤ Half-stall, wall-mount, washdown commercial urinal with extended shields ➤ Minimum 0.125 gpf / 0.5 lpf ultra high-efficiency water consumption, depending on flushometer ➤ Integrated trap ➤ Easy to clean ➤ Includes 3/4" top spud, 2" outlet spud and gaskets, two concealed hangers and bolts ➤ BAA (Buy American Act) Compliant ➤ Complies with ADA requirements for accessibility ➤ Flushometer not included

Source: Maia Research Analysis

5.10.3 Mansfield Plumbing Urinals Sales, Revenue, Average

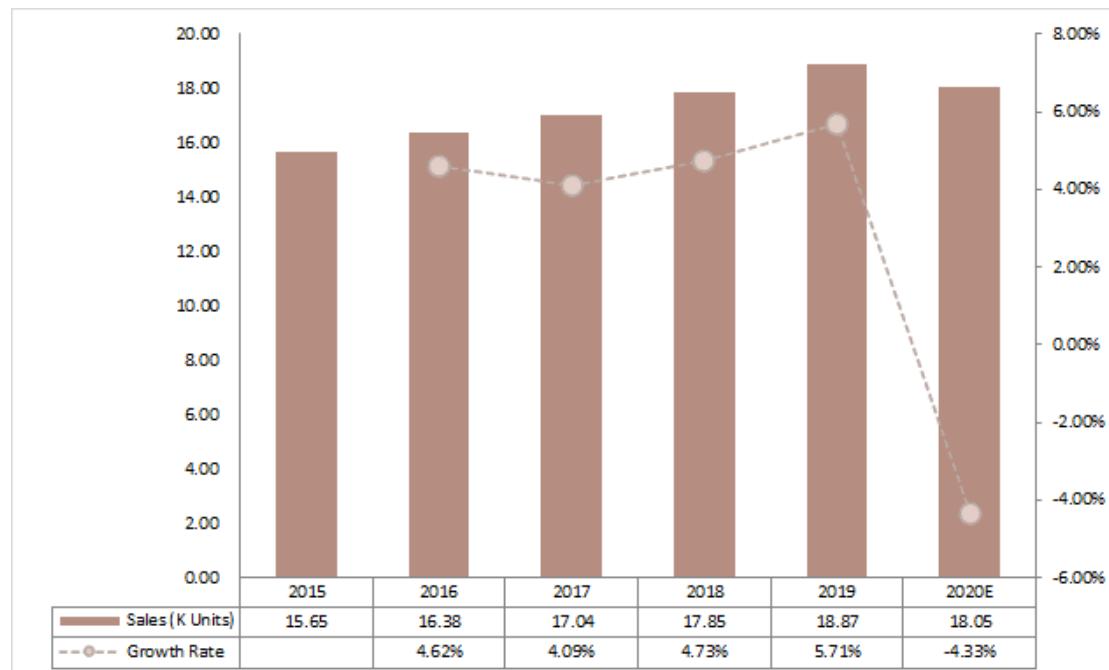
Selling Price and Gross Margin (2015-2020)

Table Mansfield Plumbing Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Mansfield Plumbing	2015	2016	2017	2018	2019	2020E
Sales (K Units)	15.65	16.38	17.04	17.85	18.87	18.05
Price (USD/Unit)	212.3	215.8	218.1	221.0	223.1	224.7
Revenue (M USD)	3.32	3.53	3.72	3.94	4.21	4.06
Gross (M USD)	0.77	0.79	0.81	0.85	0.91	0.85
Gross Margin	23.33%	22.44%	21.76%	21.56%	21.56%	20.91%

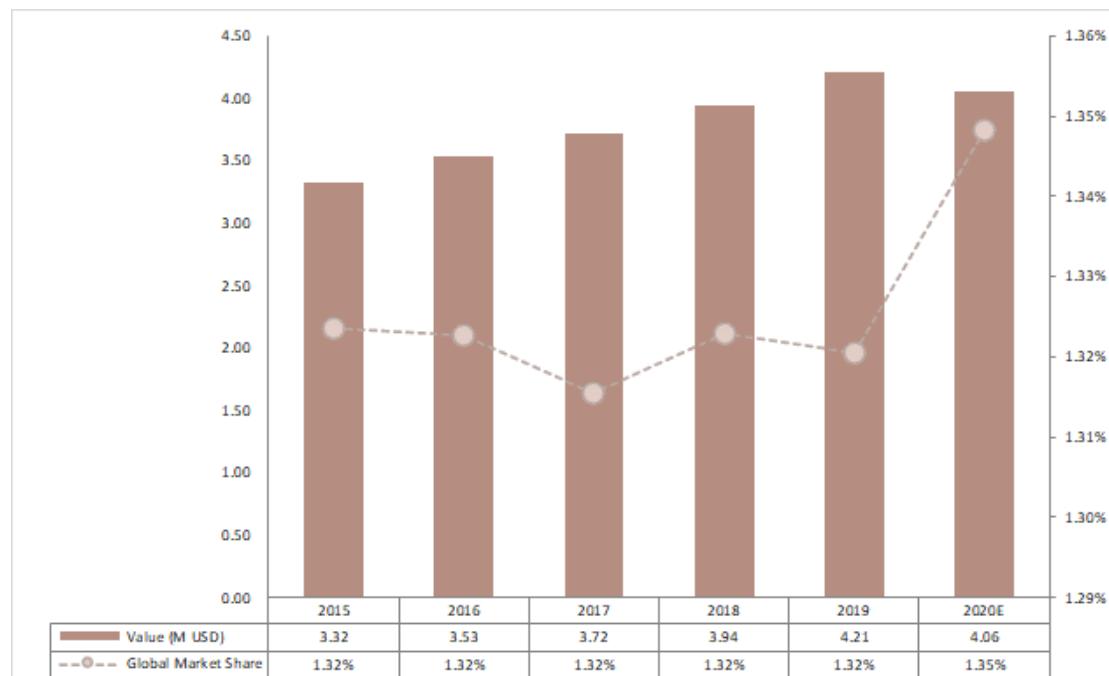
Source: Maia Research Analysis

Figure Mansfield Plumbing Sales and Growth Rate



Source: Maia Research Analysis

Figure Mansfield Plumbing Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.11 WATERLESS CO. INC

5.11.1 WATERLESS CO. INC Company Profile

Table WATERLESS CO. INC Company Profile

Item	Profile
Company Name	WATERLESS CO. INC
Website	www.waterless.com
Establish Date	1991
Headquarters	USA
Business Distribution	Mainly in North America
Business Overview	Waterless Co. Inc was established in 1991 by founder and inventor Klaus Reichardt. The goal was to drastically change the plumbing industry with products that use less or no water. Rising awareness and need in water conservation everywhere helped to promote the urinals.

Source: Maia Research Analysis

5.11.2 WATERLESS CO. INC Urinals Products Introduction

Table Product Introduction


BAJA™ #2104: <ul style="list-style-type: none">➤ 14.0"W X 21.5"L X 14.5"D (356MM X 546MM X 368MM)➤ ADA Compliant➤ Complies with ANSI Z124.9, A112.19.19, A117, CSA® Others➤ Urinal Comes with Two EcoTrap® Inserts, Mounting Hardware, Gasket and Installation Instructions.

➤ Available in Standard Sanitary White or Color.

Source: Maia Research Analysis

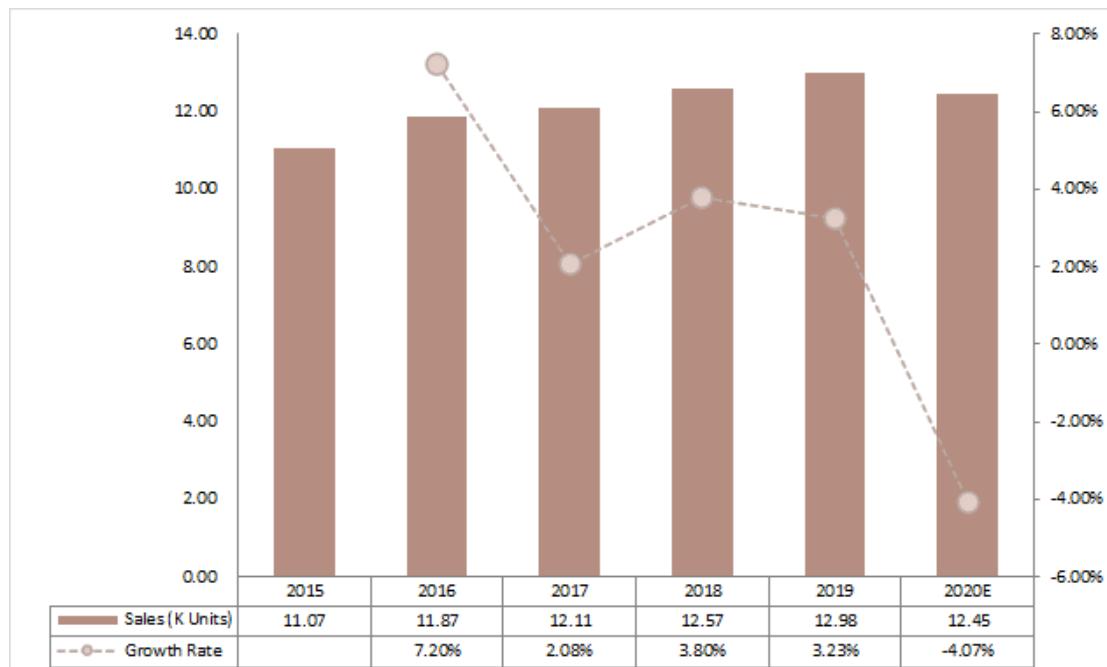
5.11.3 WATERLESS CO. INC Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table WATERLESS CO. INC Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

WATERLESS CO. INC	2015	2016	2017	2018	2019	2020E
Sales (K Units)	11.07	11.87	12.11	12.57	12.98	12.45
Price (USD/Unit)	263.7	258.6	262.0	268.2	273.2	272.9
Revenue (M USD)	2.92	3.07	3.17	3.37	3.55	3.40
Gross (M USD)	0.72	0.73	0.74	0.76	0.81	0.76
Gross Margin	24.73%	23.84%	23.47%	22.66%	22.76%	22.45%

Source: Maia Research Analysis

Figure WATERLESS CO. INC Sales and Growth Rate



Source: Maia Research Analysis

Figure WATERLESS CO. INC Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.12 CERA

5.12.1 CERA Company Profile

Table CERA Company Profile

Item	Profile
Company Name	CERA
Website	www.cera-india.com
Establish Date	1980
Headquarters	India
Business Distribution	Mainly in Asia
Business Overview	An extensive product portfolio that includes high end showers, steam cubicles, and whirlpools, besides sanitaryware and faucets, has made CERA the primary choice of customers looking for stylish products in a contemporary lifestyle.

Source: Maia Research Analysis

5.12.2 CERA Urinals Products Introduction

Table Product Introduction


CARYS: <ul style="list-style-type: none">➤ Specifications➤ Urinal Flat Back➤ 325 x 310 x 420 mm➤ New cat no: S4020104➤ Old Cat no: 2851

Source: Maia Research Analysis

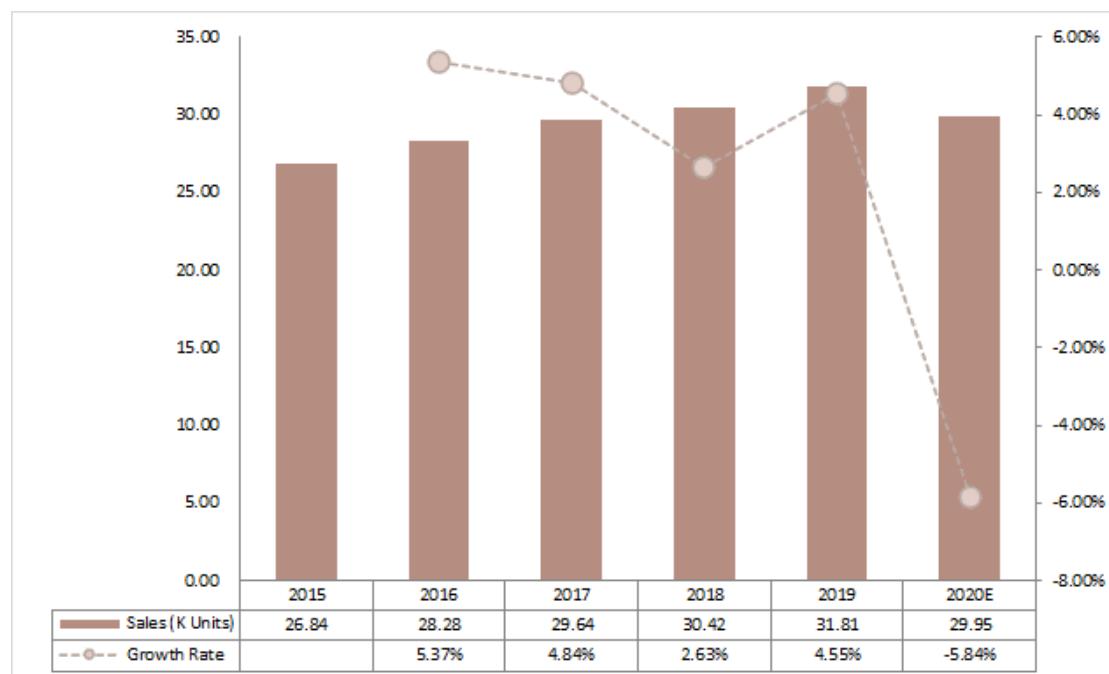
5.12.3 CERA Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table CERA Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

CERA	2015	2016	2017	2018	2019	2020E
Sales (K Units)	26.84	28.28	29.64	30.42	31.81	29.95
Price (USD/Unit)	96.9	98.1	97.0	99.4	101.2	100.8
Revenue (M USD)	2.60	2.77	2.88	3.02	3.22	3.02
Gross (M USD)	0.56	0.57	0.57	0.59	0.65	0.57
Gross Margin	21.36%	20.50%	19.78%	19.50%	20.12%	19.01%

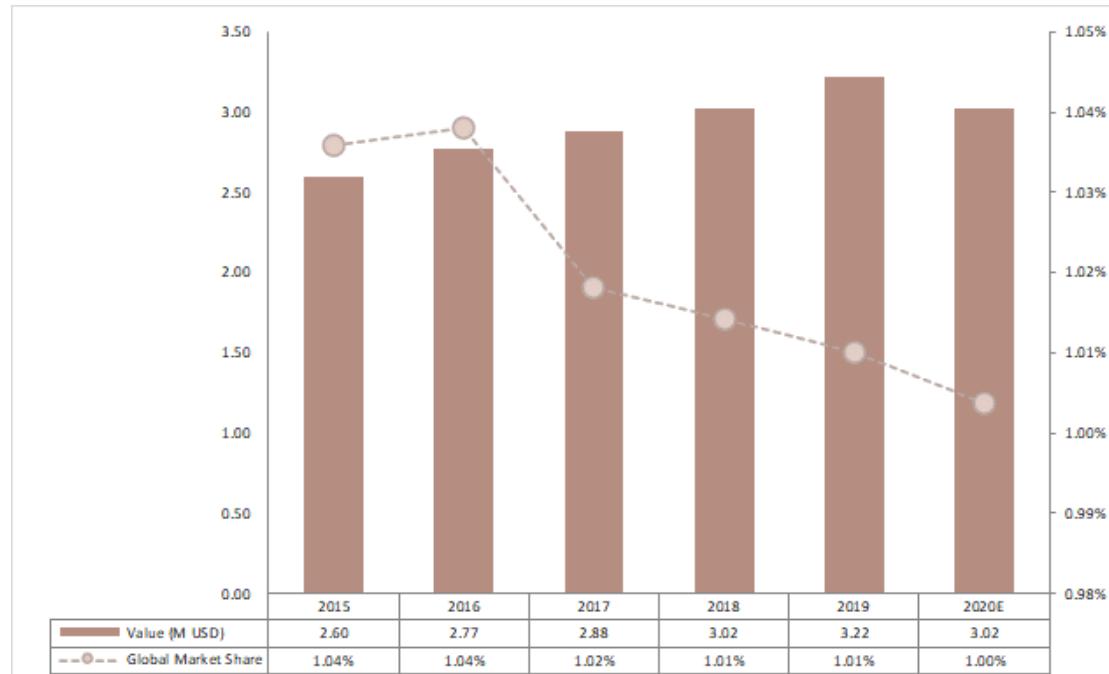
Source: Maia Research Analysis

Figure CERA Sales and Growth Rate



Source: Maia Research Analysis

Figure CERA Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.13 VitrA

5.13.1 VitrA Company Profile

Table VitrA Company Profile

Item	Profile
Company Name	VitrA
Website	www.vitraglobal.com
Establish Date	1950
Headquarters	Turkey
Business Distribution	Mainly in Europe
Business Overview	VitrA is a leading brand of Eczacibasi, a prominent Turkish industrial group. Eczacibasi's core sectors are building products, healthcare and consumer products. VitrA is the only brand in global markets offering every component of the bathroom as well as an expansive range of ceramic and porcelain tiles.

Source: Maia Research Analysis

5.13.2 VitrA Urinals Products Introduction

Table Product Introduction


Arkitekt Watersmart Waterless Urinal: <ul style="list-style-type: none">➤ Power Source: Battery➤ Washing Option: Automatic➤ Breeam: 7➤ CE: Yes➤ DGNB: 5➤ EPD: Yes

- Leed: 9
- Material: Ceramic
- Water Saving Amount: 5
- VitrAclean" No
- Color: White

Source: Maia Research Analysis

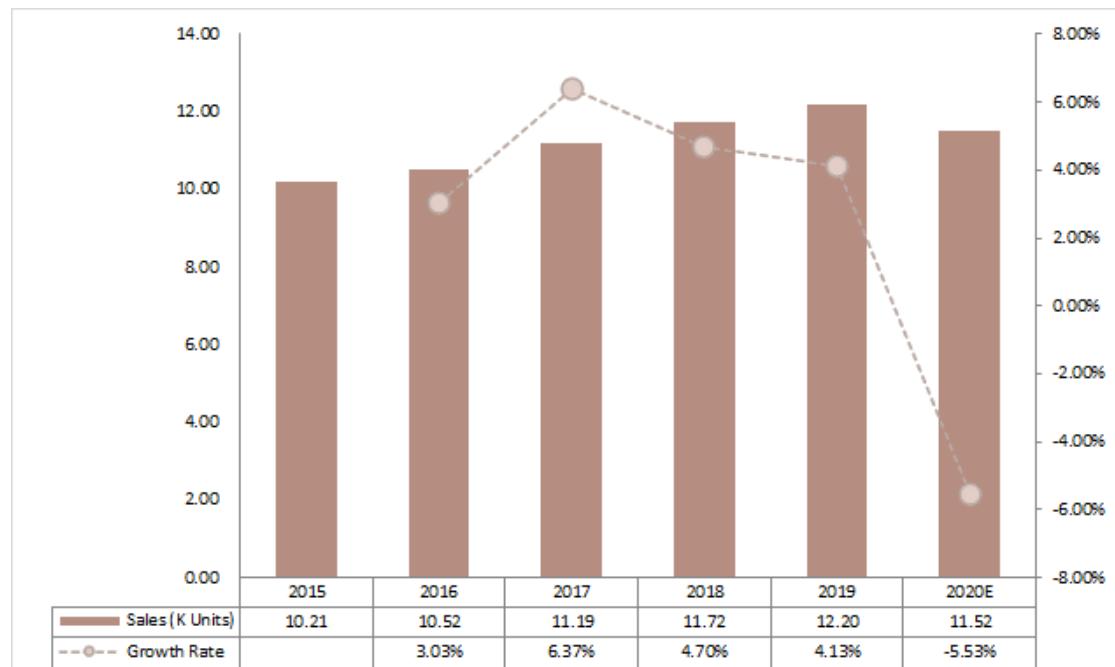
5.13.3 VitrA Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table VitrA Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

VitrA	2015	2016	2017	2018	2019	2020E
Sales (K Units)	10.21	10.52	11.19	11.72	12.20	11.52
Price (USD/Unit)	236.3	238.8	236.1	240.0	246.9	247.9
Revenue (M USD)	2.41	2.51	2.64	2.81	3.01	2.86
Gross (M USD)	0.47	0.48	0.50	0.50	0.53	0.47
Gross Margin	19.66%	19.21%	18.91%	17.89%	17.49%	16.60%

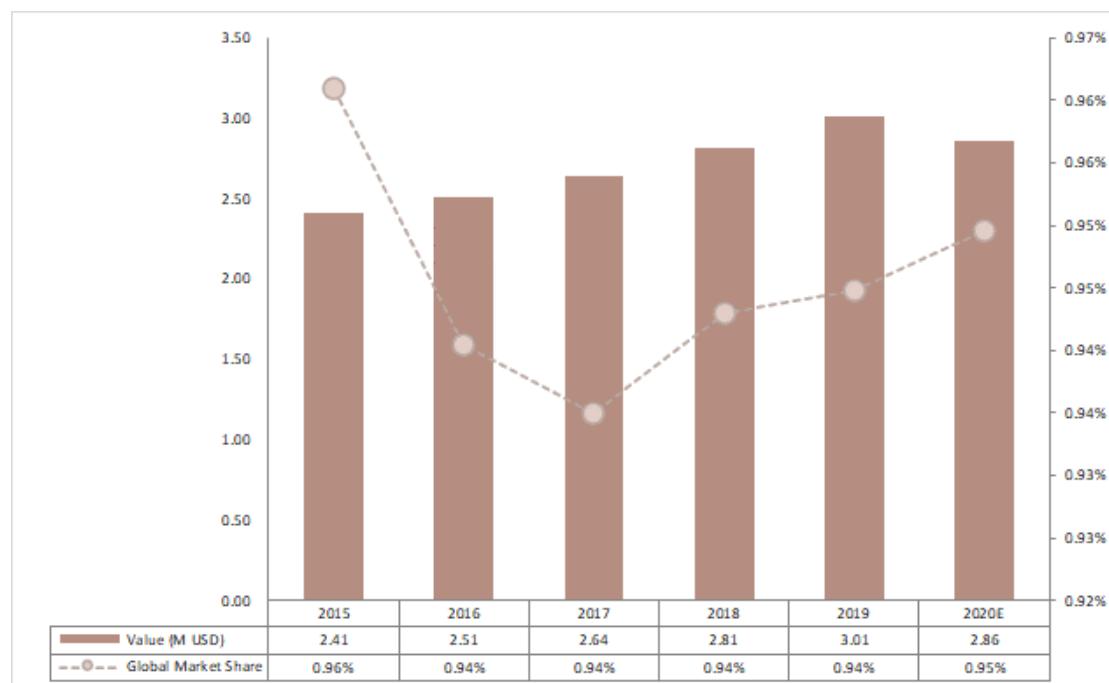
Source: Maia Research Analysis

Figure VitrA Sales and Growth Rate



Source: Maia Research Analysis

Figure VitrA Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

5.14 Jaguar

5.14.1 Jaguar Company Profile

Table Jaguar Company Profile

Item	Profile
Company Name	Jaguar
Website	www.jaquar.com
Establish Date	1960
Headquarters	India
Business Distribution	Worldwide
Business Overview	Jaquar Group is a rapidly growing multi-diversified 'Complete Bathroom and Lighting Solutions' brand with a turnover of INR 3562 Crores in 2019-20.

