

Africa water purifier market by Technology (Gravity Purifier, UV Purifier, and RO Purifier), End User (Commercial and Residential), and Distribution Channel (Retail, Direct Sale, And Online): Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The Africa water purifier market size was valued at \$410.8 million in 2019, and is estimated to reach \$617.7 million by 2027 with a CAGR of 7.7% from 2021 to 2027. Water purifier is a device that eliminates biological contaminants, suspended solids, toxins, harmful gases & chemicals, bacteria, fungi, and other such impurities from contaminated water to make it potable. The penetration of water purifiers is relatively higher in developed regions, while developing countries still remain untapped. However, water purifiers are anticipated to emerge as a primary necessity in developing countries during the forecast period, owing to increase in water pollution.

Increase in disposable income of customers, rise in incidence of waterborne diseases, rapid industrial development leading to water pollution, and improvement of health are the prime drivers of the Africa water purifier market. Moreover, developing nations offer lucrative opportunities for market players, due to the presence of large population base and heavy water pollution. However, increase in demand for packaged drinking water poses threat to the growth of this market.

In addition, low market penetration in rural areas due to lack of awareness toward sanitation is expected to pose challenges for the Africa market. On the contrary, the number of social media users has increased considerably with rise in internet penetration. Taking this into consideration, companies are taking initiatives to increase awareness regarding water purifiers products and services on these social media platforms. Social media marketing is one of the major strategies adopted by various

companies and industries on imparting awareness about their product offerings among target customers on social media channels.

Thus, through social media awareness strategy, the Africa water purifiers market sights remunerative opportunity in gaining traction and increasing its customer reach among its target segments. The African water purifier market is segmented into technology, end user, distribution channel, and country. Depending on technology, the market is categorized into gravity purifier, UV purifier, and RO purifier. On the basis of end user, it is bifurcated into commercial and residential. By distribution channel, it is segregated into retail, direct sale, and online. Country wise, it is analyzed across Equatorial Guinea, Mauritius, Nigeria, South Africa, Kenya, Tanzania, Uganda, and rest of Africa. The major market players profiled in the Africa water purifier market report include Absolutely Water, African Water Purification, Amway Corporation, Aquamat SA Pty Ltd., E-Rotek Water Systems Co., Ltd., Glacier, H2O International SA (PTY) LTD., PURE SA, Pure-Pro Water Corporation, and Puritech. Other players analyzed in the report are Water Now Inc., Rosatom and Bluewater.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the Africa water purifier market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The market research is offered along with information related to key drivers, restraints, and Africa water purifier market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the Africa water purifier market segmentation assists to determine the prevailing market opportunities.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the Africa water purifier market players.

KEY MARKET SEGMENTS

By Technology

Gravity Purifier

UV Purifier

RO Purifier

By End User

Commercial

Residential

By Distribution Channel

Retail Stores

Direct Sales

Online

By Country

Equatorial Guinea

Mauritius

Nigeria

South Africa

Kenya

Tanzania

Uganda

Rest of Africa

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