

<p><u>Redefining Water Heaters</u></p> <p>Link : https://www.tvj.co.in/services/redefining-water-heaters/</p>	<p>Edition : Nov, 2019 Website : TV Veopar Journal</p>
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Redefining Water Heaters

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Apart from changing lifestyles, urbanization has led to a change in consumer buying behavior. As urbanization is evolving, everything including phones, watches, cars, and cities are turning smart and increasingly becoming a part of the urbanization wave. Similarly, the water heaters segment is not any different. With increasingly busy lifestyles, instant heating along with other smart features is becoming a requirement apart from other functional aspects of water heaters. Moreover, consumers are becoming more aware of energy efficiency and quality standards that may offer new avenues for the opportunities over the coming years. Another rising trend is the adoption of water heaters in industrial and commercial sectors that are surging and are no longer limited to the residential sector.

Price trends

According to industry experts, the time and money spent on bathroom interiors and accessories have risen substantially over the last 5 years. The end of the 90s saw a new phase of innovations in bathroom design and accessories as the bathroom began to be seen beyond mere squared and bold lines. Bathrooms were earlier not given the importance as other rooms when it came to design and décor; however today, they are turning into experiential wellness zones. Transforming in response to the ever-changing nature of the consumer, bathrooms are an extension of people's living spaces and personalities and have undergone a sea change. Now, the same emotion invested in designing the living room or bedroom also resonates with the bathroom.

While buying a water heater, consumers not only look at the aesthetics but also the smart features that it offers along with the impact to the environment.

Technology trends

With the advent of technology, everything we use today is becoming smart, even the cities we live in today. Water heaters are no different and have seen a lot of technological innovations. A combination of highly advanced technology and energy-saving features to deliver personalized hot shower are one of the latest trends in the water heaters industry. Other elements such as Wi-Fi, smart bath logic, auto diagnosis, and eco-function, among , are some of the technology trends that are redefining the water heaters category, which is rapidly moving from low to high penetration,