Source: Maia Research Analysis

5.14.2 Jaguar Urinals Products Introduction

Table Product Introduction


<p>Urinal Urinal with Fixing Accessories, Size: 370x315x620mm</p> <p>PRODUCT CODE: URS-WHT-132530 PRODUCT RANGE: URINALS</p>

Source: Maia Research Analysis

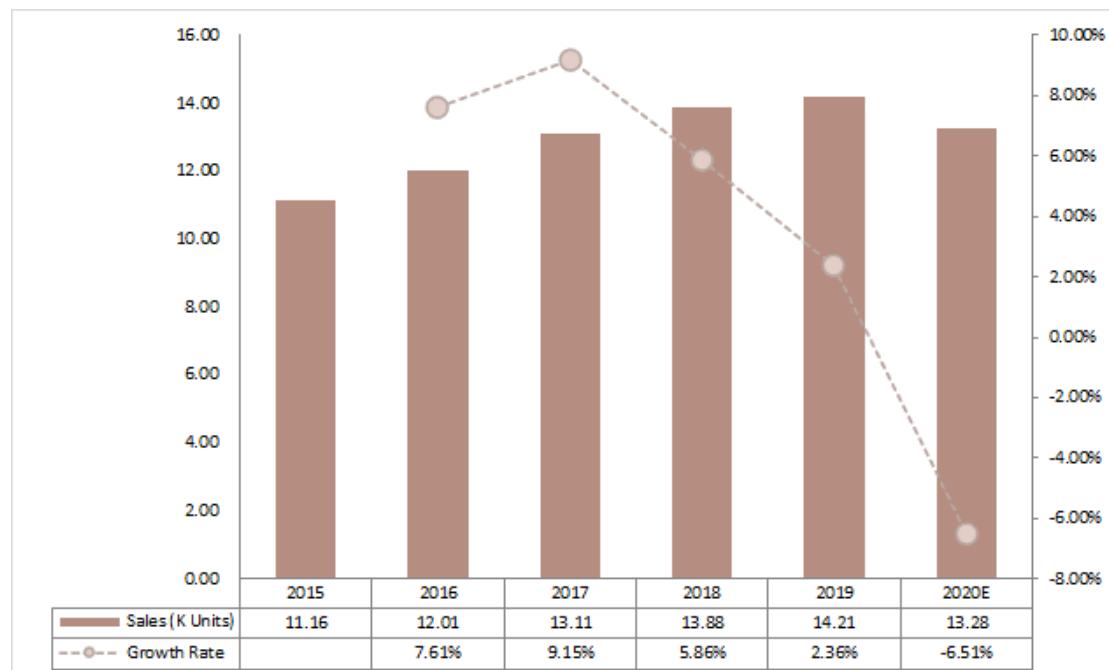
5.14.3 Jaguar Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Table Jaguar Urinals Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

Jaguar	2015	2016	2017	2018	2019	2020E
Sales (K Units)	11.16	12.01	13.11	13.88	14.21	13.28
Price (USD/Unit)	132.1	129.1	125.9	128.6	132.2	132.6
Revenue (M USD)	1.47	1.55	1.65	1.78	1.88	1.76
Gross (M USD)	0.37	0.37	0.39	0.40	0.43	0.38
Gross Margin	24.99%	24.00%	23.68%	22.58%	22.90%	21.41%

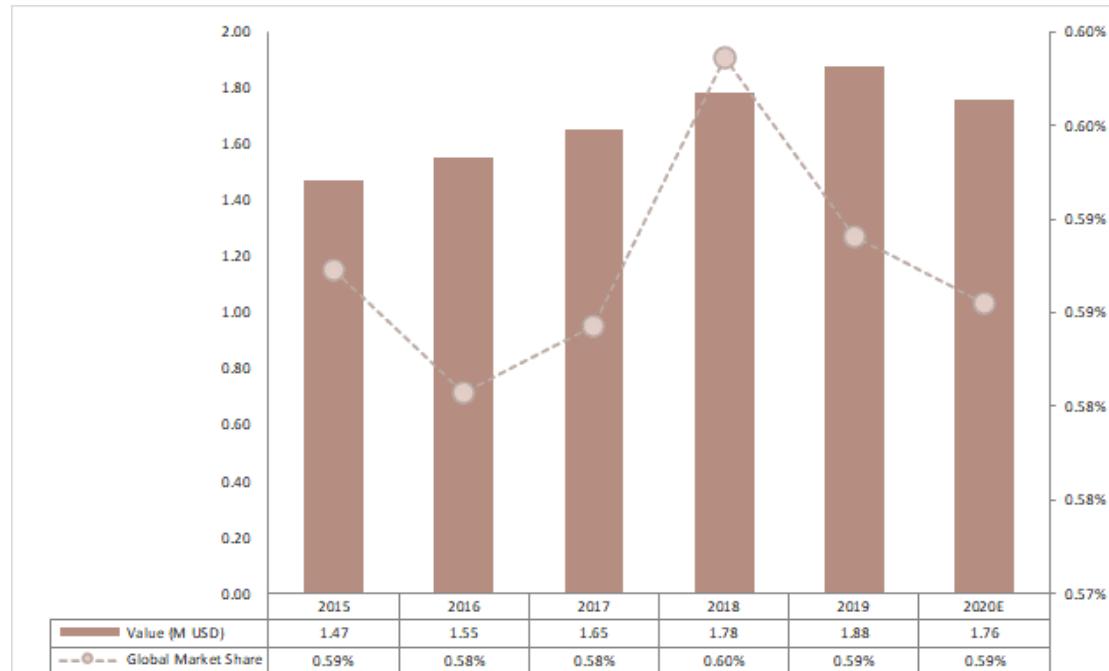
Source: Maia Research Analysis

Figure Jaguar Sales and Growth Rate



Source: Maia Research Analysis

Figure Jaguar Market Revenue Market Share 2015-2020



Source: Maia Research Analysis

6 Market Analysis and Forecast, By Product Types

6.1 Global Urinals Sales, Revenue and Market Share by Types (2015-2020)

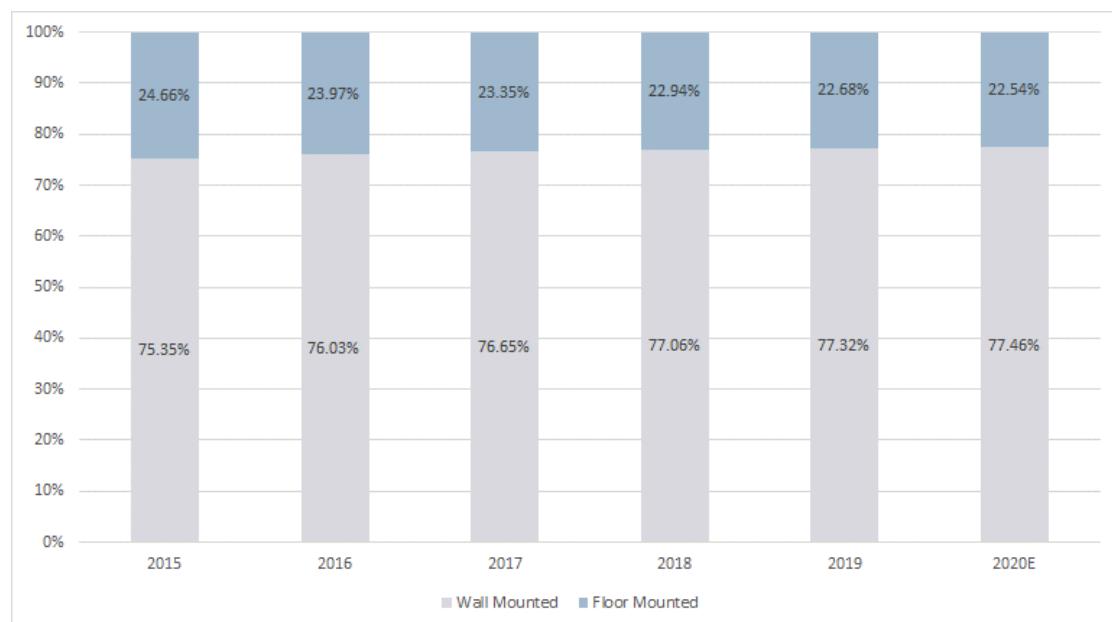
6.1.1 Global Urinals Sales and Market Share by Types (2015-2020)

Table Global Urinals Sales (K Units) by Types (2015-2020)

By Type	2015	2016	2017	2018	2019	2020E
Wall Mounted	985.91	1068.04	1133.46	1188.72	1253.57	1191.42
Floor Mounted	322.62	336.68	345.29	353.87	367.70	346.69
Total	1308.53	1404.72	1478.75	1542.59	1621.27	1538.10

Source: Maia Research Analysis

Figure Global Urinals Sales Share by Types (2015-2020)



Source: Maia Research Analysis

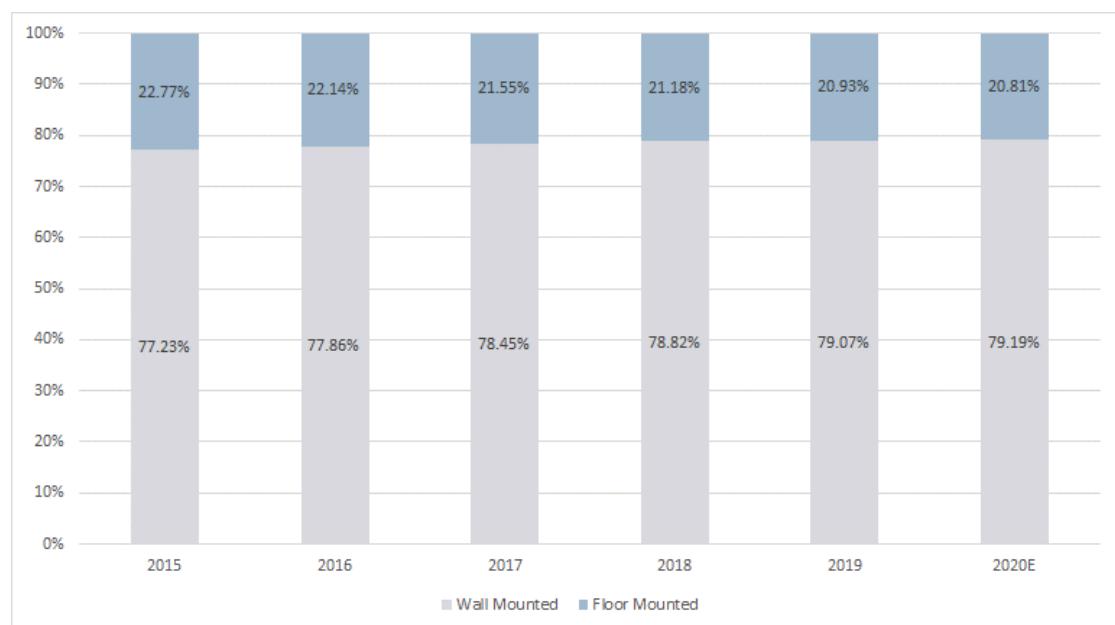
6.1.2 Global Urinals Revenue and Market Share by Types (2015-2020)

Table Global Urinals Revenue (M USD) by Types (2015-2020)

	2015	2016	2017	2018	2019	2020E
Wall Mounted	193.86	207.98	221.64	235.03	252.07	238.24
Floor Mounted	57.16	59.13	60.90	63.14	66.74	62.59
Total	251.01	267.11	282.54	298.18	318.81	300.83

Source: Maia Research Analysis

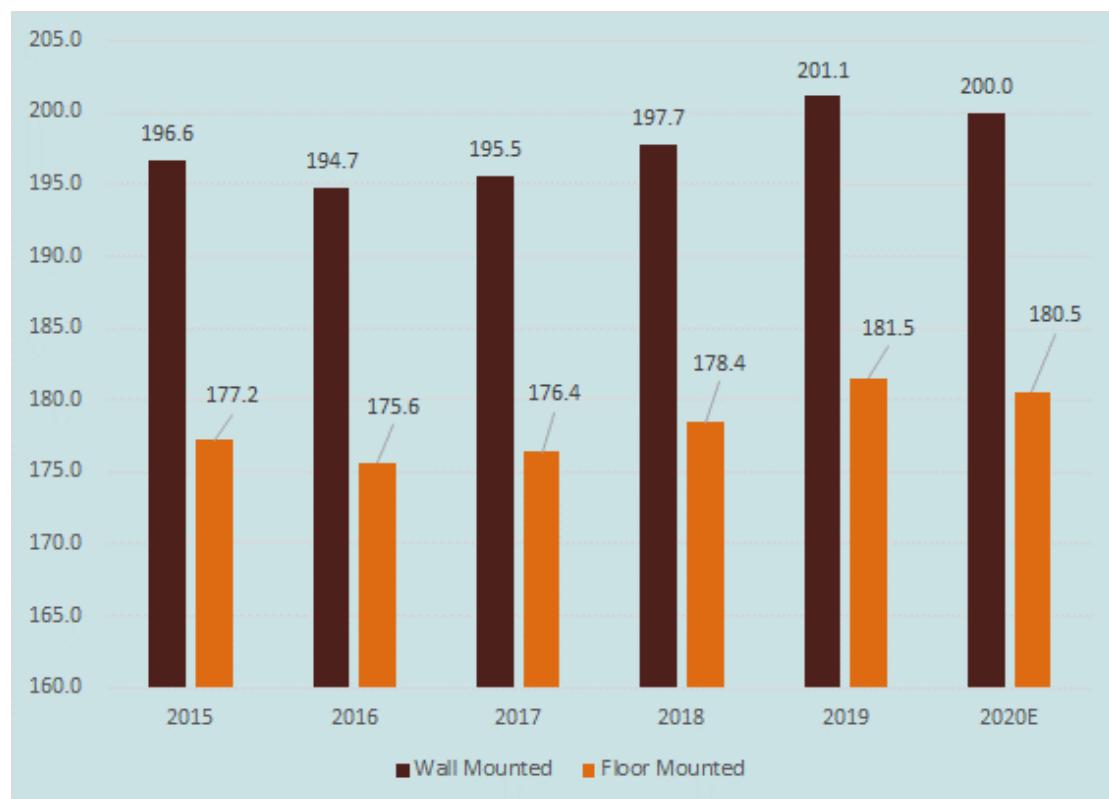
Figure Global Urinals Revenue Share by Types (2015-2020)



Source: Maia Research Analysis

6.1.3 Global Urinals Price by Types (2015-2020)

Figure Global Urinals Price (USD/Unit) by Types (2015-2020)



Source: Maia Research Analysis

6.2 Global Urinals Market Forecast by Types (2020-2025)

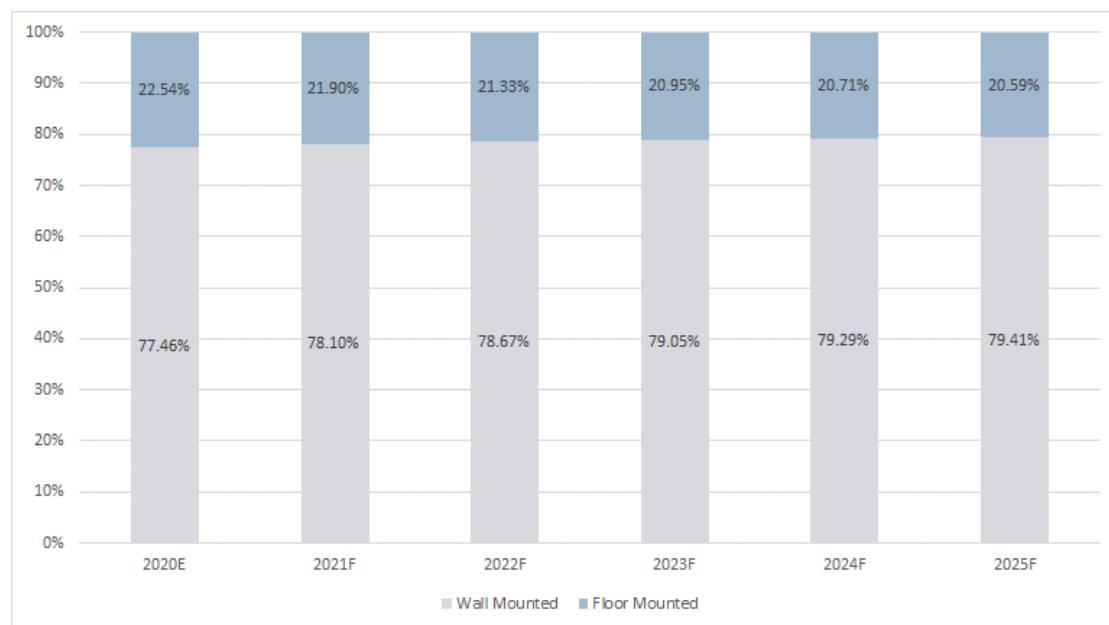
6.2.1 Global Urinals Market Forecast Sales and Market Share by Types (2020-2025)

Table Global Urinals Market Forecast Sales (K Units) by Types (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
Wall Mounted	1191.42	1293.32	1386.55	1463.73	1563.02	1649.16
Floor Mounted	346.69	362.75	376.01	388.02	408.36	427.48
Total	1538.10	1656.08	1762.56	1851.75	1971.37	2076.64

Source: Maia Research Analysis

Figure Global Urinals Market Forecast Sales Share by Types (2020-2025)



Source: Maia Research Analysis

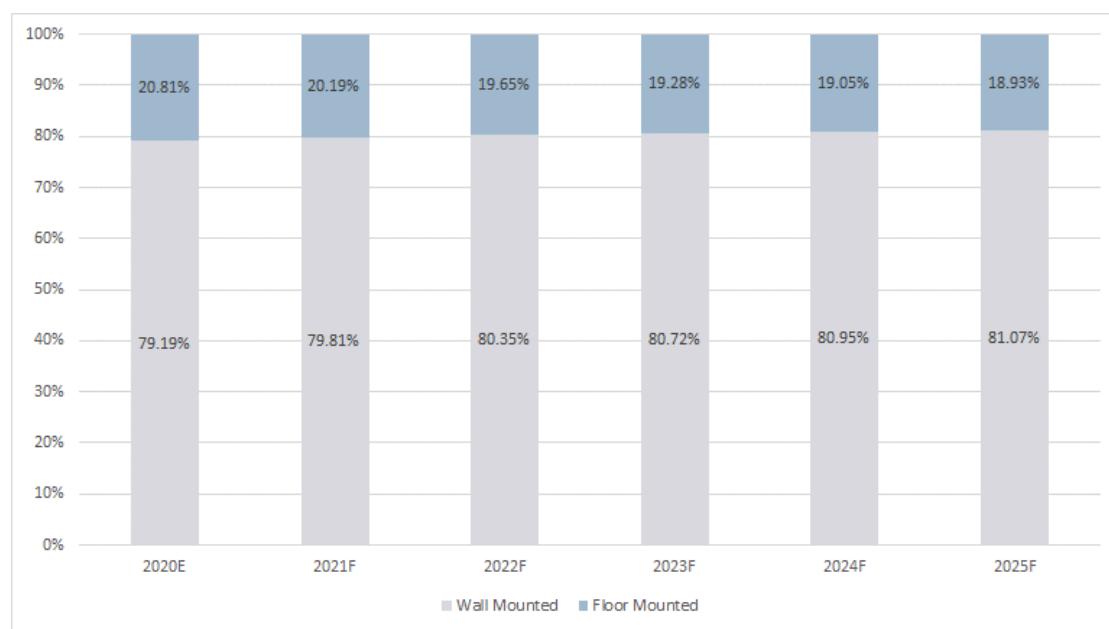
6.2.2 Global Urinals Market Forecast Revenue and Market Share by Types (2020-2025)

Table Global Urinals Market Forecast Revenue (M USD) by Types (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
Wall Mounted	238.24	256.74	277.51	289.76	306.17	320.93
Floor Mounted	62.59	64.97	67.85	69.22	72.06	74.93
Total	300.83	321.71	345.36	358.98	378.22	395.86

Source: Maia Research Analysis

Figure Global Urinals Market Forecast Revenue Share by Types (2020-2025)

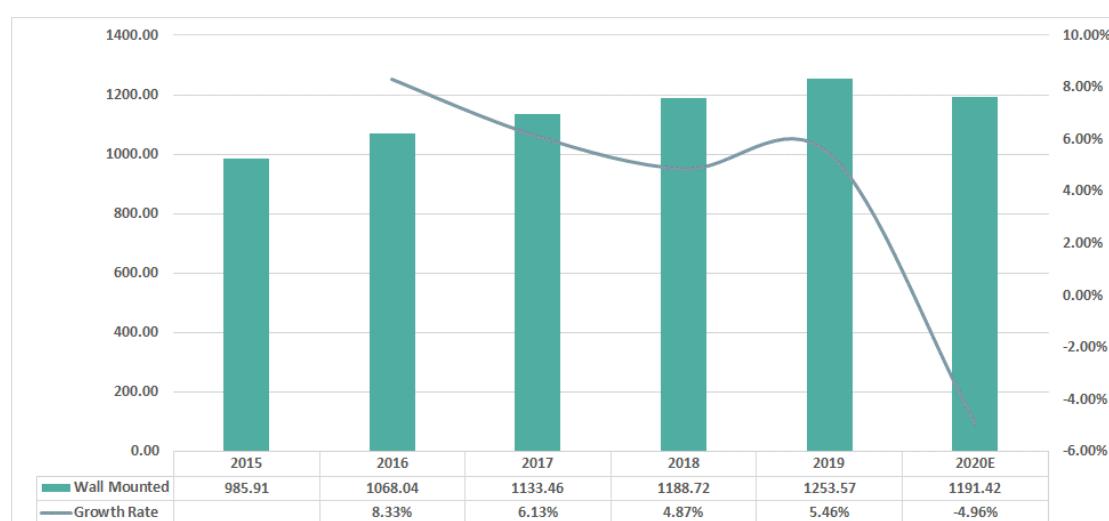


Source: Maia Research Analysis

6.3 Global Urinals Sales, Price and Growth Rate by Types (2015-2020)

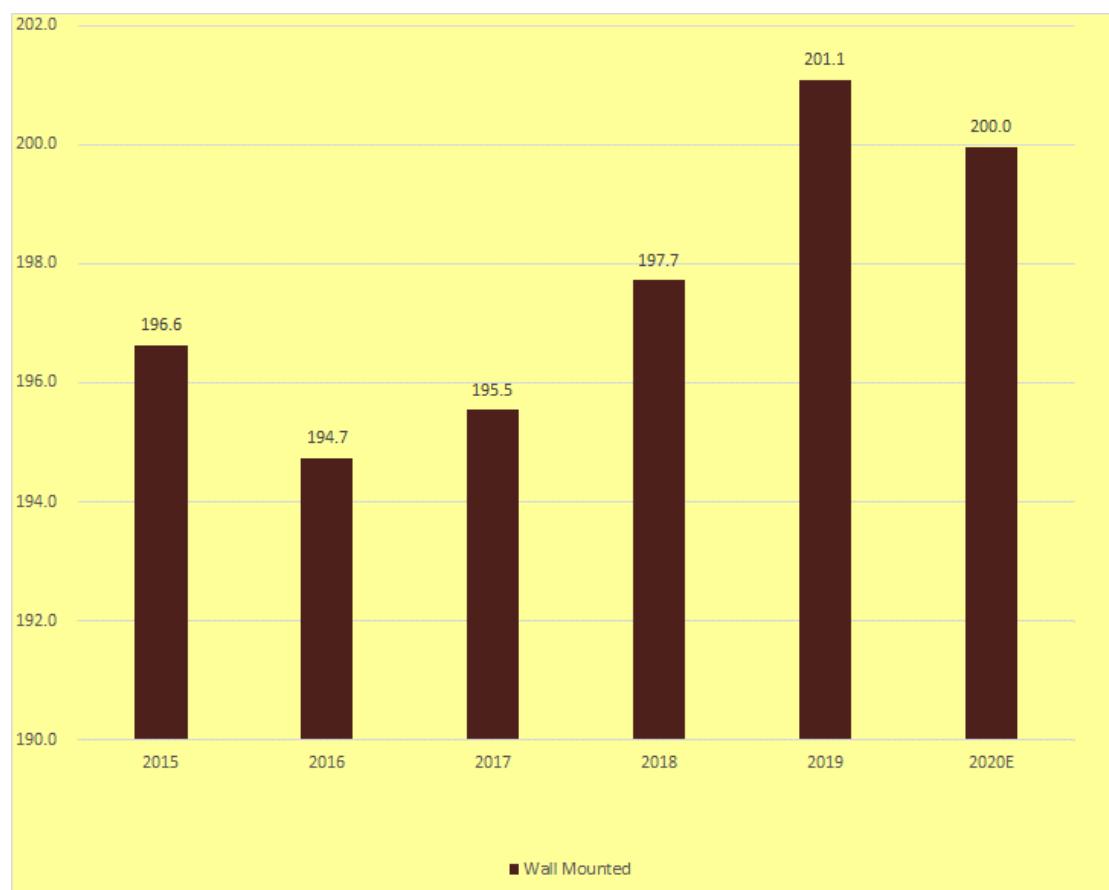
6.3.1 Global Urinals Sales, Price and Growth Rate of Wall Mounted (2015-2020)

Figure Global Urinals Sales (K Units) and Growth Rate of Wall Mounted (2015-2020)



Source: Maia Research Analysis

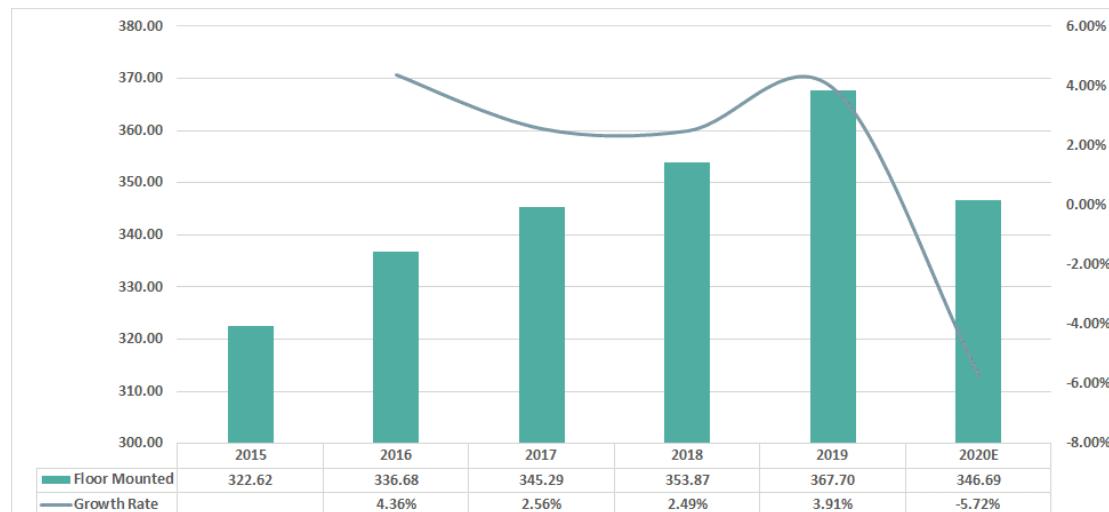
Figure Global Urinals Price (USD/Unit) of Wall Mounted (2015-2020)



Source: Maia Research Analysis

6.3.2 Global Urinals Sales, Price and Growth Rate of Floor Mounted (2015-2020)

Figure Global Urinals Sales (K Units) and Growth Rate of Floor Mounted (2015-2020)



Source: Maia Research Analysis

Figure Global Urinals Price (USD/Unit) of Floor Mounted (2015-2020)

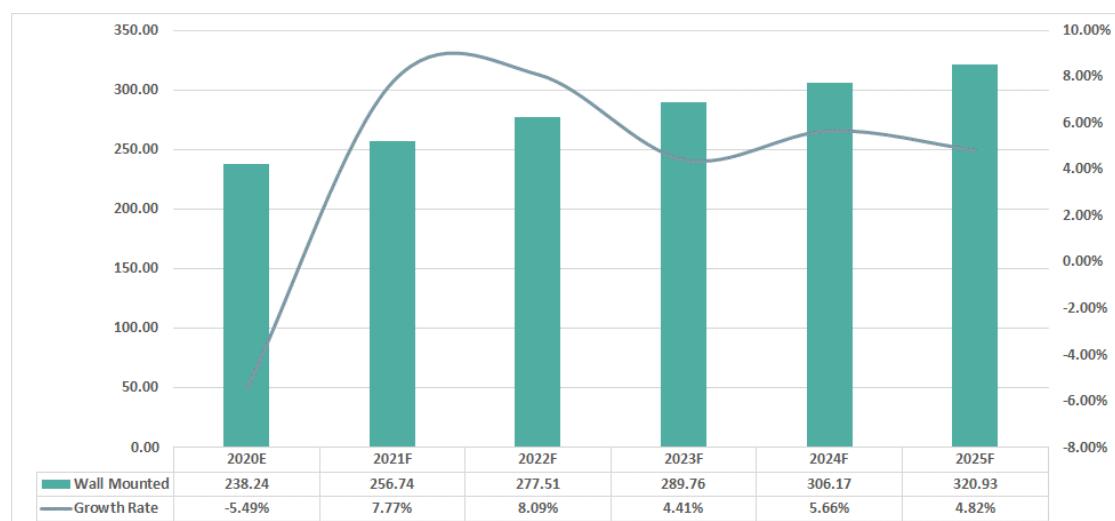


Source: Maia Research Analysis

6.4 Global Urinals Market Revenue and Sales Forecast, by Types (2020-2025)

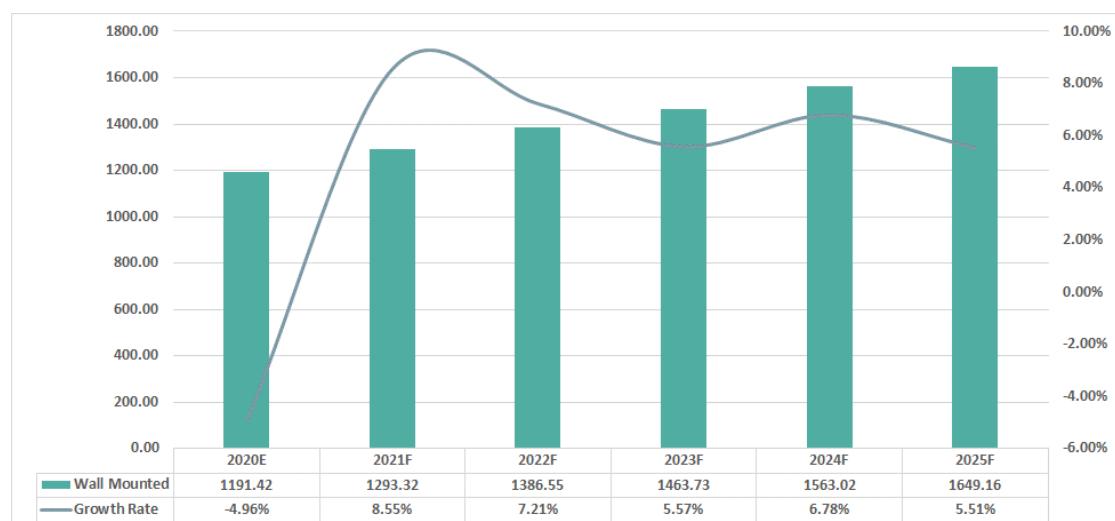
6.4.1 Wall Mounted Market Revenue and Sales Forecast (2020-2025)

Figure Global Urinals Market Revenue (M USD) and Growth Rate Forecast of Wall Mounted (2020-2025)



Source: Maia Research Analysis

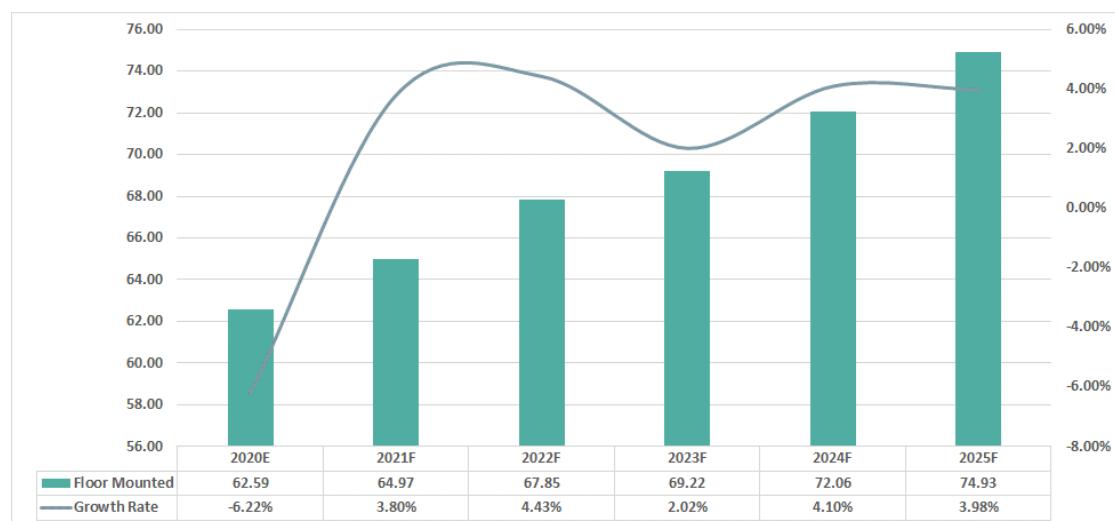
Figure Global Urinals Sales (K Units) and Growth Rate Forecast of Wall Mounted (2020-2025)



Source: Maia Research Analysis

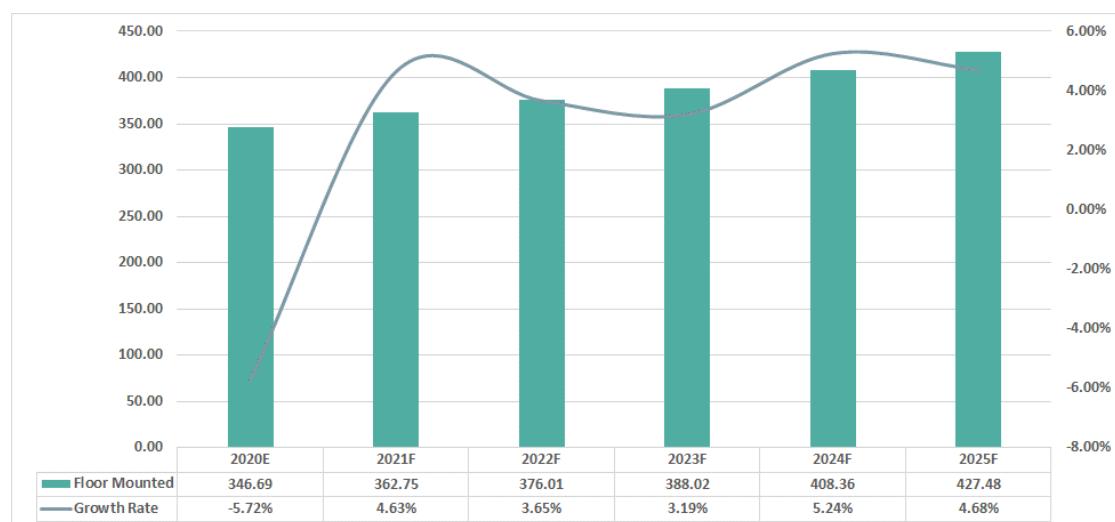
6.4.2 Floor Mounted Market Revenue and Sales Forecast (2020-2025)

Figure Global Urinals Market Revenue (M USD) and Growth Rate Forecast of Floor Mounted (2020-2025)



Source: Maia Research Analysis

Figure Global Urinals Sales (K Units) and Growth Rate Forecast of Floor Mounted (2020-2025)



Source: Maia Research Analysis

7 Market Analysis and Forecast, By Applications

7.1 Global Urinals Sales, Revenue and Market Share by Applications (2015-2020)

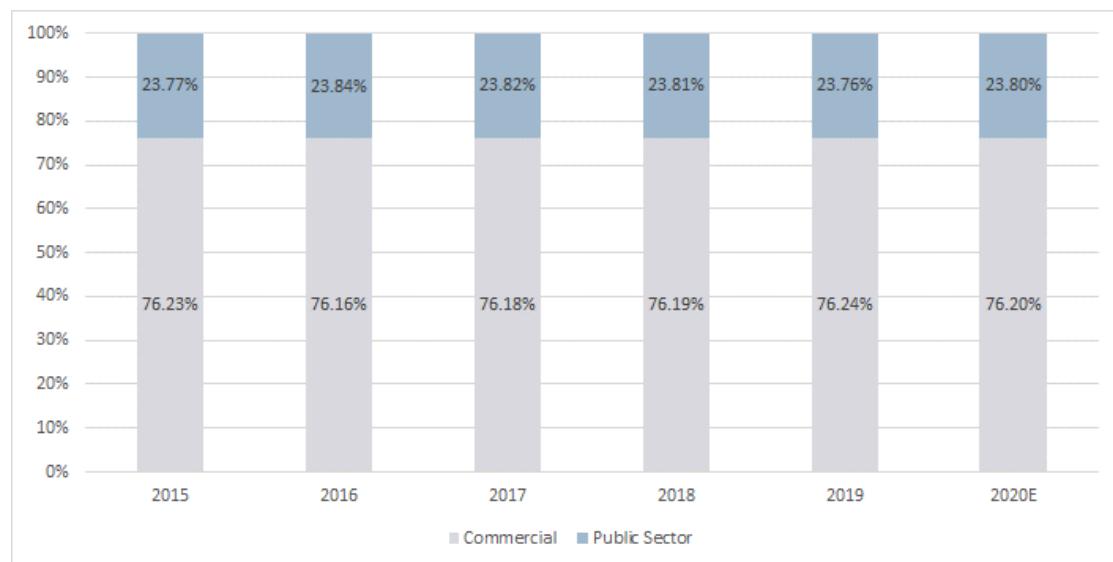
7.1.1 Global Urinals Sales and Market Share by Applications (2015-2020)

Table Global Urinals Sales (K Units) by Applications (2015-2020)

	2015	2016	2017	2018	2019	2020E
Commercial	997.53	1069.84	1126.51	1175.30	1236.06	1172.04
Public Sector	311.00	334.89	352.24	367.29	385.21	366.07
Total	1308.53	1404.72	1478.75	1542.59	1621.27	1538.10

Source: Maia Research Analysis

Figure Global Urinals Sales Share by Applications (2015-2020)



Source: Maia Research Analysis

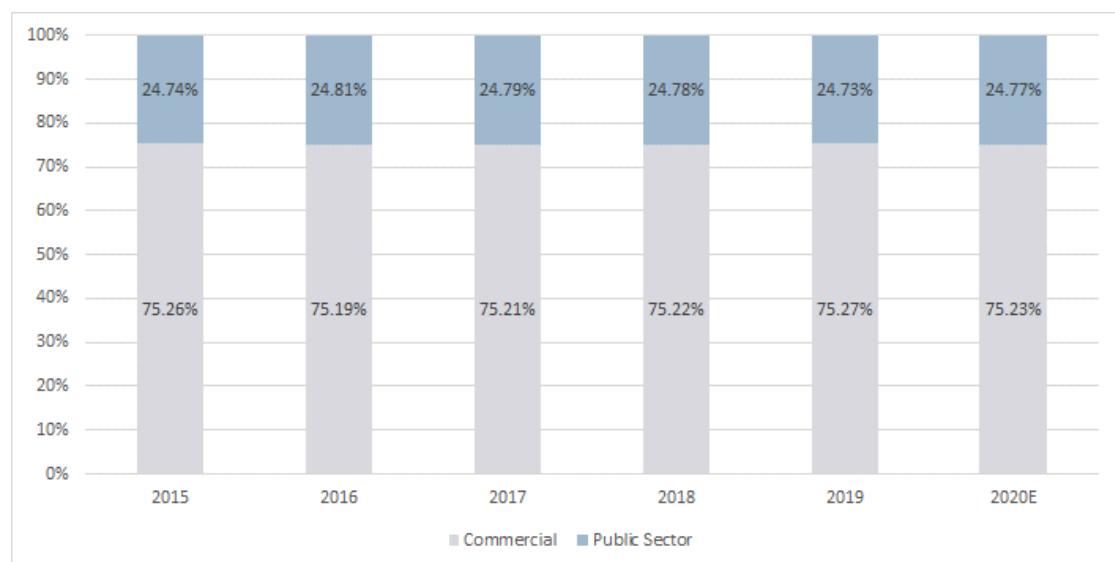
7.1.2 Global Urinals Revenue and Market Share by Applications (2015-2020)

Table Global Urinals Revenue (M USD) by Applications (2015-2020)

	2015	2016	2017	2018	2019	2020E
Commercial	188.92	200.84	212.50	224.29	239.97	226.32
Public Sector	62.09	66.27	70.04	73.89	78.84	74.51
Total	251.01	267.11	282.54	298.18	318.81	300.83

Source: Maia Research Analysis

Figure Global Urinals Revenue Share by Applications (2015-2020)



Source: Maia Research Analysis

7.2 Global Urinals Market Forecast by Applications (2020-2025)

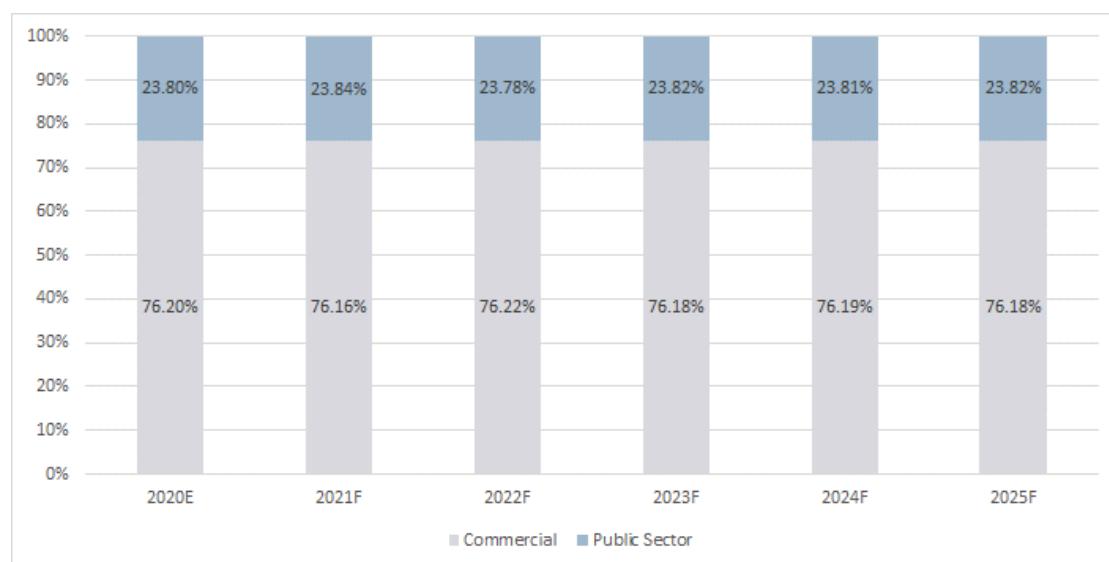
7.2.1 Global Urinals Market Forecast Sales and Market Share by Applications (2020-2025)

Table Global Urinals Market Forecast Sales (K Units) by Applications (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
Commercial	1172.04	1261.27	1343.43	1410.66	1501.99	1581.99
Public Sector	366.07	394.81	419.14	441.09	469.38	494.66
Total	1538.10	1656.08	1762.56	1851.75	1971.37	2076.64

Source: Maia Research Analysis

Figure Global Urinals Market Forecast Sales Share by Applications (2020-2025)



Source: Maia Research Analysis

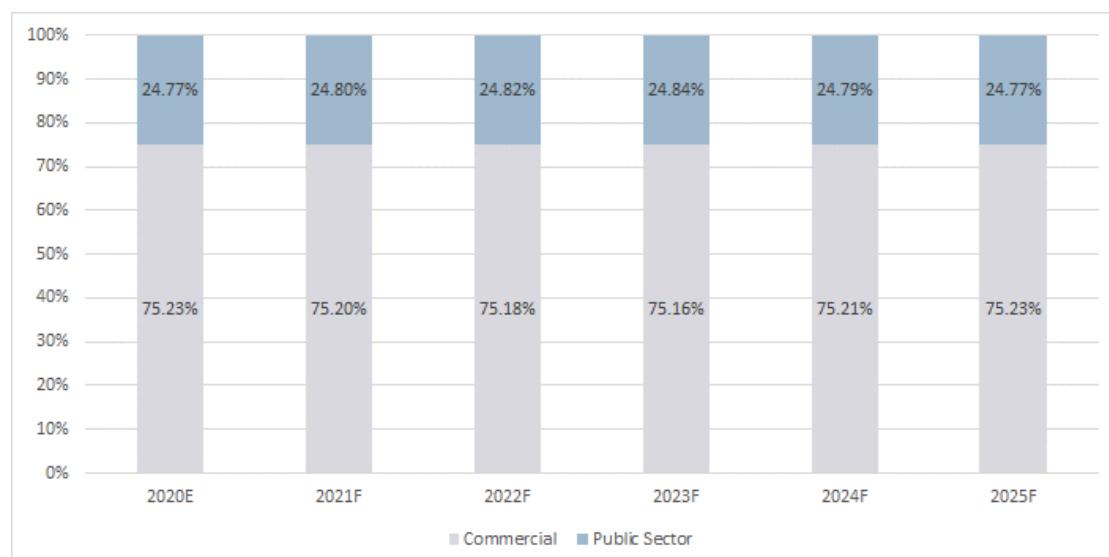
7.2.2 Global Urinals Market Forecast Revenue and Market Share by Applications (2020-2025)

Table Global Urinals Market Forecast Revenue (M USD) by Applications (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
Commercial	226.32	241.93	259.64	269.81	284.46	297.80
Public Sector	74.51	79.78	85.72	89.17	93.76	98.05
Total	300.83	321.71	345.36	358.98	378.22	395.86

Source: Maia Research Analysis

Figure Global Urinals Market Forecast Revenue Share by Applications (2020-2025)



Source: Maia Research Analysis

7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)

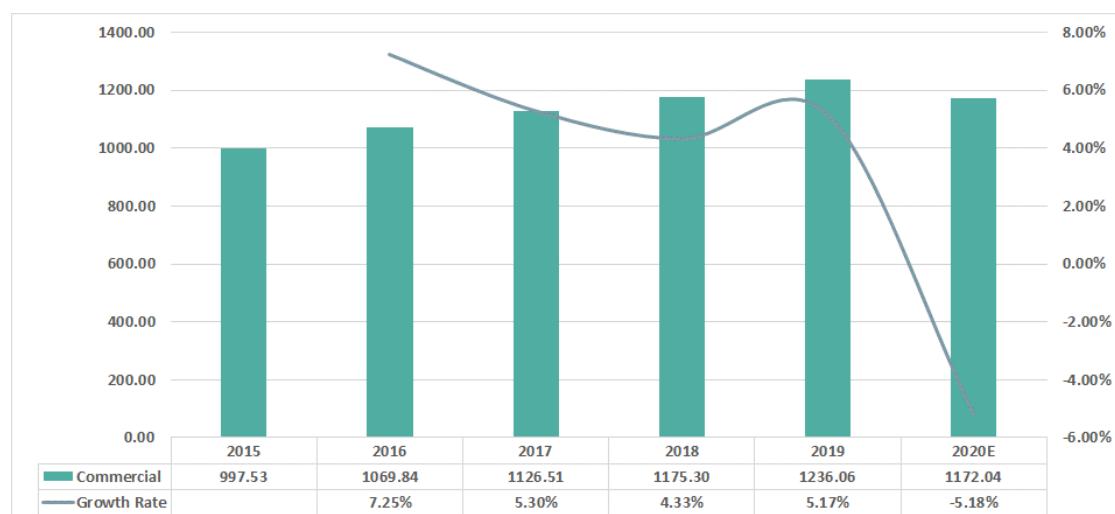
7.3.1 Global Urinals Revenue, Sales and Growth Rate of Commercial (2015-2020)

Figure Global Urinals Revenue (M USD) and Growth Rate of Commercial (2015-2020)



Source: Maia Research Analysis

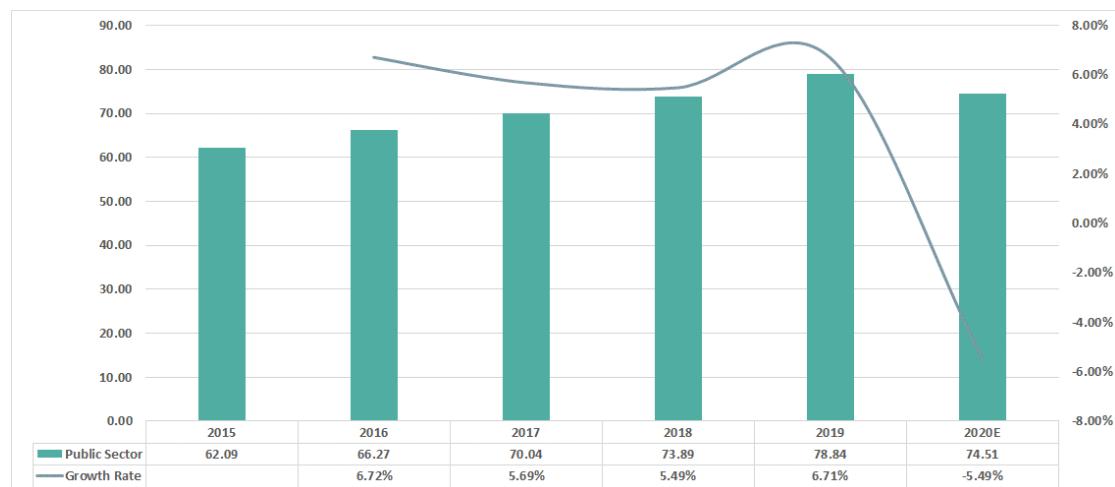
Figure Global Urinals Sales (K Units) and Growth Rate of Commercial (2015-2020)



Source: Maia Research Analysis

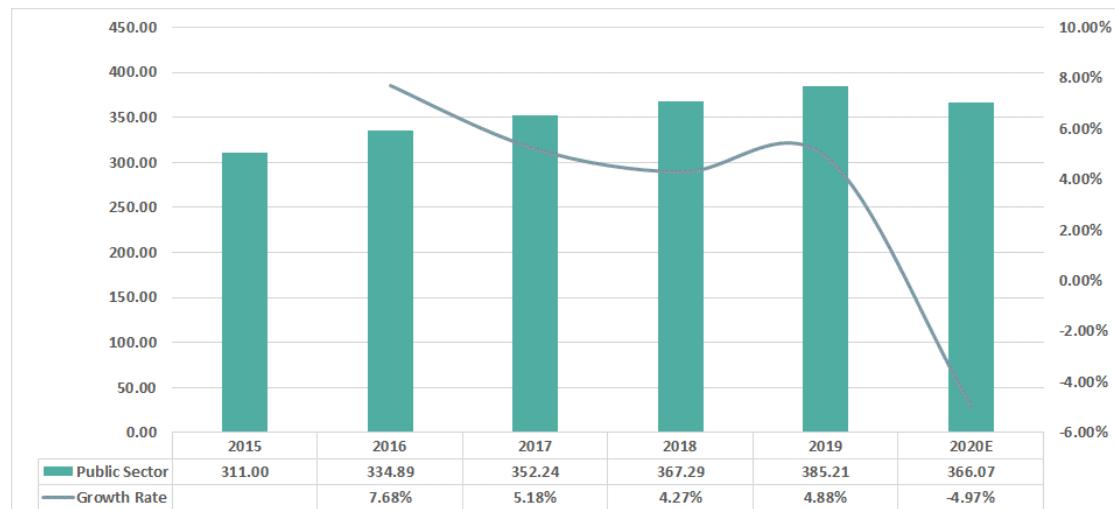
7.3.2 Global Urinals Revenue, Sales and Growth Rate of Public Sector (2015-2020)

Figure Global Urinals Revenue (M USD) and Growth Rate of Public Sector (2015-2020)



Source: Maia Research Analysis

Figure Global Urinals Sales (K Units) and Growth Rate of Public Sector (2015-2020)

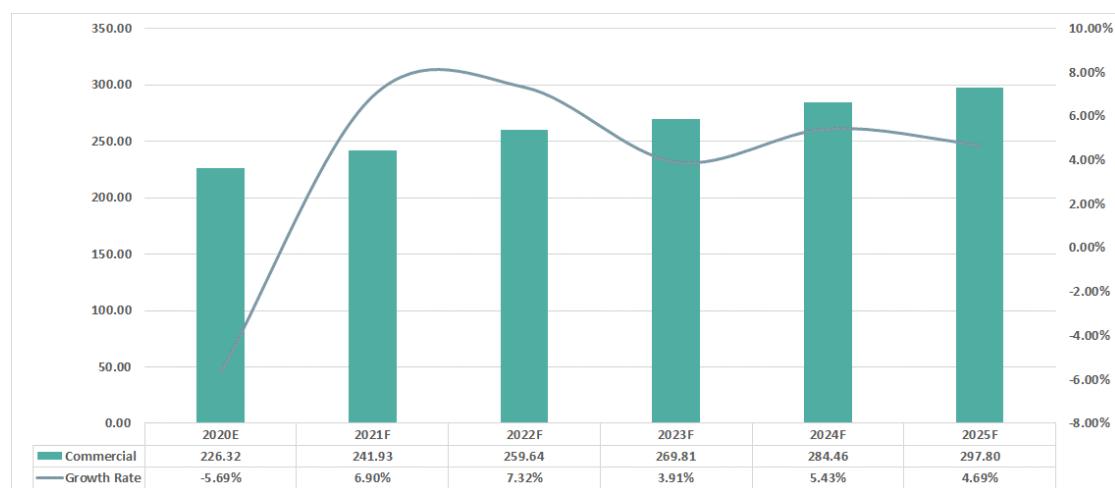


Source: Maia Research Analysis

7.4 Global Urinals Market Revenue and Sales Forecast, by Applications (2020-2025)

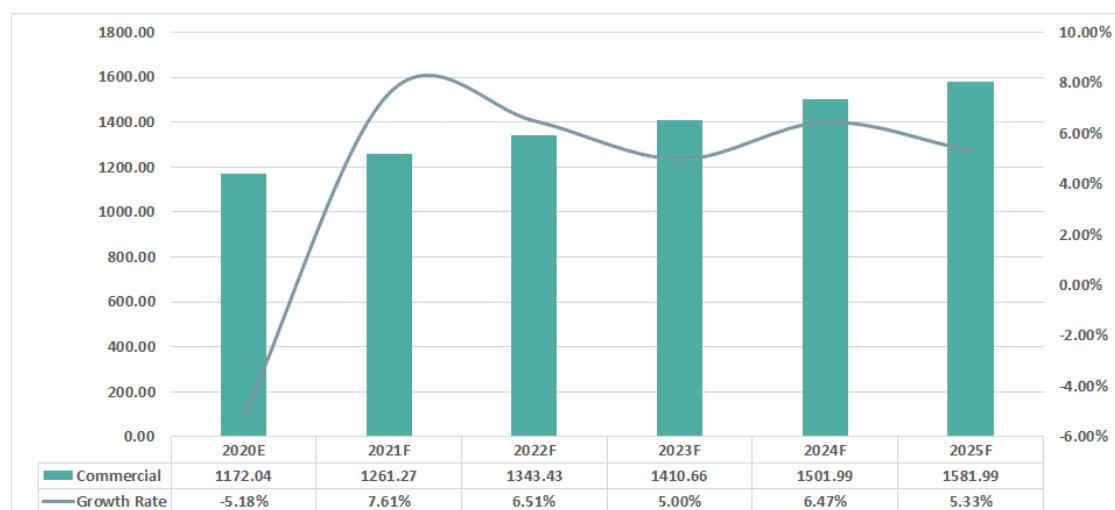
7.4.1 Commercial Market Revenue and Sales Forecast (2020-2025)

Figure Global Urinals Market Revenue (M USD) and Growth Rate Forecast of Commercial (2020-2025)



Source: Maia Research Analysis

Figure Global Urinals Sales (K Units) and Growth Rate Forecast of Commercial (2020-2025)



Source: Maia Research Analysis

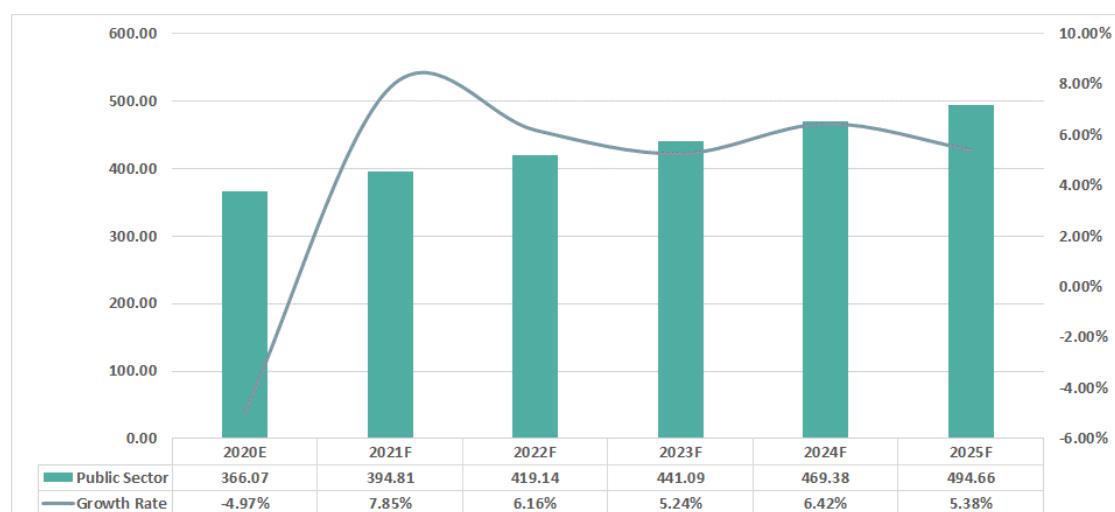
7.4.2 Public Sector Market Revenue and Sales Forecast (2020-2025)

Figure Global Urinals Market Revenue (M USD) and Growth Rate Forecast of Public Sector (2020-2025)



Source: Maia Research Analysis

Figure Global Urinals Sales (K Units) and Growth Rate Forecast of Public Sector (2020-2025)

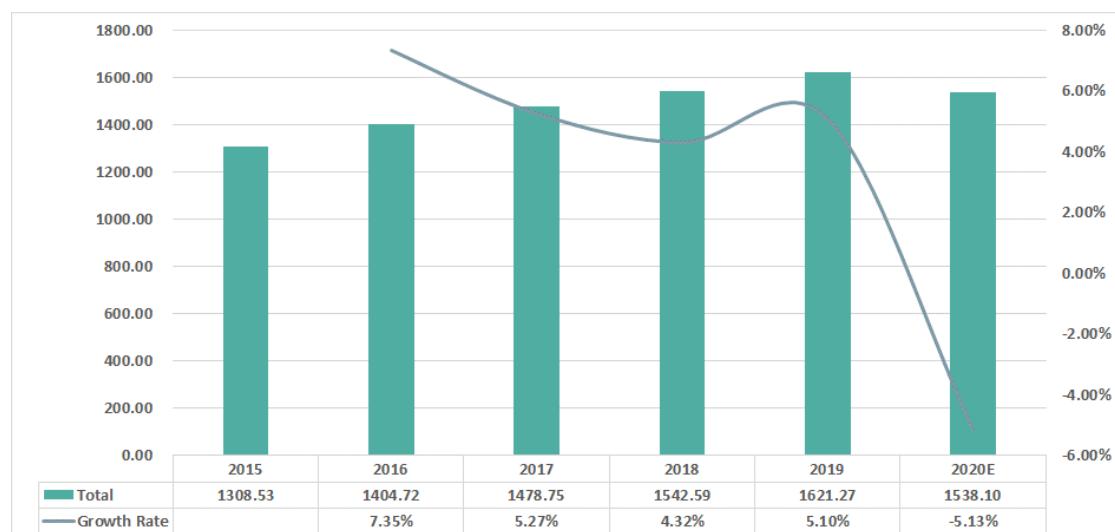


Source: Maia Research Analysis

8 Market Analysis and Forecast, By Regions

8.1 Global Urinals Sales by Regions (2015-2020)

Figure Global Urinals Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

Table Global Urinals Sales (K Units) by Regions (2015-2020)

	2015	2016	2017	2018	2019	2020E
North America	421.63	451.15	473.01	491.98	515.76	488.38
Europe	362.43	387.18	406.01	422.24	442.27	418.25
Asia Pacific	428.79	462.00	487.66	509.98	537.11	510.34
South America	47.66	51.73	55.04	57.72	61.32	59.00
Middle East & Africa	48.02	52.67	57.02	60.68	64.82	62.13
Total	1308.53	1404.72	1478.75	1542.59	1621.27	1538.10

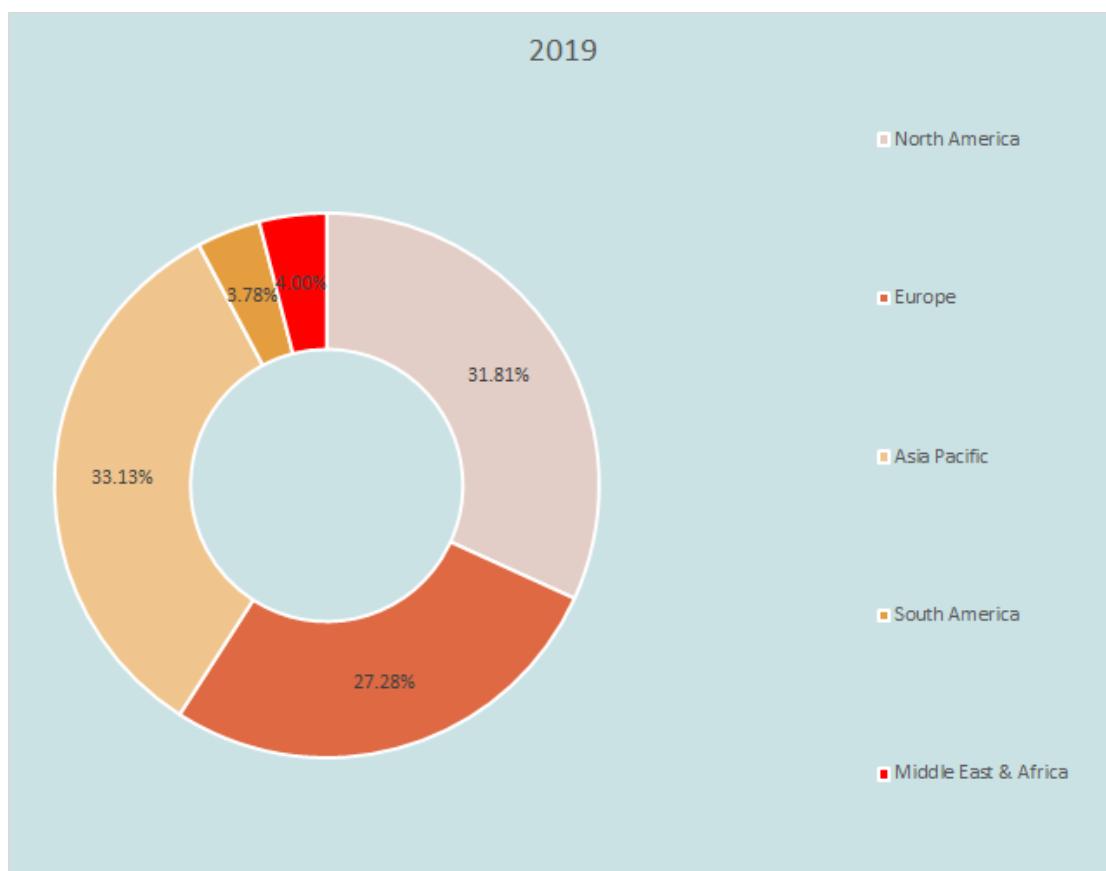
Source: Maia Research Analysis

Table Global Urinals Sales Market Share by Regions (2015-2020)

	2015	2016	2017	2018	2019	2020E
North America	32.22%	32.12%	31.99%	31.89%	31.81%	31.75%
Europe	27.70%	27.56%	27.46%	27.37%	27.28%	27.19%
Asia Pacific	32.77%	32.89%	32.98%	33.06%	33.13%	33.18%
South America	3.64%	3.68%	3.72%	3.74%	3.78%	3.84%
Middle East & Africa	3.67%	3.75%	3.86%	3.93%	4.00%	4.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Maia Research Analysis

Figure Global Urinals Sales Market Share by Regions in 2019



Source: Maia Research Analysis

8.2 Global Urinals Market Revenue by Regions (2015-2020)

Figure Global Urinals Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

Table Global Urinals Revenue (M USD) by Regions (2015-2020)

	2015	2016	2017	2018	2019	2020E
North America	85.36	88.29	91.72	98.32	107.83	99.80
Europe	76.94	83.71	89.73	92.94	96.55	92.56
Asia Pacific	73.02	78.13	82.79	87.38	93.31	88.27
South America	7.78	8.38	8.96	9.49	10.23	9.80
Middle East & Africa	7.90	8.60	9.35	10.05	10.90	10.40
Total	251.01	267.11	282.54	298.18	318.81	300.83

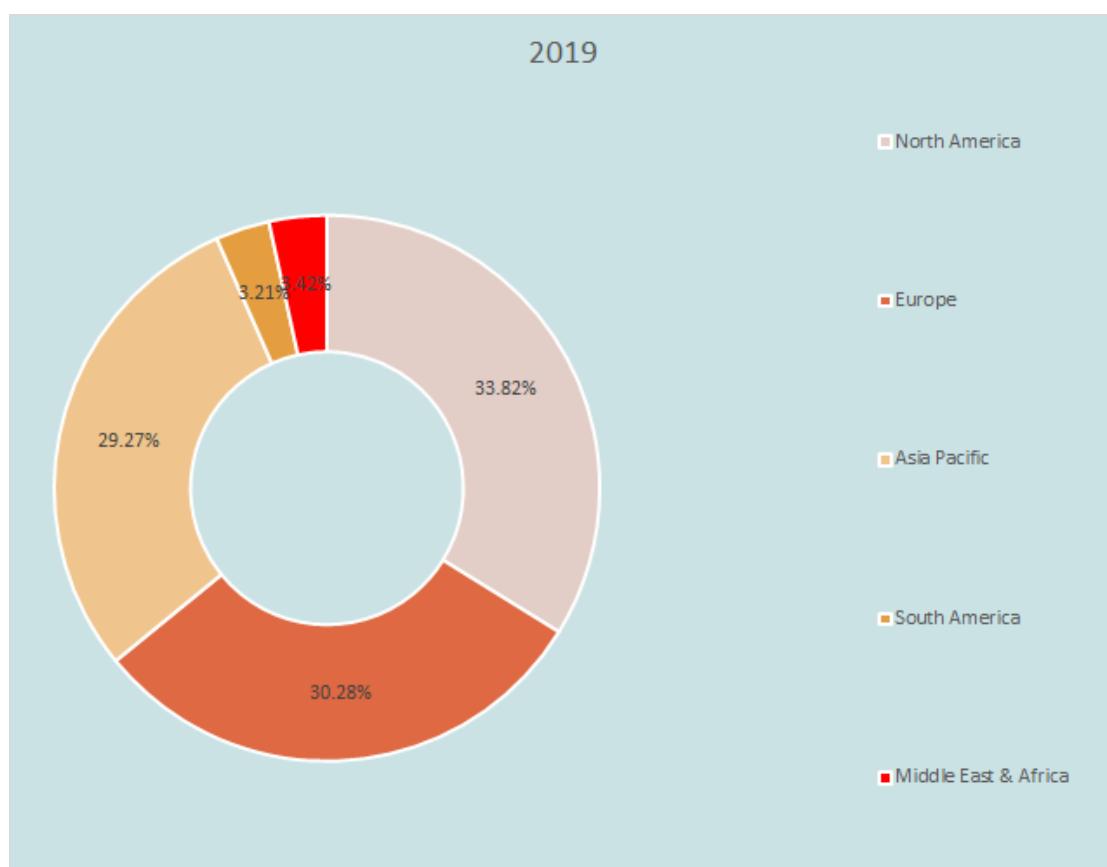
Source: Maia Research Analysis

Table Global Urinals Revenue Market Share by Regions (2015-2020)

	2015	2016	2017	2018	2019	2020E
North America	34.01%	33.06%	32.46%	32.97%	33.82%	33.18%
Europe	30.65%	31.34%	31.76%	31.17%	30.28%	30.77%
Asia Pacific	29.09%	29.25%	29.30%	29.31%	29.27%	29.34%
South America	3.10%	3.14%	3.17%	3.18%	3.21%	3.26%
Middle East & Africa	3.15%	3.22%	3.31%	3.37%	3.42%	3.46%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Maia Research Analysis

Figure Global Urinals Revenue Market Share by Regions in 2019



Source: Maia Research Analysis

8.3 Global Urinals Market Forecast by Regions (2020-2025)

Table Global Urinals Market Forecast Sales (K Units) by Regions (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
North America	488.38	524.08	556.06	582.47	618.37	649.58
Europe	418.25	449.14	476.44	498.96	529.53	555.92
Asia Pacific	510.34	550.48	587.09	617.67	658.57	694.95
South America	59.00	64.02	68.80	73.21	78.69	83.52
Middle East & Africa	62.13	68.36	74.17	79.44	86.21	92.68
Total	1538.10	1656.08	1762.56	1851.75	1971.37	2076.64

Source: Maia Research Analysis

Table Global Urinals Market Forecast Sales Share by Regions (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
North America	31.75%	31.65%	31.55%	31.46%	31.37%	31.28%
Europe	27.19%	27.12%	27.03%	26.95%	26.86%	26.77%
Asia Pacific	33.18%	33.24%	33.31%	33.36%	33.41%	33.46%
South America	3.84%	3.87%	3.90%	3.95%	3.99%	4.02%
Middle East & Africa	4.04%	4.13%	4.21%	4.29%	4.37%	4.46%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Maia Research Analysis

Table Global Urinals Market Forecast Revenue (M USD) by Regions (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
North America	99.80	106.50	114.11	118.42	124.58	130.19
Europe	92.56	98.68	105.64	109.38	114.82	119.72
Asia Pacific	88.27	94.60	101.73	105.94	111.85	117.31
South America	9.80	10.56	11.44	12.05	12.81	13.51
Middle East & Africa	10.40	11.37	12.44	13.18	14.16	15.13
Total	300.83	321.71	345.36	358.98	378.22	395.86

Source: Maia Research Analysis

Table Global Urinals Market Forecast Revenue Share by Regions (2020-2025)

	2020E	2021F	2022F	2023F	2024F	2025F
North America	33.18%	33.10%	33.04%	32.99%	32.94%	32.89%
Europe	30.77%	30.67%	30.59%	30.47%	30.36%	30.24%
Asia Pacific	29.34%	29.41%	29.46%	29.51%	29.57%	29.63%
South America	3.26%	3.28%	3.31%	3.36%	3.39%	3.41%
Middle East & Africa	3.46%	3.53%	3.60%	3.67%	3.74%	3.82%

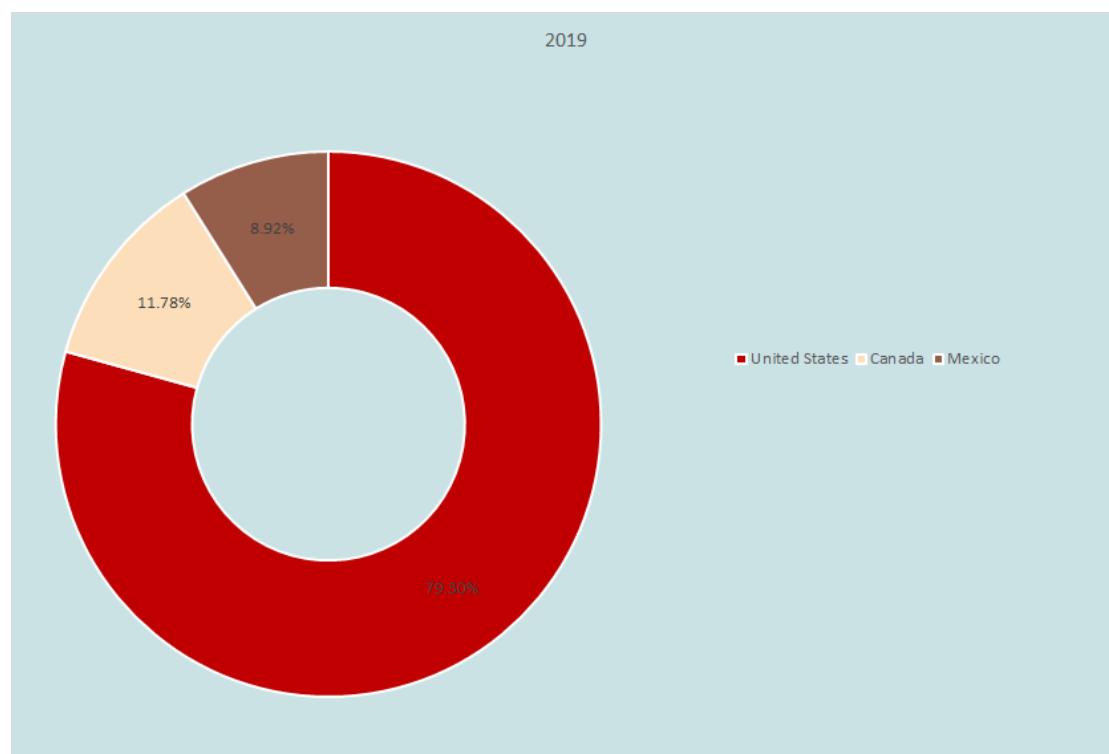
Total 100.00% 100.00% 100.00% 100.00% 100.00% 100.00%

Source: Maia Research Analysis

9 North America Urinals Market Analysis

9.1 Market Overview Analysis

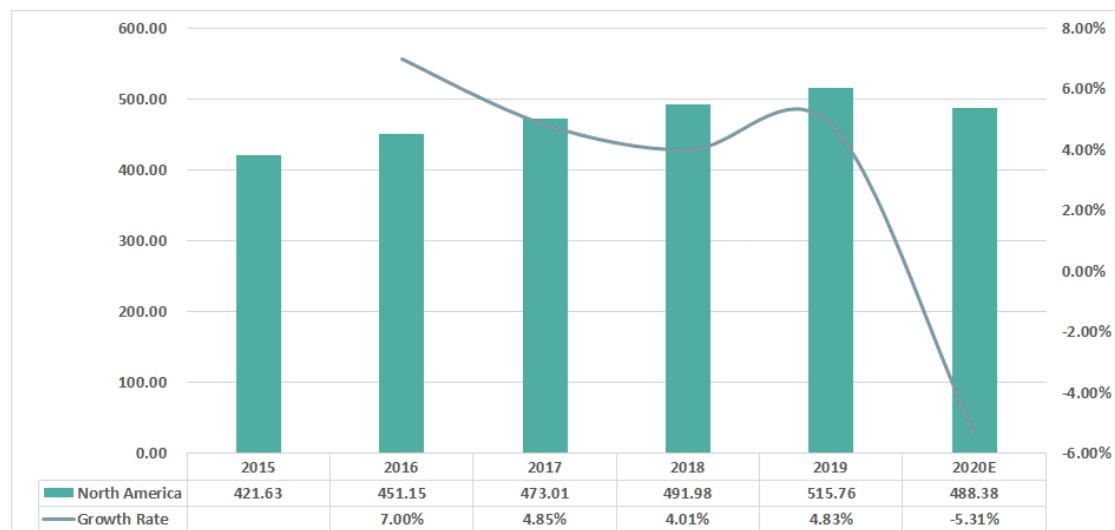
Figure Market Overview Analysis



Source: Maia Research Analysis

9.2 North America Urinals Market Sales and Growth Rate (2015-2020)

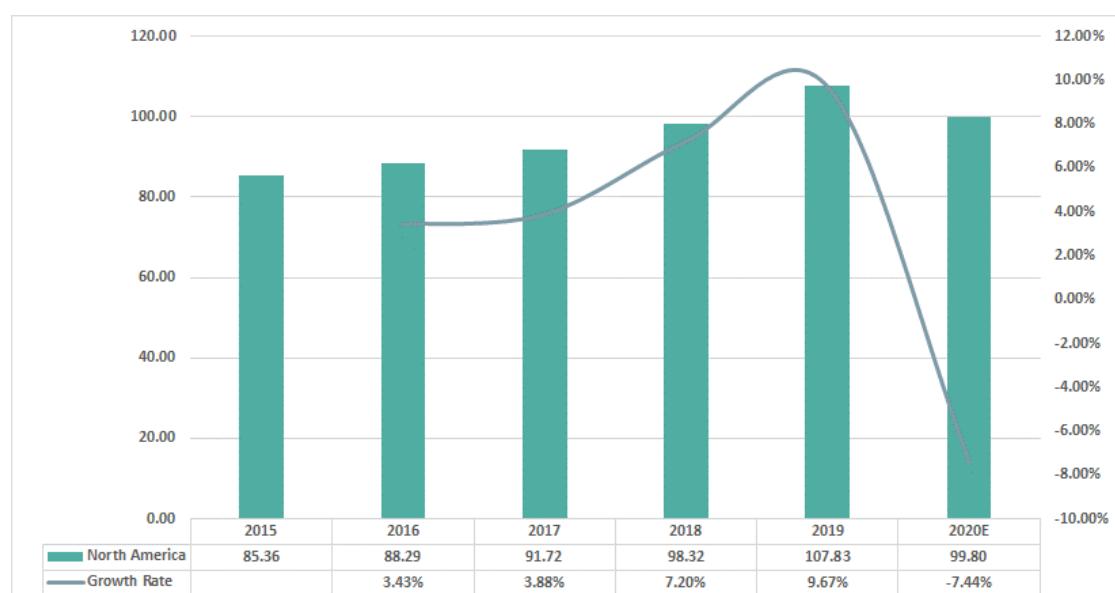
Figure North America Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

9.3 North America Urinals Market Revenue and Growth Rate (2015-2020)

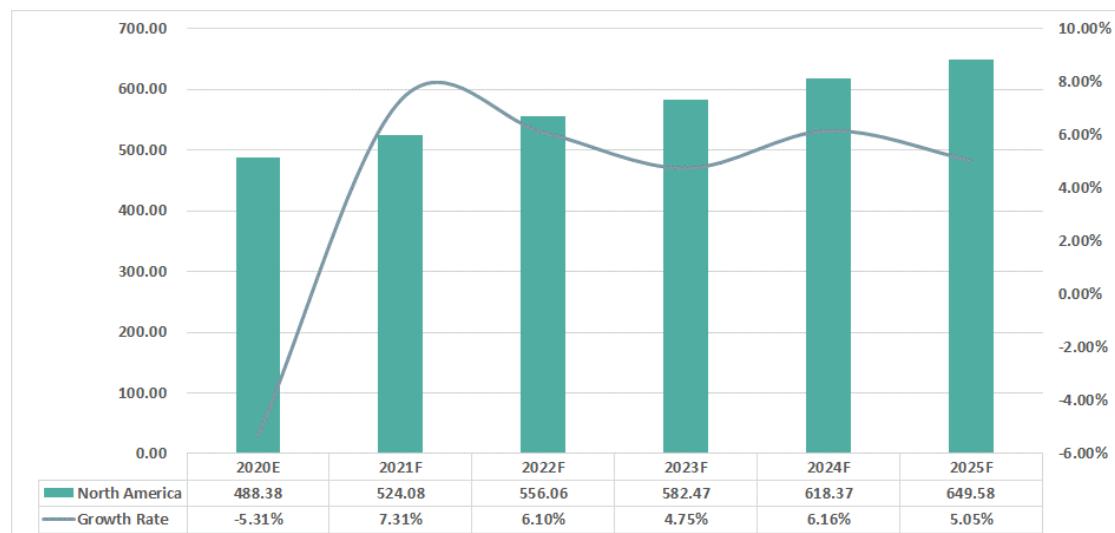
Figure North America Urinals Market Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

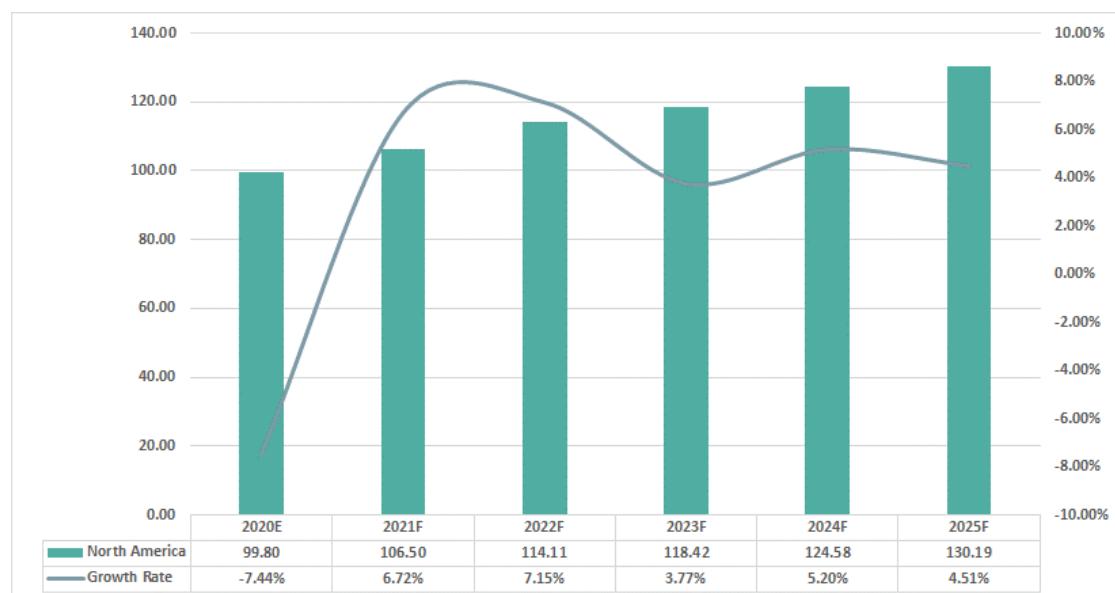
9.4 North America Urinals Market Forecast

Figure North America Urinals Market Forecast Sales (K Units) (2020-2025)



Source: Maia Research Analysis

Figure North America Urinals Market Forecast Revenue (M USD) (2020-2025)



Source: Maia Research Analysis

9.5 The Influence of COVID-19 on North America Market

The United States, Canada and Mexico have important and diverse economic systems. In 2019, the US GDP is estimated at 21,439.45 billion US dollars, it the most technologically advanced economy in North America. The US service industry accounts for 80.6% of the country's GDP, 18.5% for industry, and 0.7% for agriculture.

Canada 's economic trends are similar to those of the United States, with significant growth in

services, mining, and manufacturing. Canada's GDP in 2019 is estimated to be \$ 1,712,479 million. Mexico's GDP is approximately \$ 257,772 million. The country has modern and outdated industrial and agricultural facilities and operations, and is modernizing in areas such as energy production, telecommunications and airports.

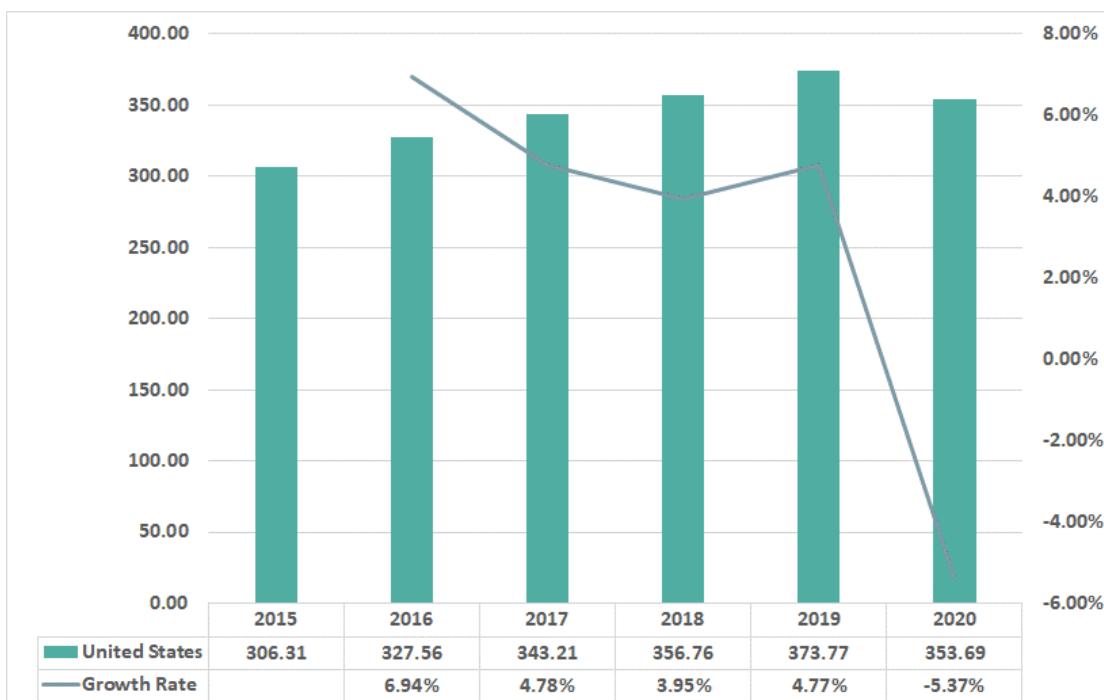
In the United States, the number of infections has increased dramatically since the first week of March, and now there are more confirmed cases and deaths in the United States than any other country in the world. All 50 states are affected. As of August 6, more than 4 million cases have been confirmed in the United States. More than 150,000 people have died. There is no doubt that the United States is one of the country's most severely affected by COVID-19 in the world. Almost every industry is feeling the impact in almost every state. For example, Pennsylvania's accommodation and food service industries lost 37.1% of jobs, but the state's construction employment rate also fell by 8.7%, and the manufacturing employment rate fell by 6.2%. In response to the economic damage caused by COVID-19, the United States has taken extensive measures. The fiscal plan passed by Congress is trillions of dollars, while the Federal Reserve of the U.S. Central Bank has added trillions of dollars in monetary stimulus policies. The Federal Reserve extended the term of its loan program on July 28, 2020. The program will end on September 30, 2020, so it will now end on December 31, 2020.

Canada is the tenth largest economy in the world and has taken several major measures to deal with the economic pressure of COVID-19. The Central Bank has begun the first ever quantitative easing program, and its government has launched a major rescue program of \$75 billion, which includes expansion of unemployment insurance and wage subsidies. As of August 6, 2020, Canada has 118,561 confirmed cases, 103,104 recovered, and 8,966 deaths.

9.6 North America Urinals Market Analysis by Country

9.6.1 U.S. Urinals Sales and Growth Rate

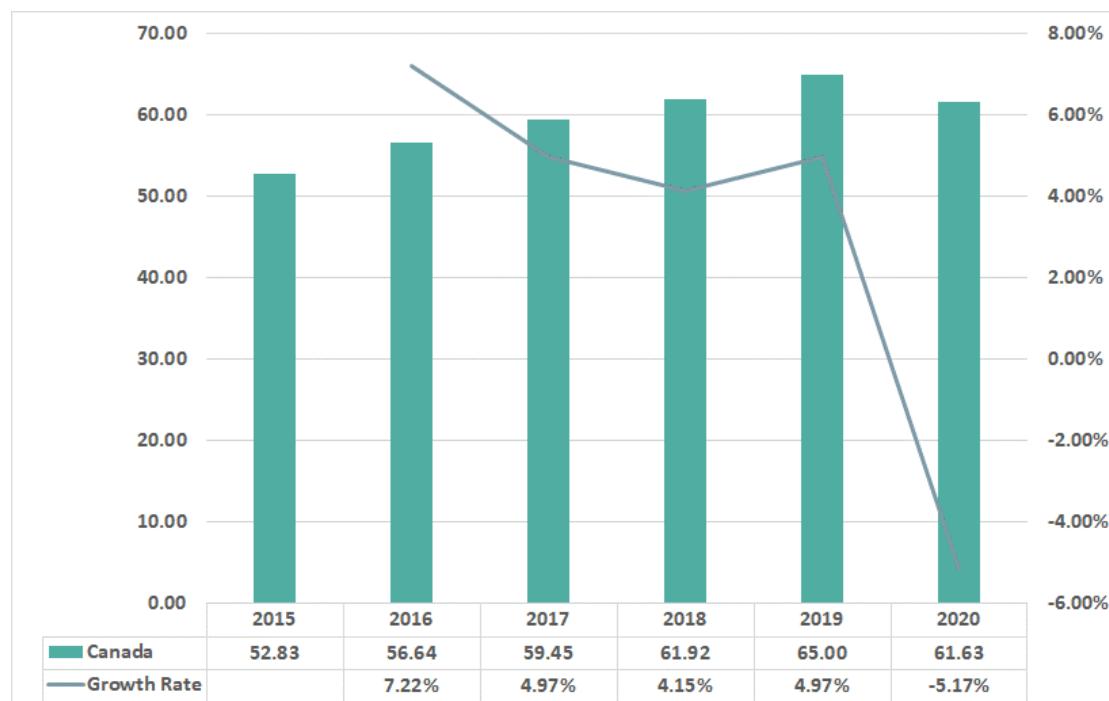
Figure U.S. Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

9.6.2 Canada Urinals Sales and Growth Rate

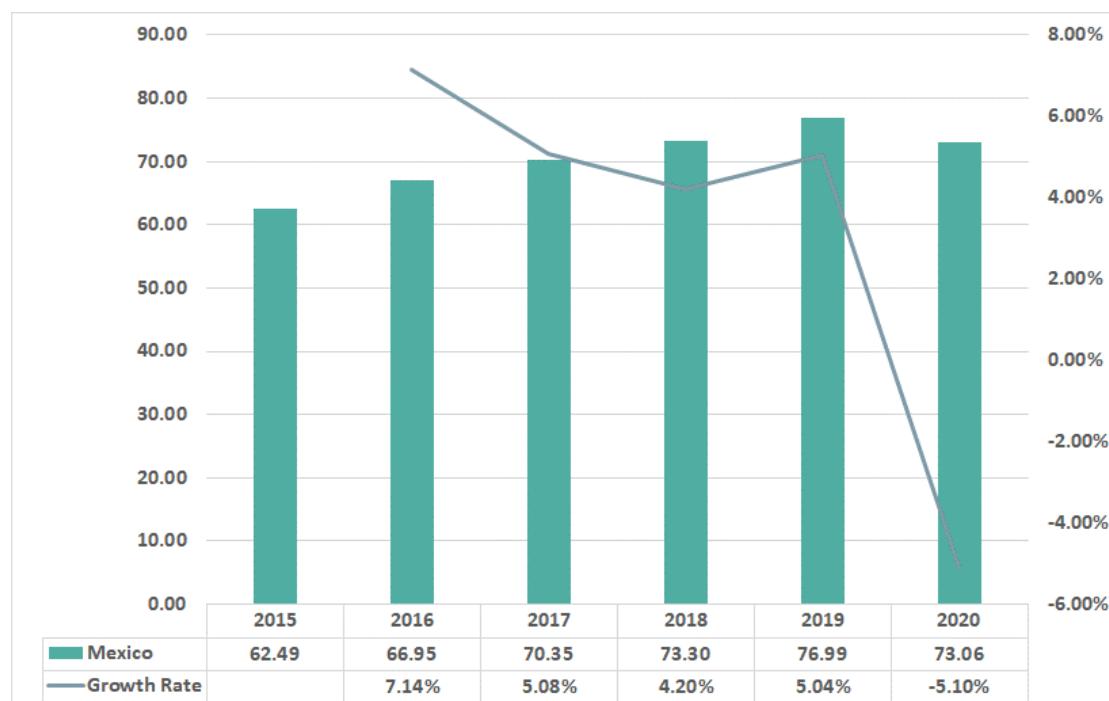
Figure Canada Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

9.6.3 Mexico Urinals Sales and Growth Rate

Figure Mexico Urinals Market Sales (K Units) and Growth Rate (2015-2020)

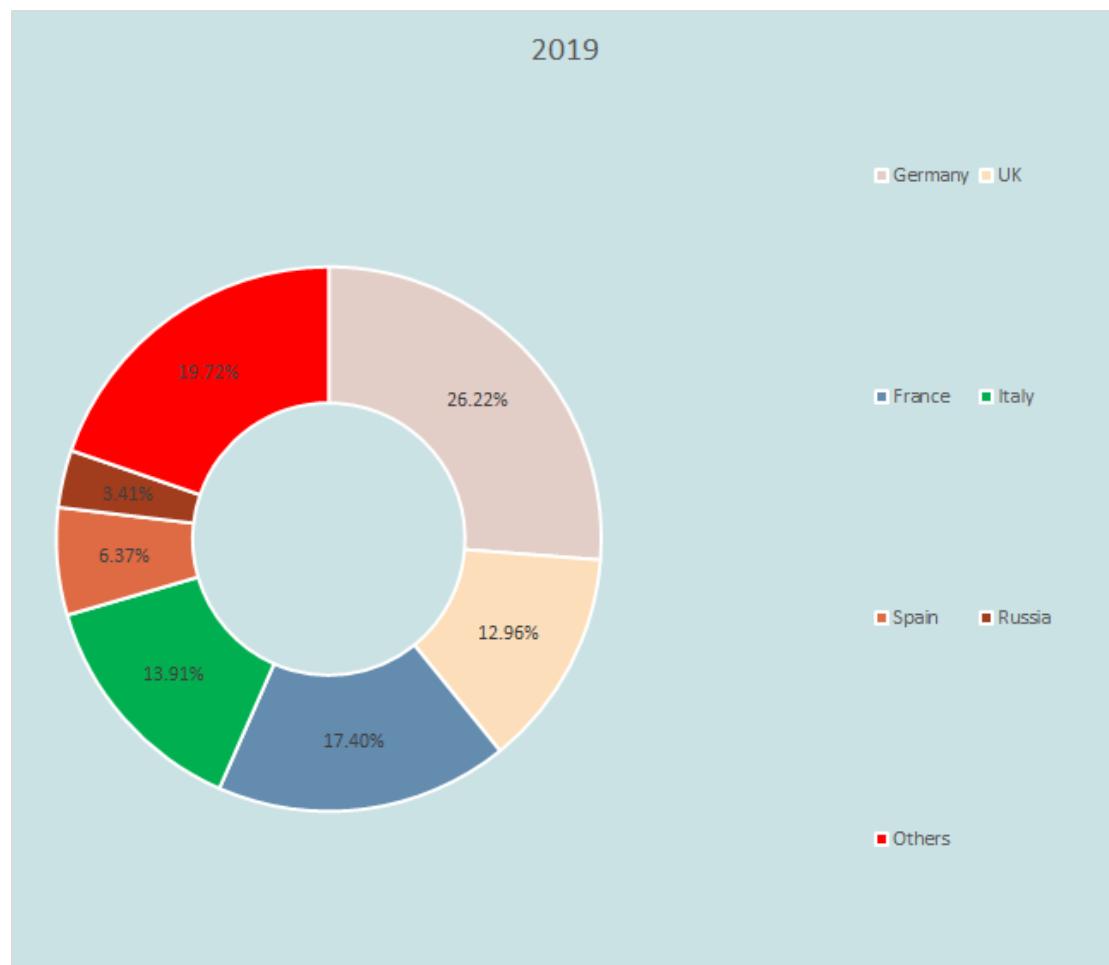


Source: Maia Research Analysis

10 Europe Urinals Market Analysis

10.1 Market Overview Analysis

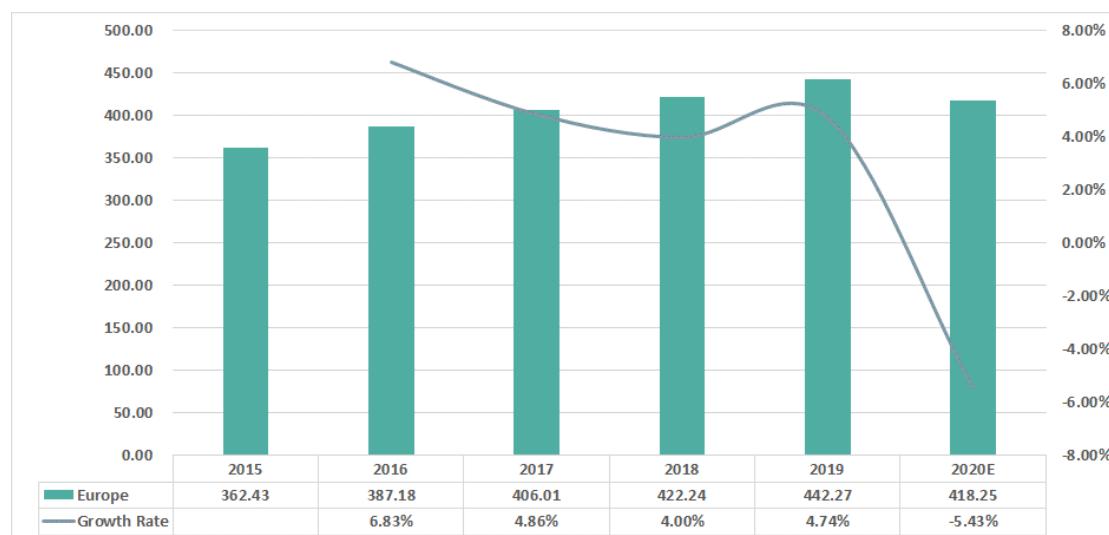
Figure Market Overview Analysis



Source: Maia Research Analysis

10.2 Europe Urinals Market Sales and Growth Rate (2015-2020)

Figure Europe Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.3 Europe Urinals Market Revenue and Growth Rate (2015-2020)

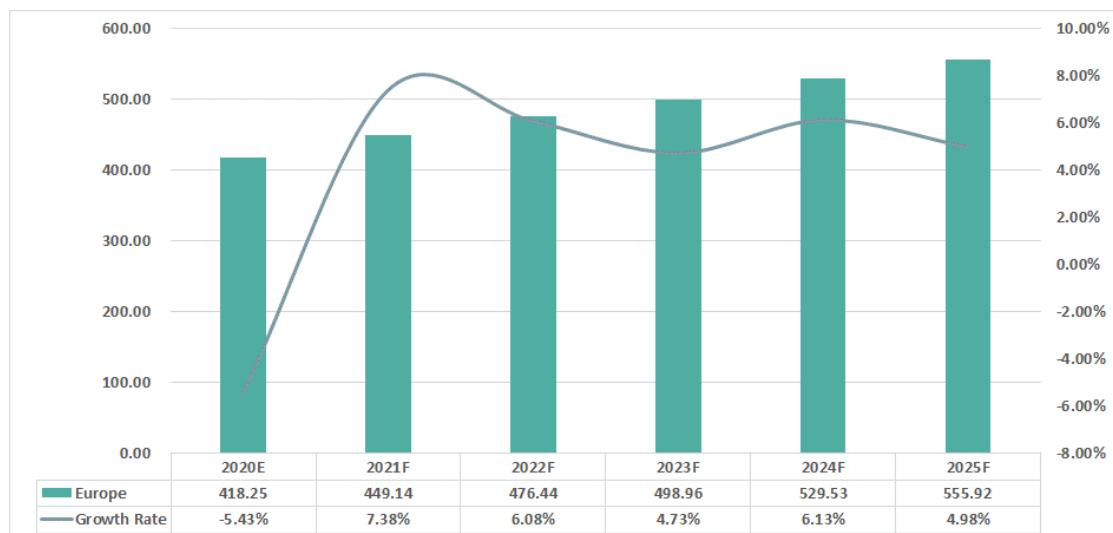
Figure Europe Urinals Market Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

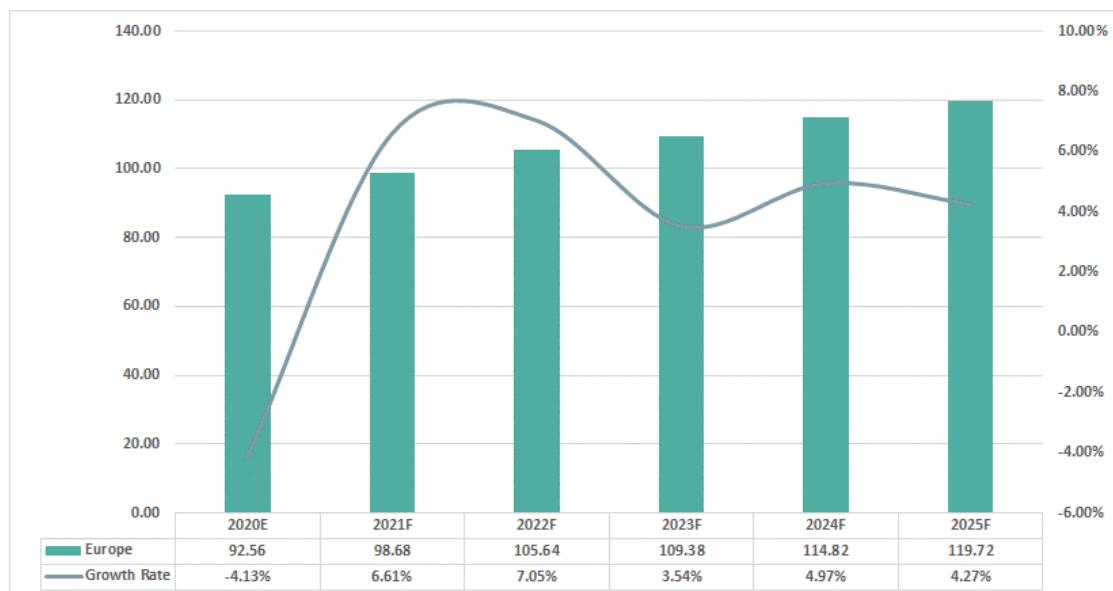
10.4 Europe Urinals Market Forecast

Figure Europe Urinals Market Forecast Sales (K Units) (2020-2025)



Source: Maia Research Analysis

Figure Europe Urinals Market Forecast Revenue (M USD) (2020-2025)



Source: Maia Research Analysis

10.5 The Influence of COVID-19 on Europe Market

Since the first confirmed case in France on January 25, as of August 5, 2020, there have been 3,214,336 confirmed coronavirus cases (COVID-19) across Europe. Russia is the most affected country in Europe, with 861,423 confirmed cases, followed by the United Kingdom with 306,293 cases.

To help Europe recover from the catastrophic economic impact of the coronavirus pandemic, the European Commission proposed a 750-billion-euro stimulus plan and revised the EU's next long-term budget (2021-2027). Known as the "Next Generation EU", the plan requires the Commission to borrow money in the financial market and use its higher credit rating to ensure lower borrowing costs. Congress insists that the Green Agreement is the core of the recovery plan and hopes to avoid burdening future generations. The pandemic has dealt a heavy blow to jobs, and the number of unemployed people has risen sharply. In order to help workers after the Covid-19 crisis, the EU's support to ease the risk of unemployment in emergencies (definitely) will provide member states with financial assistance of up to 100 billion euros in the form of loans granted on preferential terms to help their countries work in the short term. The cost of the plan.

Germany has introduced a series of positive fiscal stimulus and relief measures. To date, its biggest relief measure is the Economic Stability Fund, which was announced on March 23, 2020. The US\$650 billion fund provides US\$432 billion in loan guarantees, US\$108 billion to purchase equity in distressed companies, and US\$108 billion to the German Development Bank for refinancing loans to companies.

As of August 7, the UK has confirmed 308,134 COVID-19 cases and confirmed 46,413 deaths. On March 18, the UK announced the closure of all schools, except for the children of key staff and vulnerable children. On March 20, all restaurants, bars, clubs, and indoor sports and leisure facilities were ordered to close, although takeaway and takeaway chains were allowed to remain open. On March 23, the government announced that it would further tighten these measures and impose extensive restrictions on freedom of movement, which can be enforced by law.

The Governor of the Bank of England called on the British government to support virus-infected companies by providing an economic stimulus plan to prevent the British economy from falling into recession. To stimulate the economy, the Bank of England lowered the interest rate from 0.75% to 0.10%. On March 28, due to continued corona virus loans, economic downturn and Brexit uncertainty, the UK government's deficit in 2020 may be equivalent to 9% of GDP, compared to 2% last year.

As of August 7, France has reported 195,633 confirmed cases, 30,312 deaths, and 82,460 recovered cases.

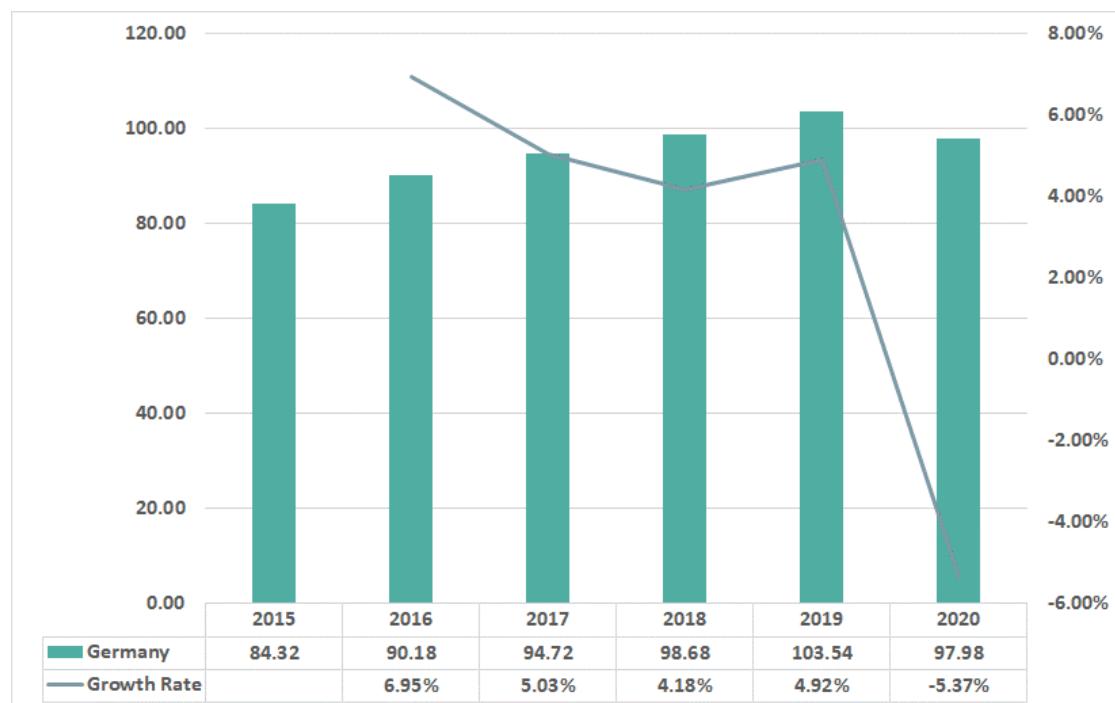
In mid-March, the French Prime Minister ordered the closure of all unnecessary public places, including restaurants, cafes, cinemas and discos, effective from midnight. On March 27, Prime Minister Edward Philip extended the embargo period to April 15.

Major companies operating in France have had a significant impact on business operations due to COVID-19. As the COVID-19 disease is increasing rapidly, the French government has provided hundreds of billions of dollars in loan flexibility for small businesses, delayed tax payments and suspended rents and utility bills, thereby providing financial support for businesses in the country. In addition, the European Commission announced the approval of France's plan to guarantee the provision of up to 350 billion U.S. dollars in aid to France to ease the economic burden caused by the COVID-19 outbreak.

10.6 Europe Urinals Market Analysis by Country

10.6.1 Germany Urinals Sales and Growth Rate

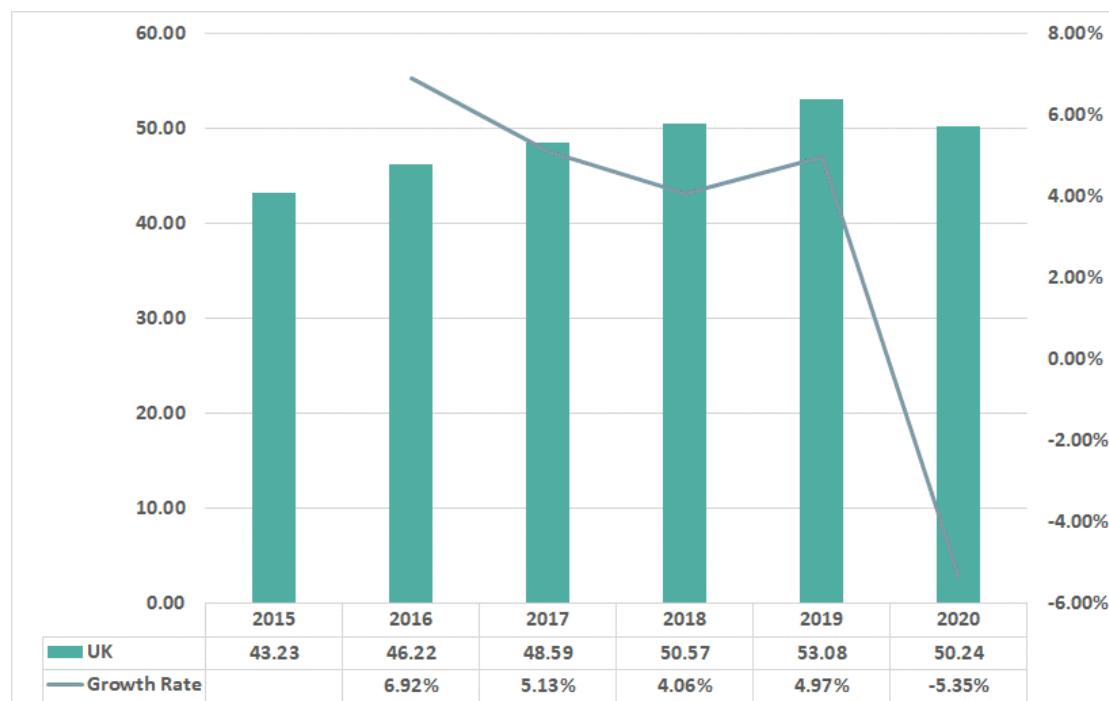
Figure Germany Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.6.2 United Kingdom Urinals Sales and Growth Rate

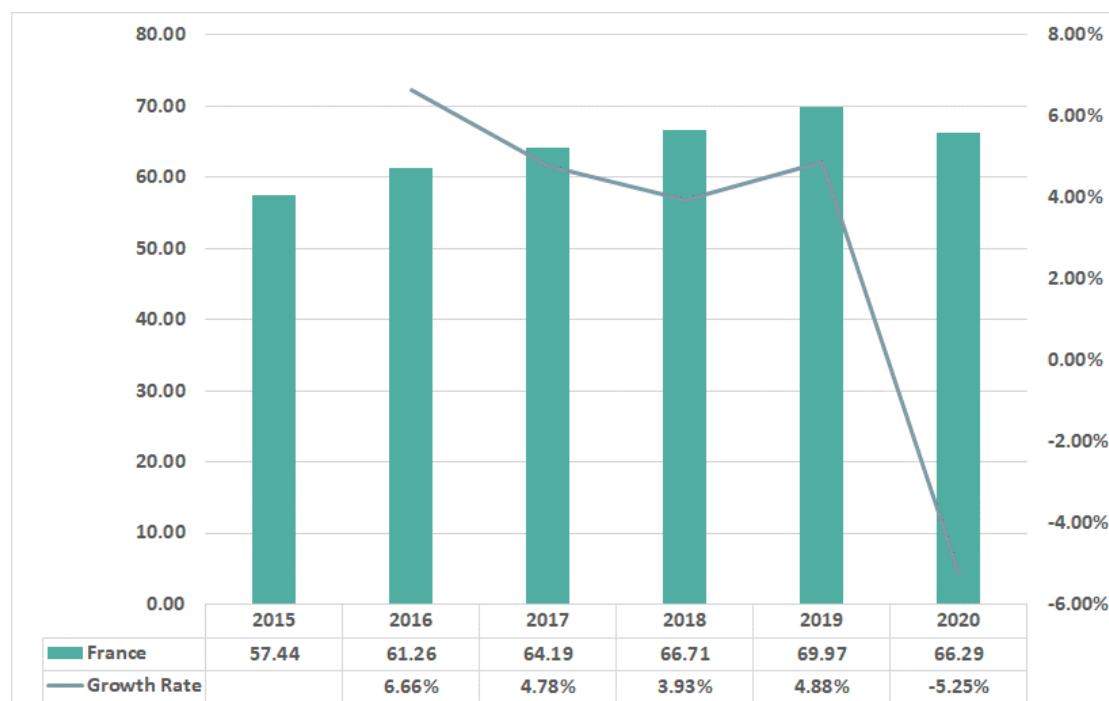
Figure United Kingdom Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.6.3 France Urinals Sales and Growth Rate

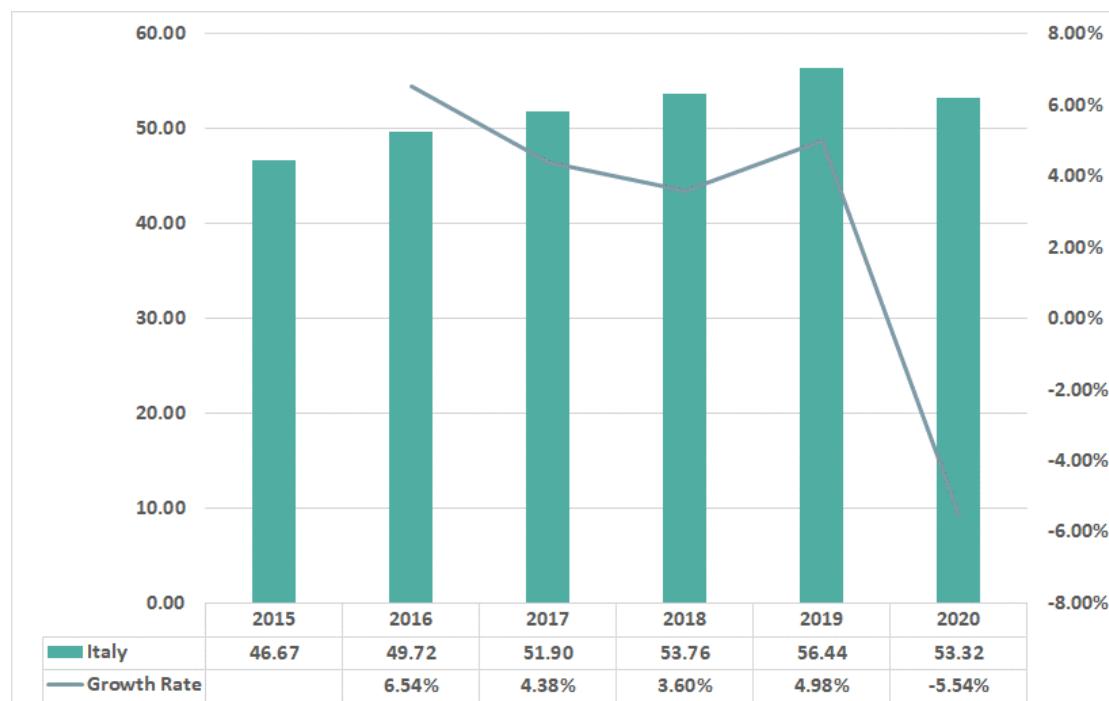
Figure France Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.6.4 Italy Urinals Sales and Growth Rate

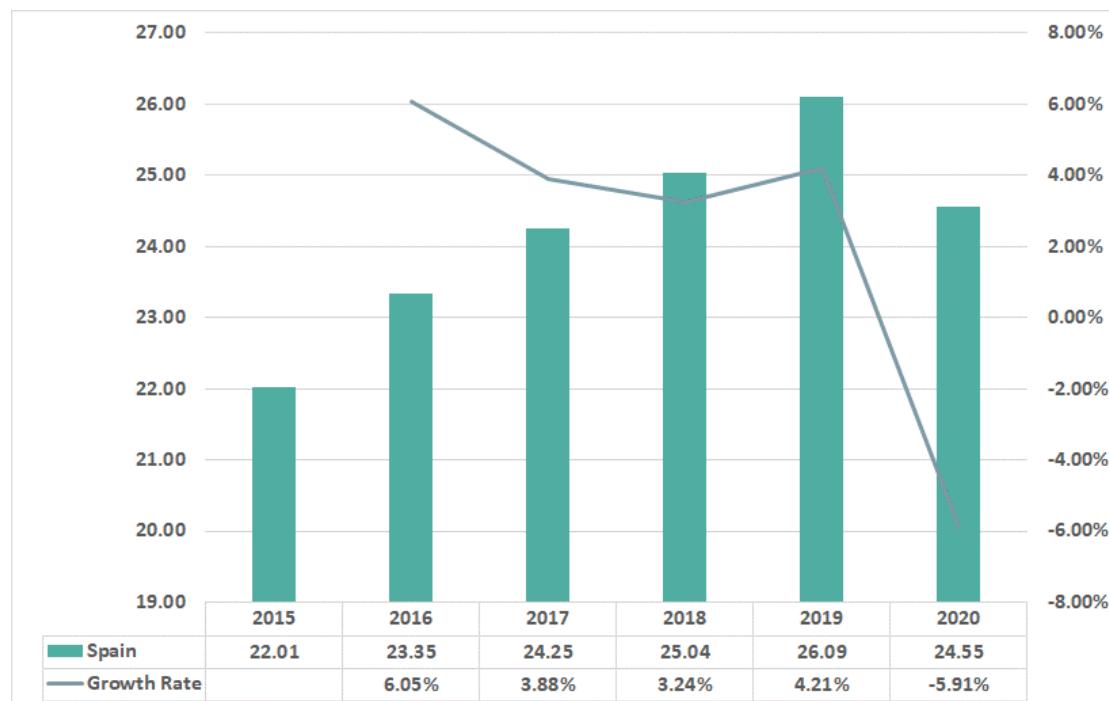
Figure Italy Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.6.5 Spain Urinals Sales and Growth Rate

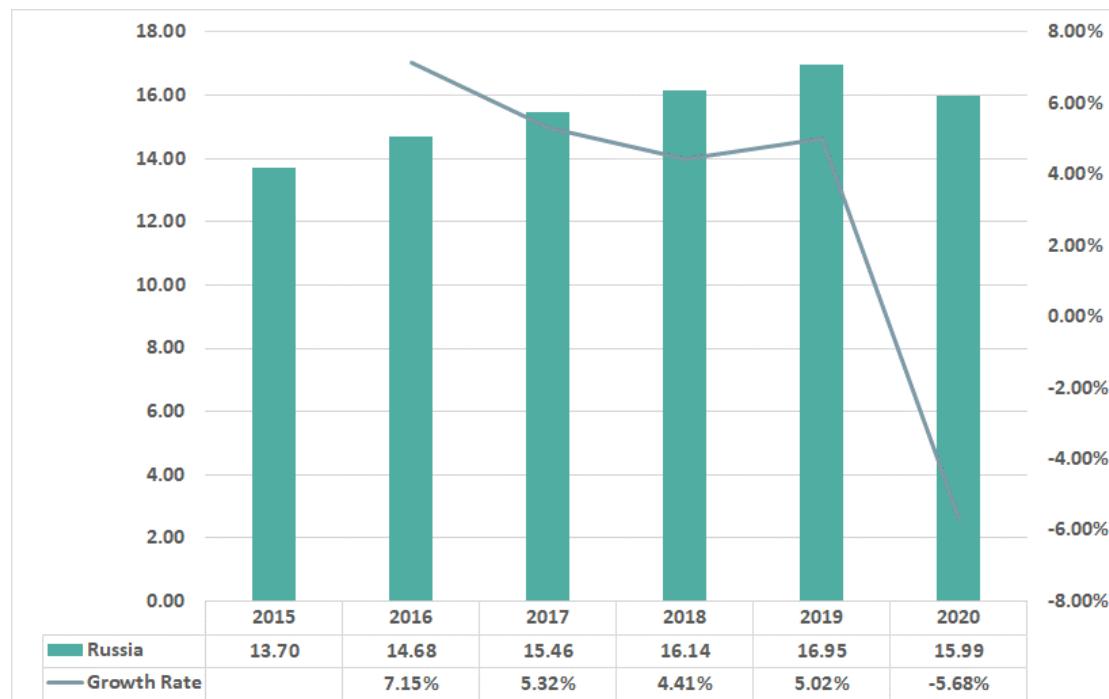
Figure Spain Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

10.6.6 Russia Urinals Sales and Growth Rate

Figure Russia Urinals Market Sales (K Units) and Growth Rate (2015-2020)

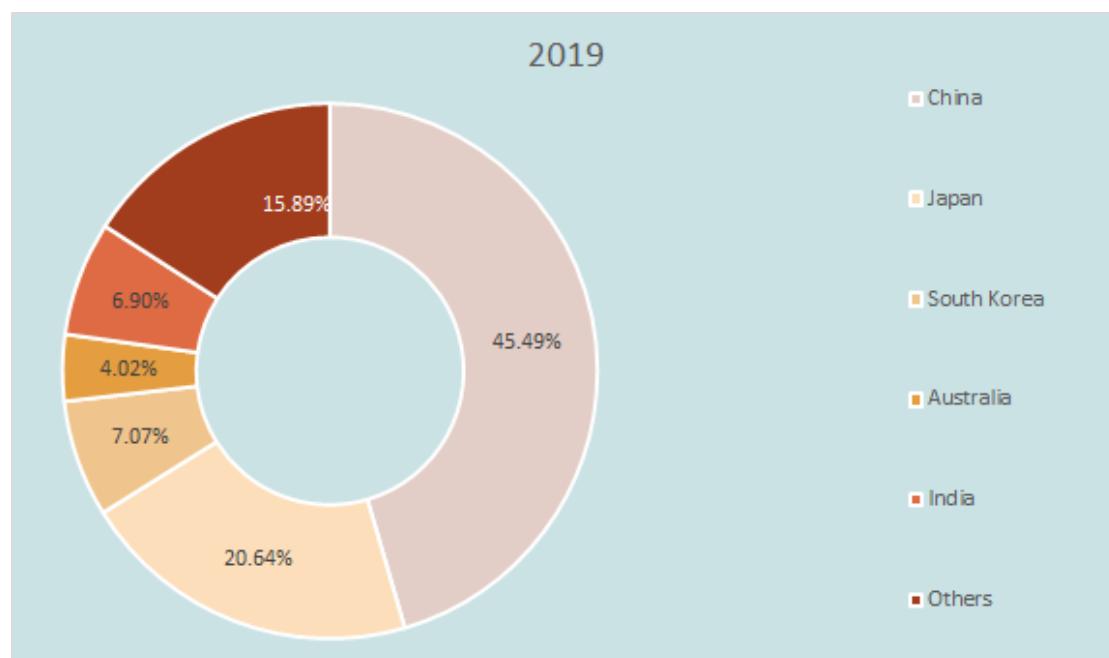


Source: Maia Research Analysis

11 Asia-Pacific Urinals Market Analysis

11.1 Market Overview Analysis

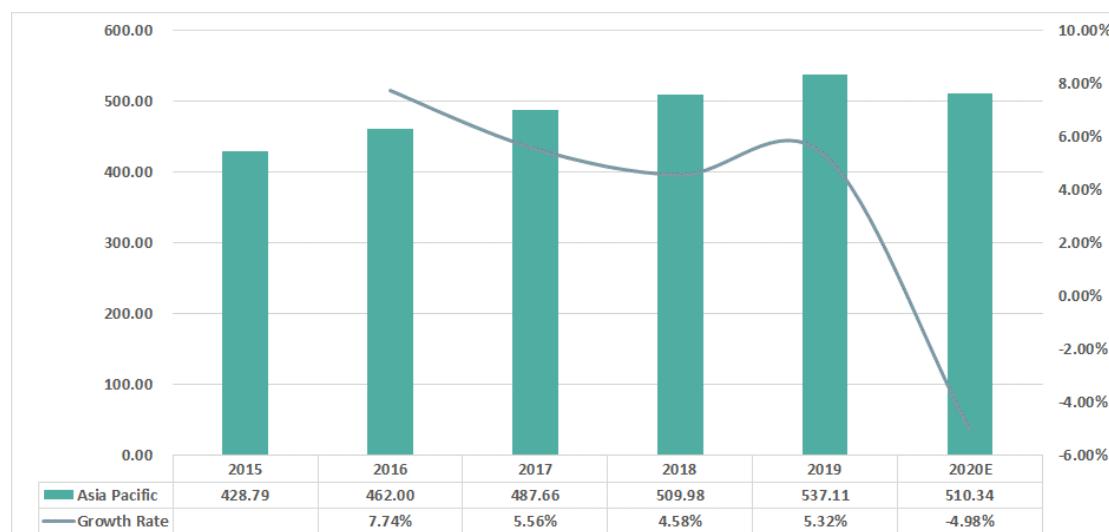
Figure Market Overview Analysis



Source: Maia Research Analysis

11.2 Asia-Pacific Urinals Market Sales and Growth Rate (2015-2020)

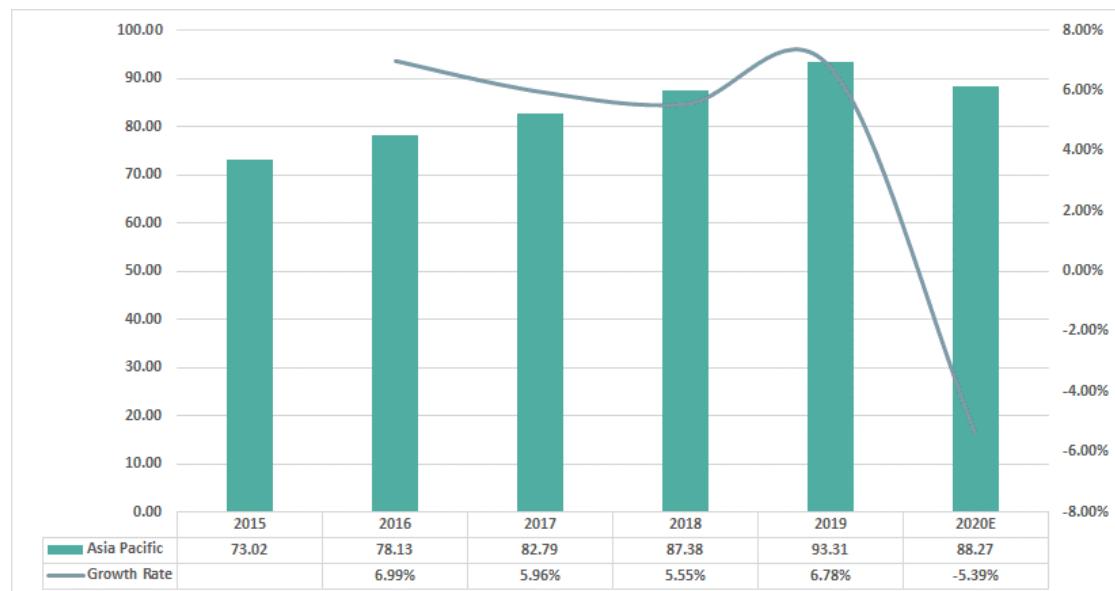
Figure Asia-Pacific Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

11.3 Asia-Pacific Urinals Market Revenue and Growth Rate (2015-2020)

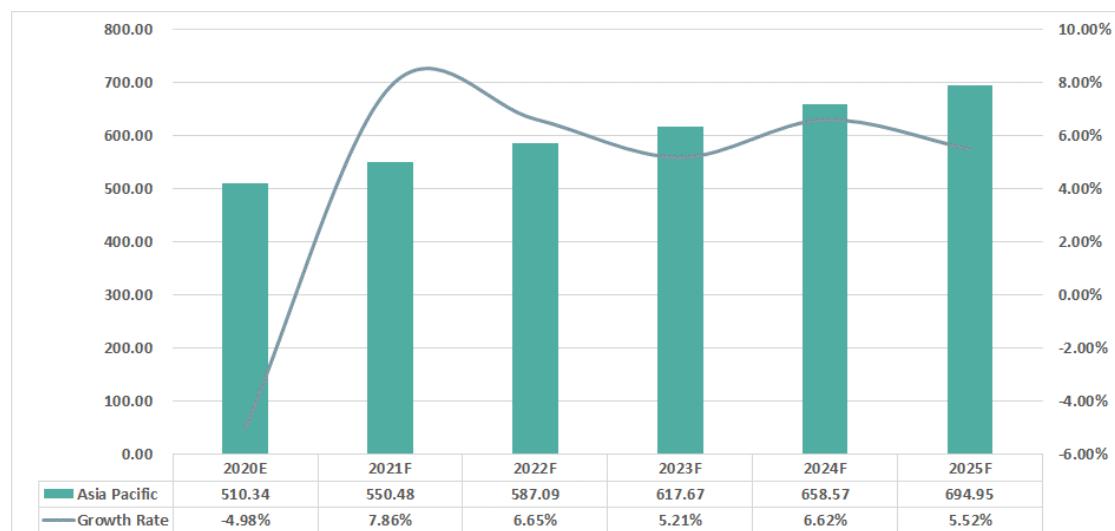
Figure Asia-Pacific Urinals Market Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

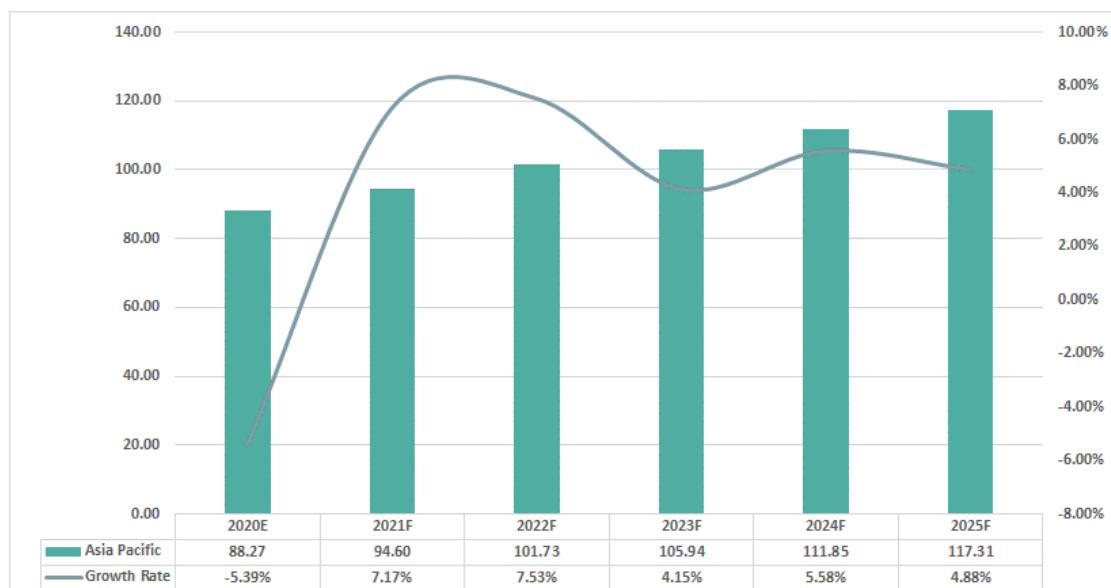
11.4 Asia-Pacific Urinals Market Forecast

Figure Asia-Pacific Urinals Market Forecast Sales (K Units) (2020-2025)



Source: Maia Research Analysis

Figure Asia-Pacific Urinals Market Forecast Revenue (M USD) (2020-2025)



Source: Maia Research Analysis

11.5 The Influence of COVID-19 on Asia Pacific Market

Recovering from trade tensions, the developing economy in the Asia-Pacific region that is struggling with COVID-19 is facing the prospect of global financial shocks and recession.

Growth in China is projected to decline to 2.3 percent in the baseline and 0.1 percent in the lower scenario in 2020, from 6.1 percent in 2019. Containment of the pandemic would allow for a sustained recovery in the region, although risks to the outlook from financial market stress would remain high.

According to government data, The Chinese economy is expected to be under pressure this year. In addition to other stimulus measures already announced, China is expected to take the necessary measures to prevent a serious economic slowdown. This will help the economy maintain "stable growth" this year.

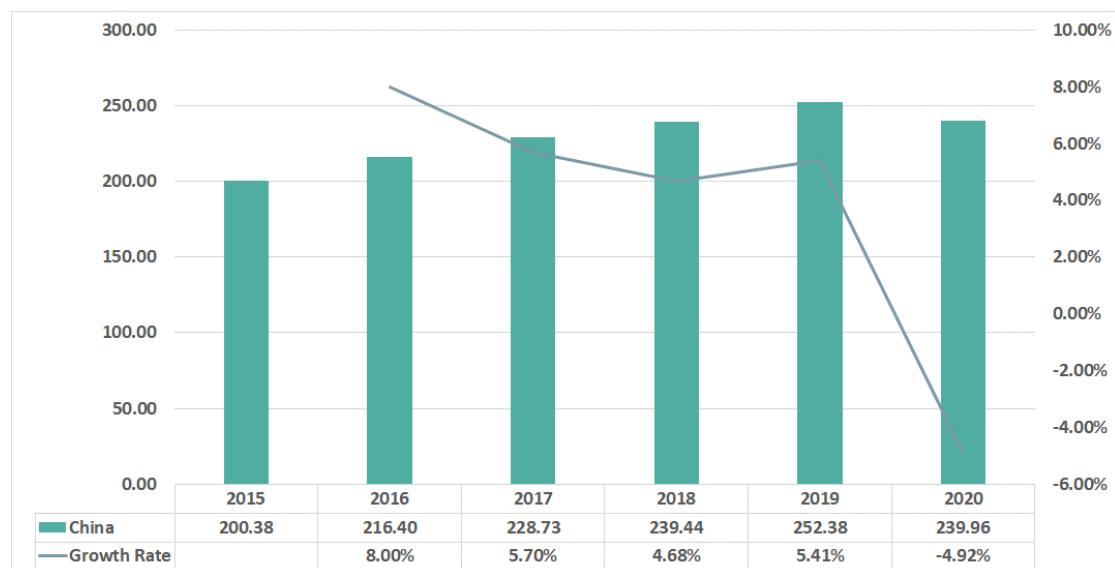
The strong investment flow at the 2020 Tokyo Olympics will likely promote the development of the Japanese economy. In addition, the Bank of Japan's loose monetary policy will also provide support. However, COVID-19 caused the Tokyo Olympics to be postponed until 2021, which will affect Japan's economic development to a certain extent.

As of August 7, 2020, the total number of confirmed coronavirus cases in India has increased to 2,027,074, with 13,78,105 cases recovered and 41,585 deaths. On March 24, the Prime Minister ordered a nationwide lockdown for 21 days, affecting the entire population of India's 1.35 billion people. The closure of most factories in India in the future will affect the global supply chain market and the Indian economy.

11.6 Asia-Pacific Urinals Market Analysis by Country

11.6.1 China Urinals Sales and Growth Rate

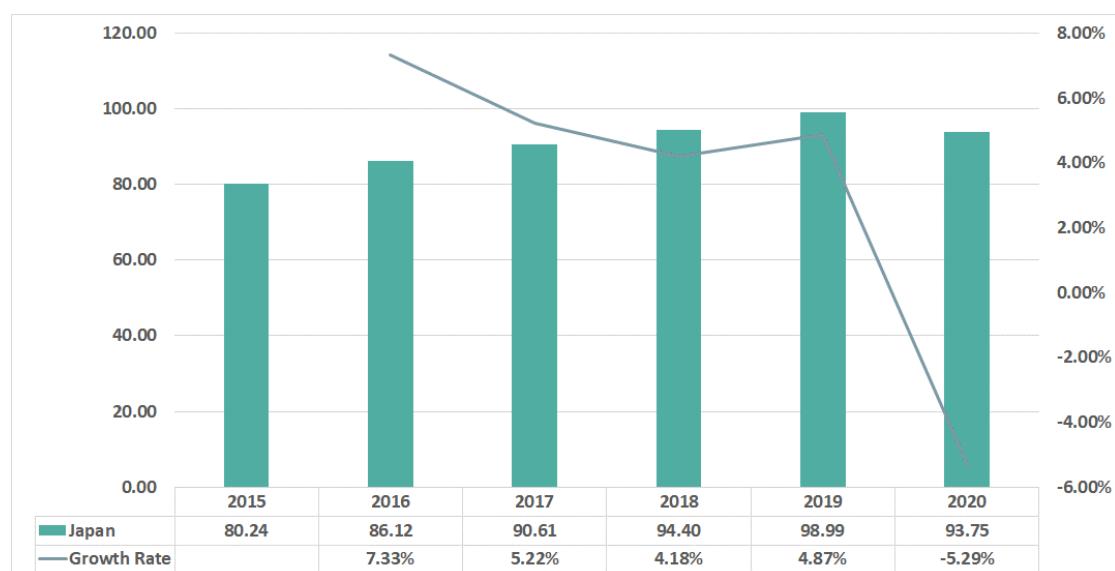
Figure China Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

11.6.2 Japan Urinals Sales and Growth Rate

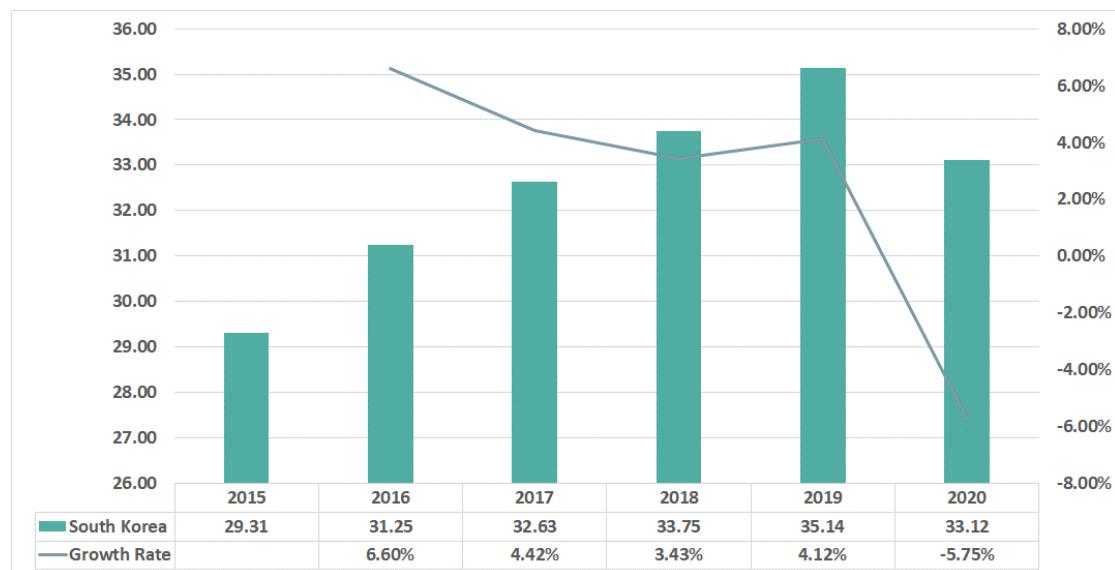
Figure Japan Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

11.6.3 South Korea Urinals Sales and Growth Rate

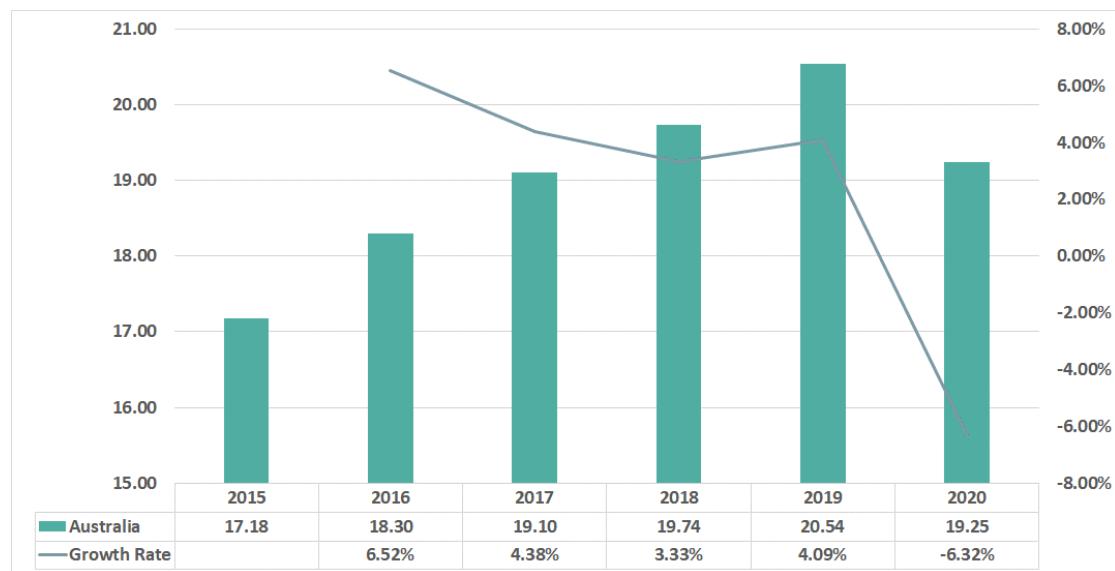
Figure South Korea Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

11.6.4 Australia Urinals Sales and Growth Rate

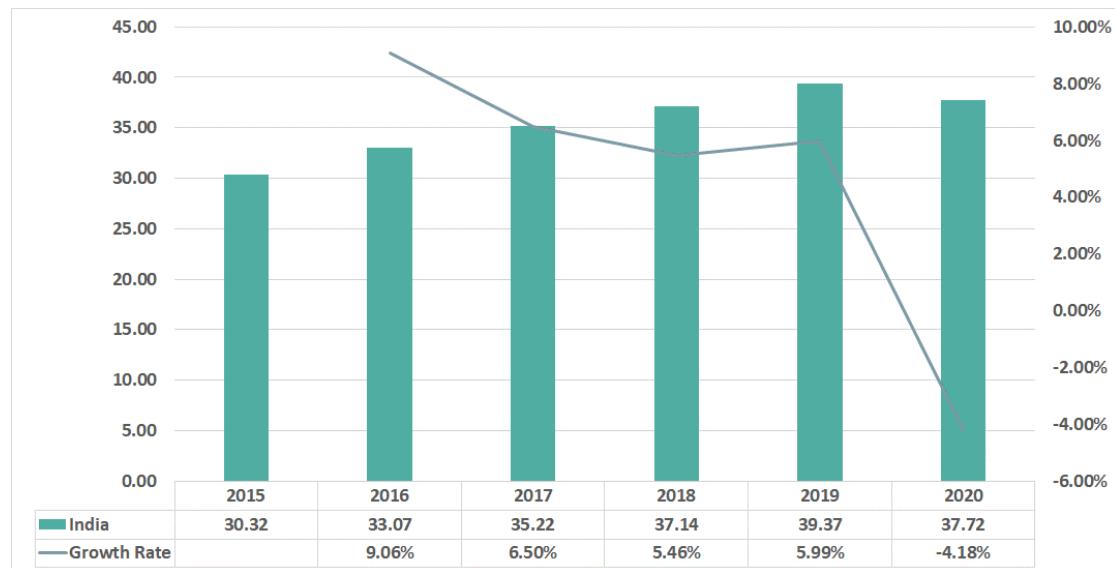
Figure Australia Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

11.6.5 India Urinals Sales and Growth Rate

Figure India Urinals Market Sales (K Units) and Growth Rate (2015-2020)

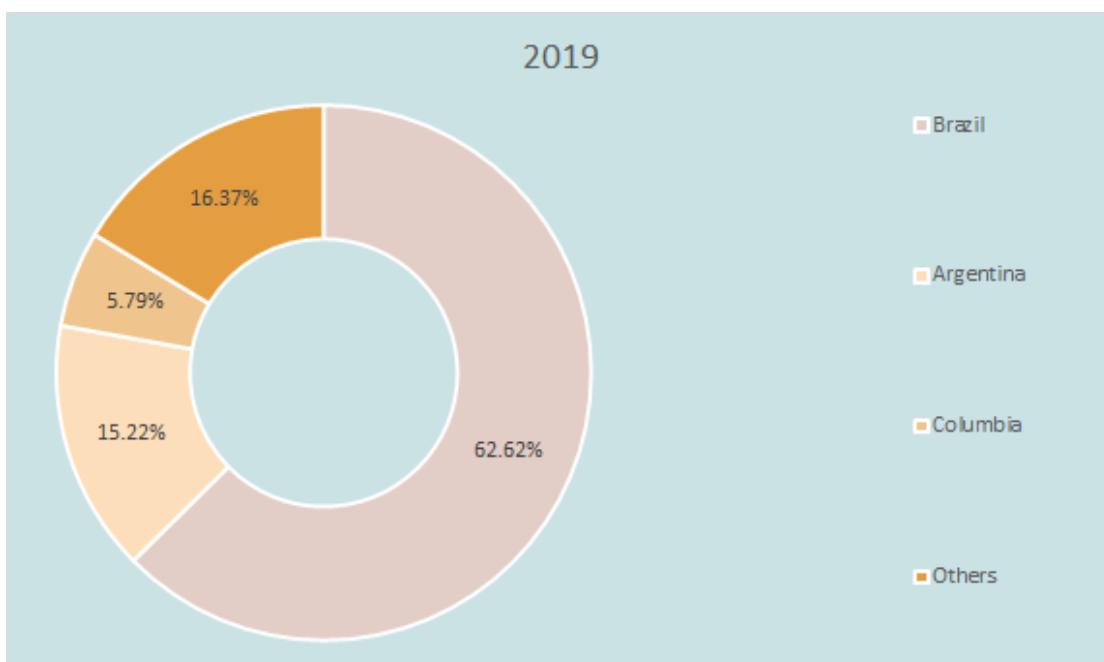


Source: Maia Research Analysis

12 South America Urinals Market Analysis

12.1 Market Overview Analysis

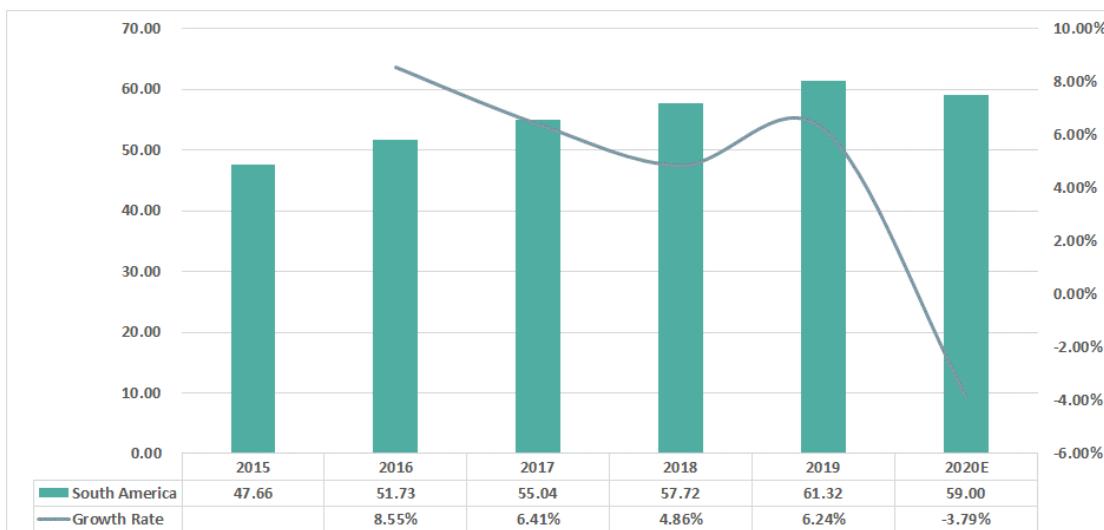
Figure Market Overview Analysis



Source: Maia Research Analysis

12.2 South America Urinals Market Sales and Growth Rate (2015-2020)

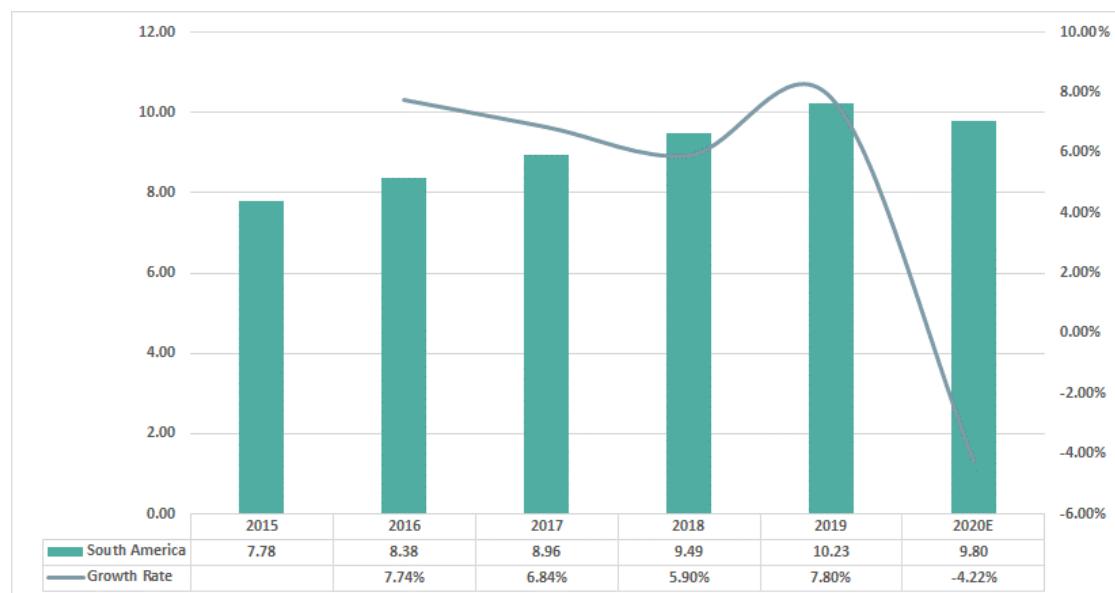
Figure South America Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

12.3 South America Urinals Market Revenue and Growth Rate (2015-2020)

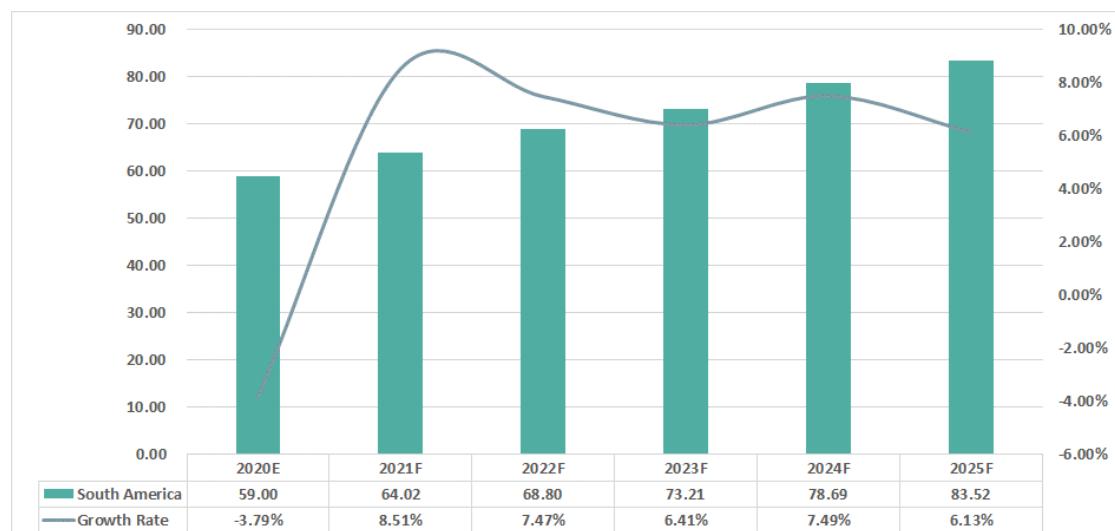
Figure South America Urinals Market Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

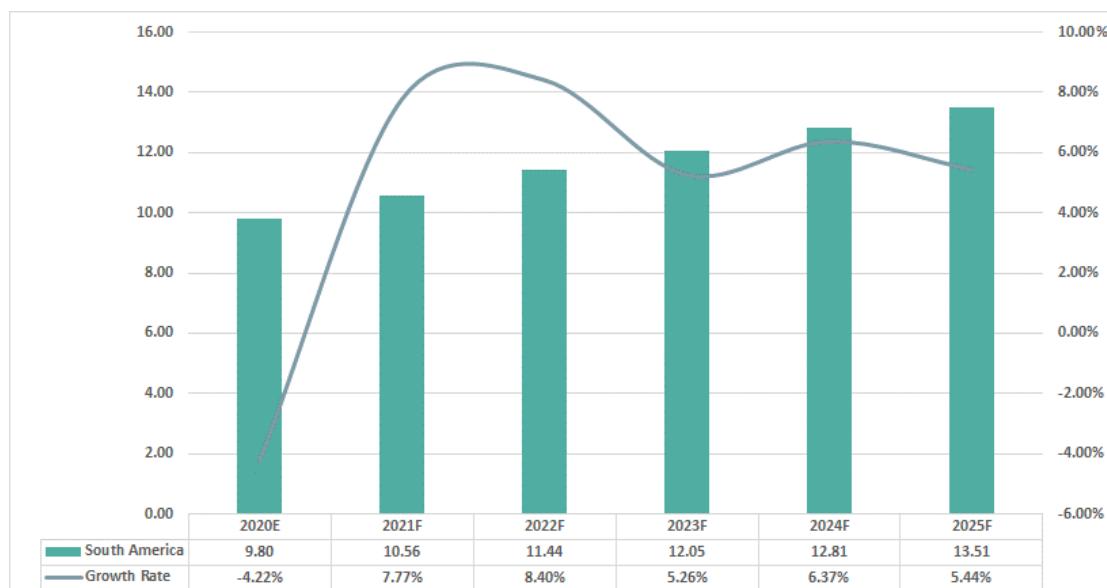
12.4 South America Urinals Market Forecast

Figure South America Urinals Market Forecast Sales (K Units) (2020-2025)



Source: Maia Research Analysis

Figure South America Urinals Market Forecast Revenue (M USD) (2020-2025)



Source: Maia Research Analysis

12.5 The Influence of COVID-19 on South America Market

Brazil is the largest and most populous country in Latin America. With a nominal GDP of \$ 1.87 trillion, Brazil is the ninth largest economy in the world. Along with the end of the commodity super cycle, in addition to corruption and political uncertainty within the commodity (which weakens the investment and business environment), countries that have experienced a wave of commodities have also suffered multiple setbacks.

During 2006–2010, the country's average growth rate was 4.5%, which slowed to around 2.8% during 2011–2013. By 2014, it had only grown at a rate of 0.1%. In 2016, Brazil contracted by 3.5% and then rebounded by 1% in 2017. By 2019, economic growth will return to 2.5%. Brazil is part of the BRICS countries, just like Russia, India, China and South Africa. The country's GDP (PPP) is \$ 3.37 trillion and its per capita GDP is \$ 8,967.66.

Macroeconomic challenges in South America seem unlikely to be resolved soon. The region is plagued by investment spending and insufficient fiscal accounts. Government spending is beyond their means. Fiscal deficits in 2019 will average more than 4% of GDP. The end of the recent surge in social unrest is also unlikely to end.

According to economists in the country, the country is expected to stagnate in 2020. As such, on 16 March, the Ministry of Economy announced a stimulus package of R\$147.3 billion (US\$29 billion) to help the economy against the effects of the pandemic. The Brazilian government is also in negotiations with the New Development Bank to receive an aid package for its COVID-19 efforts; On March 21, Minister of Economy Paulo Guedes announced a series of assistance measures to

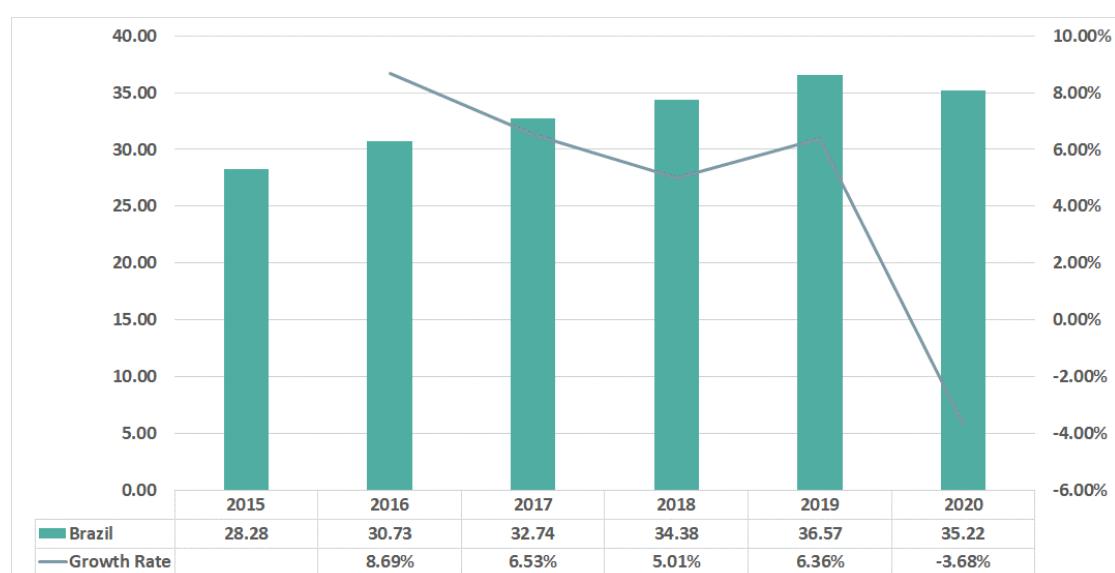
reduce the economic impact caused by COVID-19. In addition to providing payment guarantees for workers who have reduced working hours, scholarships are being prepared for self-employed workers for an amount of R \$ 200.

On March 23, the government announced an allocation of R \$ 85.8 billion to states and municipalities. The amount relates to the transfer of the health sector, the transfer of reorganized constitutional funds and the suspension of the maturity of the states' debts in the League of Nations.

12.6 South America Urinals Market Analysis by Country

12.6.1 Brazil Urinals Sales and Growth Rate

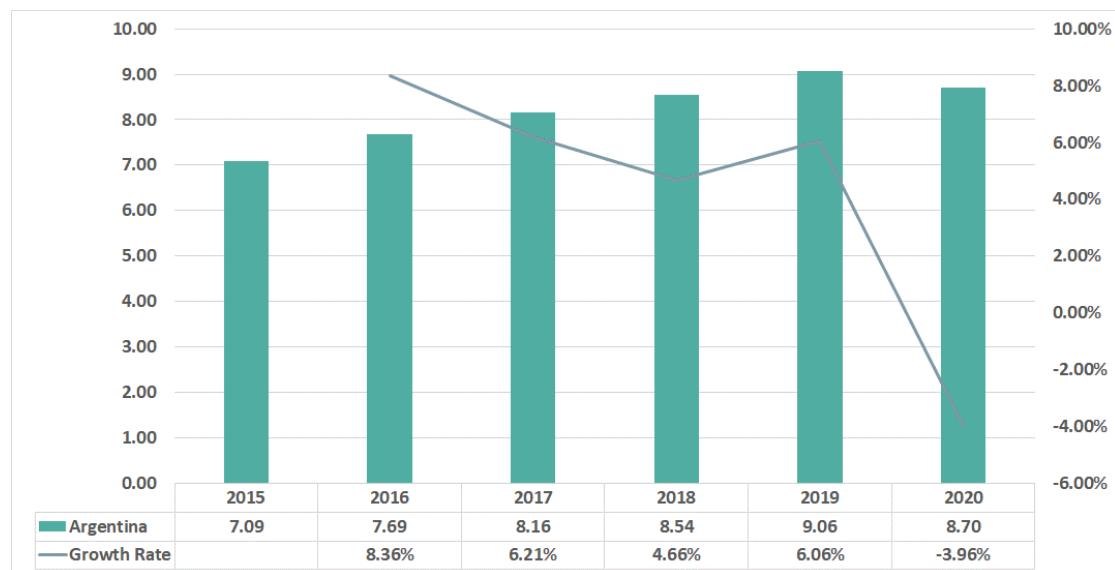
Figure Brazil Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

12.6.2 Argentina Urinals Sales and Growth Rate

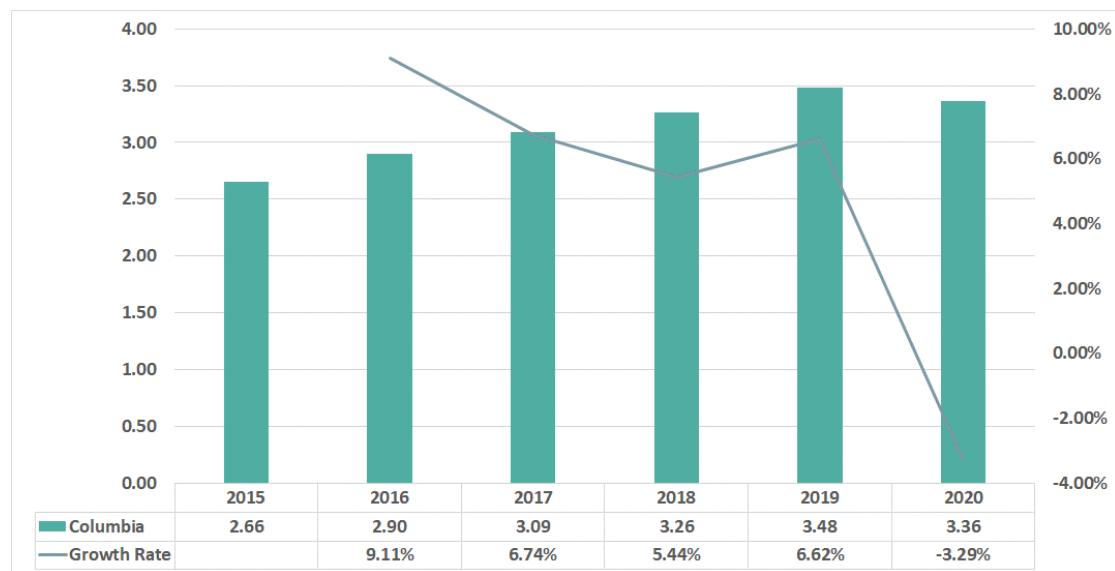
Figure Argentina Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

12.6.3 Columbia Urinals Sales and Growth Rate

Figure Columbia Urinals Market Sales (K Units) and Growth Rate (2015-2020)

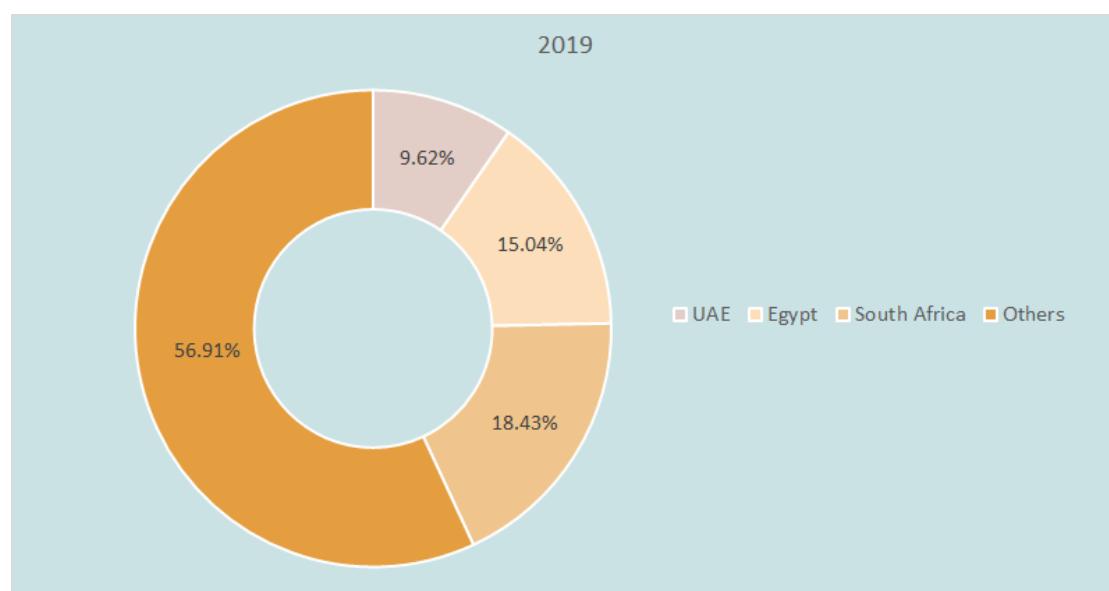


Source: Maia Research Analysis

13 Middle East and Africa Urinals Market Analysis

13.1 Market Overview Analysis

Figure Market Overview Analysis



Source: Maia Research Analysis

13.2 Middle East and Africa Urinals Market Sales and Growth Rate (2015-2020)

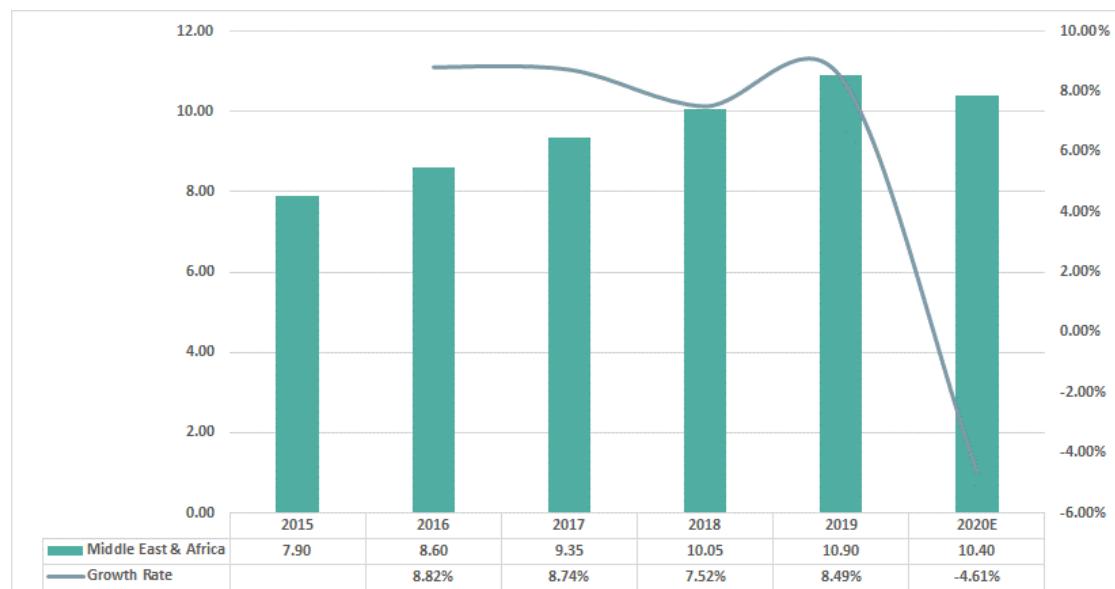
Figure Middle East and Africa Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

13.3 Middle East and Africa Urinals Market Revenue and Growth Rate (2015-2020)

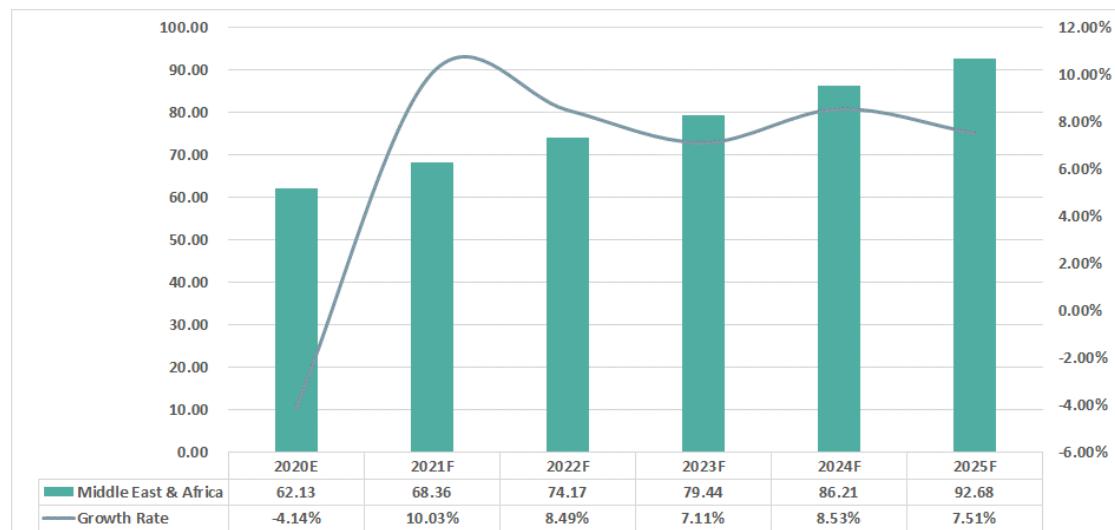
Figure Middle East and Africa Urinals Market Revenue (M USD) and Growth Rate (2015-2020)



Source: Maia Research Analysis

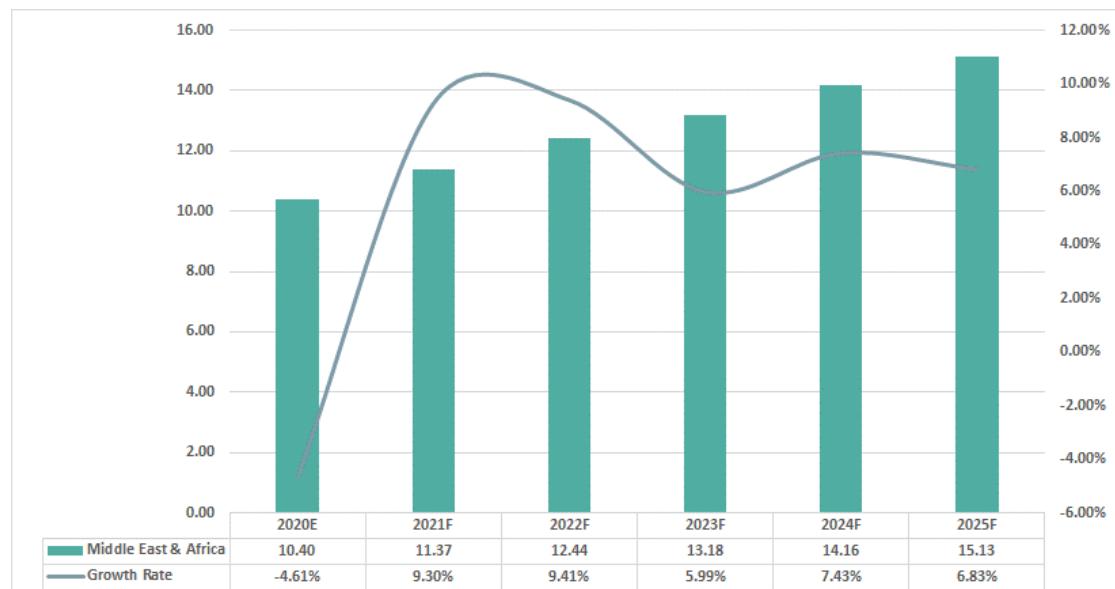
13.4 Middle East and Africa Urinals Market Forecast

Figure Middle East and Africa Urinals Market Forecast Sales (K Units) (2020-2025)



Source: Maia Research Analysis

Figure Middle East and Africa Urinals Market Forecast Revenue (M USD) (2020-2025)



Source: Maia Research Analysis

13.5 The Influence of COVID-19 on Middle East and Africa Market

The Middle East and Africa (MEA) region has been hard hit, with Iran emerging as an early global

epicenter. As the pandemic continues to spread across the region, governments are taking increasingly dramatic steps to stem its progress, including forbidding public gatherings, imposing curfews, banning flights, and enacting surveillance measures.

The impact of the global pandemic on the African economy, including the interruption of global supply chains from inputs from Asia, Europe and the Middle East, and the decline in global market demand for extensive African exports

For example, under the influence of COVID-19, travel bans and blockades not only restricted the movement of people across borders and within countries, but also disrupted the way many industries, businesses and government agencies work.

As geopolitics and pandemics have led to reduced demand, oil prices have plummeted. In March 2020, oil prices fell by about 50%. For net oil exporters, this will lead to increased liquidity problems, tax losses and currency pressure.

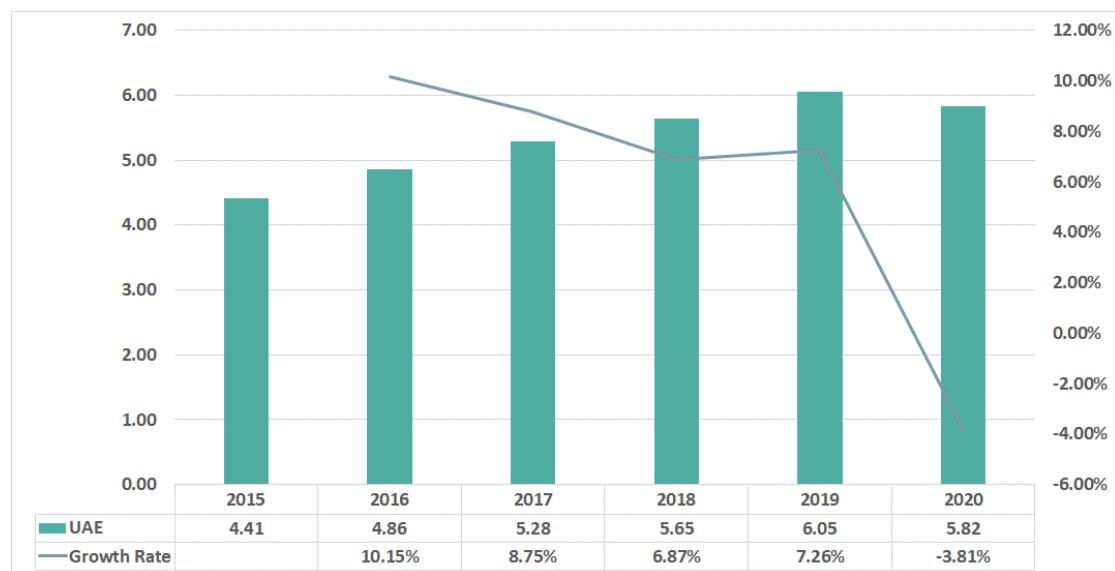
In addition, closing schools and universities may cause long-term human capital problems for the African economy. Especially important is that this crisis may greatly reduce household expenditure and consumption.

The economic impact of Covid-19 on the African continent may be serious and lasting. This burden mainly falls on countries that are highly dependent on commodity exports, weak sovereign balance sheets, high debt burdens, currency fluctuations and other external vulnerabilities. Nigeria and South Africa are the two largest economies in Africa. Their gross domestic product accounts for half of GDP. Currently affected by COVID-19, their economic growth rates are close to zero. This greatly increases the likelihood of stagnation in fixed investment growth on the African continent.

13.6 Middle East and Africa Urinals Market Analysis by Country

13.6.1 UAE Urinals Sales and Growth Rate

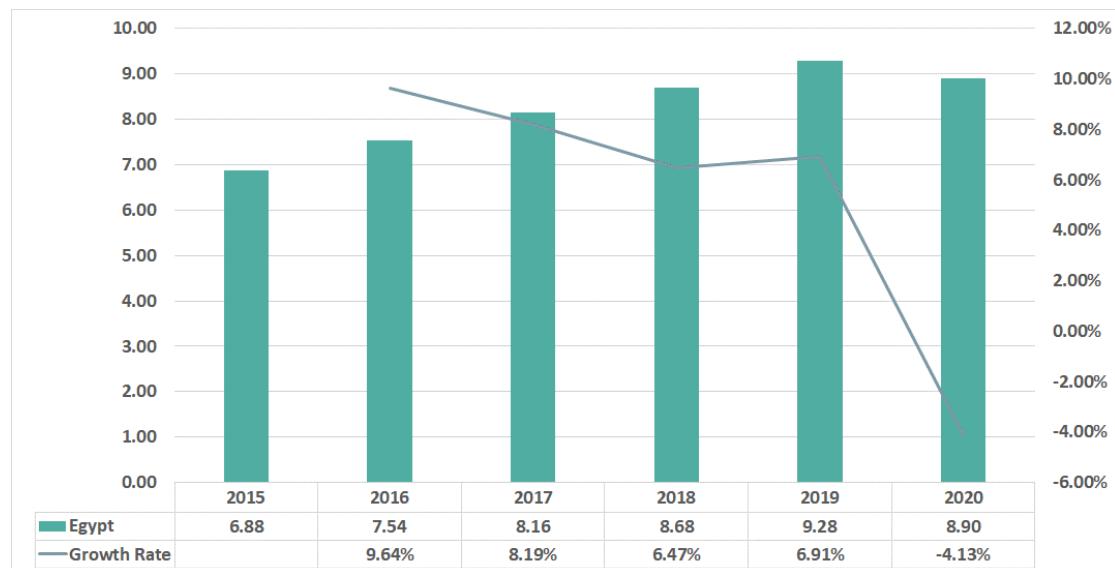
Figure UAE Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

13.6.2 Egypt Urinals Sales and Growth Rate

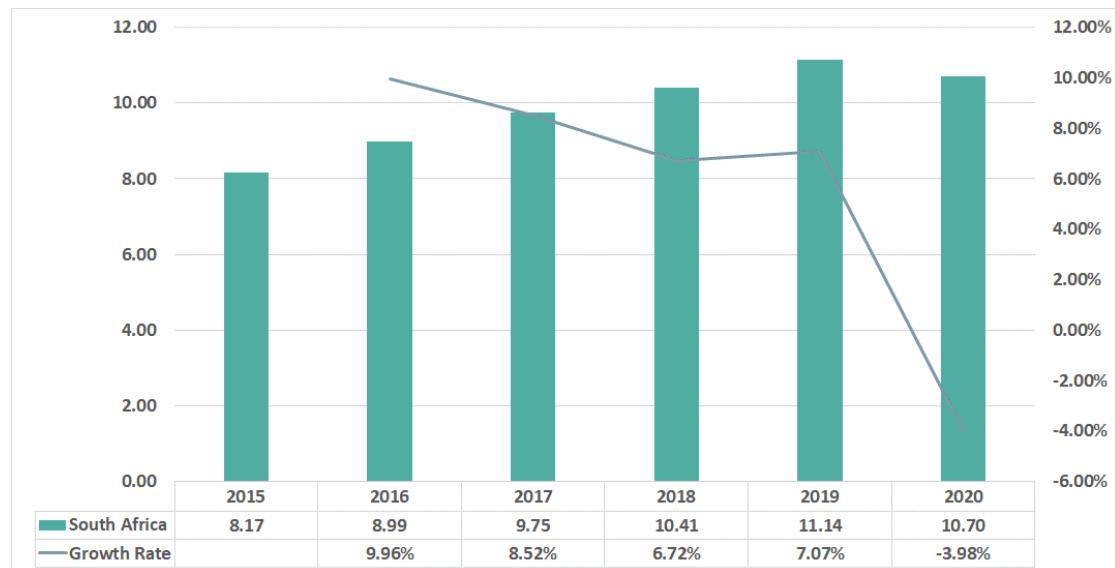
Figure Egypt Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

13.6.3 South Africa Urinals Sales and Growth Rate

Figure South Africa Urinals Market Sales (K Units) and Growth Rate (2015-2020)



Source: Maia Research Analysis

14 Conclusions and Recommendations

14.1 Key Market Findings and Prospects

Our report examines the entire industry of Urinals, including Global markets in a few years, market conditions in different regions, and revenues from different types and applications in the industry. Finally, through all these studies and analyses, we made some rational predictions and concluded that:

1. According to our research, the Global Urinals market has a total sales value of 251.01 M USD back in 2015, and increased to 318.81 M USD in 2019. We made a series of functional calculation and deduced the past 5 year's data with scientific model. Finally, we made the prediction that the value of Urinals markets can be 395.86 M USD by 2025. The CAGR of Urinals is 5.64% from 2020 to 2025.
2. North America was the largest revenue market with a market share of 34.01% in 2015 and 33.82% in 2019, a decrease of 0.19%. In 2019, the Europe market share was 30.28%, ranking second. In addition, the India, Japan and China Urinals market is expected to be the growing market. Development of economy, increase downstream demand, technology innovation progress in these areas will promote the Urinals market.
3. The industry concentrate rate is not high. The top three companies are TOTO, Kohler and Lixil (American Standard) with the revenue market share of 17.00%, 13.98% and 8.05% in 2019.

14.2 Advice for Investors

1. The growth of the Urinals market is partially driven by market demand. With the global economic growth, the industry of downstream applications of Urinals is also expanding, especially in the Commercial industry. The expansion of the downstream application industries continues to play an active role in the expansion of the Urinals market. At the same time, the policies of the Urinals industry in various regions are becoming stricter. This may become a factor that hinders Market growth.
2. Although sales of Urinals brought some opportunities, especially in the emerging countries, the study group recommends the new entrants who has not industry chain advantage and accurate positioning of the downstream segments do not enter into the Urinals. What is more, the company in this industry should pay attention to their R&D, keep on innovation and improving product performance, then they may get the competition advantage, and get a bigger market share.

15 Appendix

15.1 Methodology

Qualitative Analysis	Quantitative Analysis
Industry Status and Trends	Market size (value, sales/output, historical data and forecast (2015-2025)
Manufacturer/Company profiles, manufacturing base distribution, sales areas, product introduction, main business, market position and their competitors.	Sales, revenue, price, gross margin, market share, for top players, from 2015 to 2019. Through interviewing each manufacturers, distributors, traders, dealers and buyers etc.
Product Development, Technology, Price, Cost, Manufacturing Process and Trends	Cost structure, proportion, price trend, gross margin and trend, status and trend, 2015 to 2025
Market segment by regions, types, applications and forecast	Market size by types, regions, applications, from 2015 to 2025.
Market opportunities, potential, government policies and influence factors.	Market forecast based on the potential demand from downstream clients/buyers, government, influence factors and the total economic indication, maybe occur in following years.

15.2 Research Data Source

15.2.1 Secondary Data

Secondary sources include annual reports, press releases, and investor presentations of companies; Journal of Science, official statistical yearbook, National Customs, Industry Association; Secondary research has mainly been applied to obtain key information about the industry's supply chain, the market downstream buyers, technical dynamics development trends, the major vendors of this market, and market classification & segmentation according to the industry trends, regional markets, and key developments from a market and business-oriented perspective.

Key Data from Secondary

Items	Source
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Market Size (Value & Volume)	Industry Association Magazines Journals Press Releases Statistical Yearbook National Customs
Revenue of Companies	Paid Databases Maia Data Center Annual Reports Hoover Public Databases Bloomberg Business
Qualitative Analysis	Company Annual Reports Press Releases Industry Associations

15.2.2 Primary Data

In the primary research process, various sources from both the production and consumption sides were interviewed to obtain qualitative and quantitative information for this report. The primary sources from the production side include major product manufacturers (and their competitors), industry specialist, industry association, research institutions, distributors, dealer and traders, as well as the raw materials suppliers and producers etc. The primary sources from the consumption side include industry experts such as business leaders, marketing and sales directors, technology and innovation directors, supply chain executive, end users (product buyers), and related key executives from various key companies and organizations operating in the global market. Primary research was conducted to identify segmentation types, product price range, product applications, key players, raw materials supply and the downstream consumption, industry status and outlook, and key market dynamics such as risks, influence factors, opportunities, market barriers, industry trends, and key player strategies.

Key Data from Primary

ITEMS	PARAMETER	KEY DATA
Market Segmented by Regions	Total Market Size and Regional Market Status Growth Rate Forecast from 2020-2025	Major Regions: North Americas, Europe, Asia-Pacific, Middle East and Africa, South Americas, etc. Market Status and Forecast
Submarket by Types	Historical (2015-2019) and Forecast (2020-2025) Data	Consumption, Value and Growth Rate of Different Downstream Applications
Submarket by Applications	Historical (2015-2020) and Forecast (2020-2025) Data	Company Annual Reports Press Releases

Figure Industry Insight from Professional Leaders



15.2.3 Market Size Estimation

The top-down and bottom-up methods have been applied to estimate and forecast the market size in each region, different types and applications. The major vendors in the market have been identified through secondary research and their market shares in the respective regions were determined through primary and secondary researches.

Major players in the market are identified through secondary research and their market revenues determined through primary and secondary research. Secondary research included the research of the annual and financial reports of the top manufacturers; whereas, primary research included extensive interviews of key opinion leaders and industry experts such as experienced front-line staff, directors, CEOs and marketing executives. The percentage splits, market shares, growth rate and breakdowns of the product markets are determined through using secondary sources and verified through the primary sources.

All percentage shares, splits, and breakdowns have been determined using secondary sources and verified through primary sources. All possible parameters that affect the markets covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data.

Figure Market Size Estimation: Top-down and Bottom-up Approach



15.2.4 Legal Disclaimer

Quantitative market information is based primarily on interviews and therefore is subject to fluctuation. Maia is not responsible for incorrect information supplied to us by manufacturers or users. Our research services are limited publications containing valuable market information provided to a select group of customers. Our customers acknowledge, when ordering, subscribing or downloading, that Maia Research services are for customers' internal use and not for general publication or disclosure to third parties. No part of this research service may be given, lent, resold, or disclosed to noncustomers without written permission. Furthermore, no part may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the permission of the publisher.