

India Water and Air Purifier Market Outlook to 2019 - Increasing Household Coverage to Propel the Growth

<https://marketpublishers.com/r/I83DBA95C22EN.html>

Date: November 2014

Pages: 158

Price: US\$ 900.00 (Single User License)

ID: I83DBA95C22EN

Abstracts

The report titled “India Water and Air Purifier Market Outlook to 2019 – Increasing Household Coverage to Propel the Growth” provides a comprehensive analysis of the various aspects such as market size of the water purifier and air purifier industry in India. The segmentation on the basis of organizational structure, by region wise demand, by end users, by type of purifiers, by type of distribution channels have been covered in the report. The publication also includes the market shares and revenues of major Water and Air companies in India. The future outlook of the Water and Air Purifier industry along with the major growth drivers and challenges, porter’s five forces, SWOT analysis and macroeconomic variables are presented in the report.

Water Purifier industry in India is estimated and valued by the performance of the organized players which constitutes of major companies in the market. The water purifier industry registered revenues of INR ~ million in FY’2014. The organized players such as Eureka Forbes, Kent RO, HUL and others in the market are performing really well and are expected to lead the growth in the water purifier industry in the near future. The water purifier industry in India has grown at a CAGR of 25.4% from INR ~ million in FY’2010 to INR ~ million in FY’2014.

The water purifier industry is mainly segmented by region wise demand and by types of water purifiers and end users. The northern India constituted the maximum market share of about ~% as of FY’2014, followed by the Western India with ~% as of FY’2014 in terms of regional demand. In different types of water purifiers, the RO segment has the maximum market share and is mostly demanded by people in urban India. UV and Offline water purifiers are mostly popular in the rural areas due to its effectiveness and its affordability. The RO purifiers constituted around ~% of market share in FY’2014 followed by Offline and UV purifiers with ~% and ~% of market shares respectively.

The Water purifier industry in India is comprised of various major companies that are involved in the production of different types of water purifiers such as RO, UV and Offline purifiers. Market revenues of Eureka Forbes were valued at INR ~ million in FY'2014, making it the largest player in the Water purifier industry in India. Kent RO was the second largest water purifier company in terms of revenues generated in FY'2014. Luminous Livpure generated revenues of INR ~ million through RO and Offline purifiers.

The market for water purifier in India is changing at a brisk rate. Technological advancements and rising water pollution in the country as well as the competitive pressures have been significantly changing the market. Revenues from the water purifier industry in India are expected to expand to INR ~ million in FY'2019, growing at a CAGR of 32.7% from FY'2014 to FY'2019.

The India Air Purifiers market is a small and evolving market. The penetration of air purifiers in the Indian market is negligible. However the growing awareness among the people about the increasing pollution levels and the risk it causes to their health has encouraged them to invest in air purifiers. This has increased the demand for air purifiers in India, though at a slow rate. The market has grown remarkably from FY'2010 to FY'2014 at a CAGR of 33.4%. Currently, in FY'2014, the air purifiers market in India is ~ million INR market. It is expected to grow at CAGR of around 40.1% from FY'2014 to FY'2019. The air purifiers market in India is segmented by major cities in which Bangalore has the highest demand for air purifiers in the market and with a better scope of penetration of air purifiers in the market. The market is also segmented by the types of air purifiers in which HEPA air purifiers hold the maximum market share in terms of revenue generated in the air purifier industry. Commercial air purifiers generate higher revenues than household and institutional air purifiers due to the sheer scope of such purifiers.

The upcoming new technologies are major growth drivers in the air purifiers market. Research and innovation of technology has a great effect on the demand of air purifiers in the market. Cost effective technologies which aims to reduce the cost of the product are making it possible for the larger part of the society to afford the product. It is eventually aiding the air purifier market to get the requisite importance. Innovative technologies including Plasma cluster ion and Nanoe G filters are attached in the air conditioners which circulates the purified air. There are several companies competing in the air purifiers market in India even though the market is still in the nascent stages. Eureka Forbes holds the maximum market share in terms of revenue generated in the

air purifier market in India which is closely followed by Daikin, Panasonic and Sharp. Apart from these major companies, there are several other companies competing in the market such as Honeywell, LG, Philips and Kent which constitutes minimally to the market share in the air purifier market in India.

KEY TOPICS COVERED IN INDIA AIR AND WATER PURIFIER REPORT

Market size of India Water purifier industry by revenue and volume sales and market size of the Air Purifier industry by revenue

Market segmentation of India water purifier market on the basis of organized and unorganized market, by type of water purifiers, by region wise demand, by type of distribution channels and by end users.

Market segmentation of the India Air purifier market on the basis of type of purifiers, by major cities, and by end users.

Trends and development and growth drivers in the India water and air purifier industry.

Government legislations in the water purifier industry in India

Major challenges faced by water and air purifier industry in India

Porter's Five Forces and SWOT Analysis of water and air purifier Industry in India

Competitive landscape, detailed company profiles and market shares of the major companies in the water and air purifier industry of India.

Future outlook and projections of India water and air purifier industry

Major macroeconomic factors in India water and air purifier industry

Contents

1. INDIA WATER PURIFIERS MARKET INTRODUCTION

Features of Good Water Purifier

1.1. Need for Safe Drinking Water

Why is Water Purification Necessary?

1.2. India Water Purifier Market Present Scenario

1.3. Factors Affecting Increasing Water Purifiers Penetration in Indian Households

Availability and Distribution

Increasing disposable income

Growing Urbanization

Launch of Affordable products

Technological advancements

1.4. Comparative Analysis of Water Purifiers Market in India and Developed Countries in the World

1.5. Value Chain of India Water Purifier Market

Research and Development

Design and Development

Systems Assembly

Operations and Maintenance

Marketing and Promotion

2. INDIA WATER PURIFIERS MARKET SIZE

2.1. By Revenue, FY'2010-FY'2014

2.2. By Volume, FY'2010 - FY'2014

3. INDIA WATER PURIFIERS MARKET SEGMENTATION

3.1. By Region Wise Demand (North, South, East, West), FY'2014

3.2. By End Users, FY'2014

Commercial

Institutions

Households

3.3. By Types of Water Purifiers, FY'2014

RO Purifiers

UV Purifiers / Inline Purifiers

Offline Purifiers

3.4. By Types of Distribution Channel, FY'2014

3.5. By Organized and Unorganized Market, FY'2013-FY'2014

4. EXPORT AND IMPORT MARKET OF INDIA WATER PURIFIERS MARKET

4.1. By Exports, FY'2010-FY'2014

4.1.1. By Value

4.1.2. By Volume

4.1.3. By Destinations Involved

4.2. By Imports, FY'2010-FY'2014

4.2.1. By Value

4.2.2. By Volume

4.2.3. By Destinations Involved, FY'2010-FY'2014

5. TRENDS AND DEVELOPMENTS IN INDIA WATER PURIFIERS MARKET

6. GROWTH DRIVERS OF INDIA WATER PURIFIERS MARKET

7. MAJOR CHALLENGES IN INDIA WATER PURIFIERS MARKET

8. PORTERS FIVE FORCES ANALYSIS IN INDIA WATER PURIFIERS MARKET

Measures to Overcome Porter's Five Forces

9. SWOT ANALYSIS OF INDIA WATER PURIFIERS MARKET

10. GOVERNMENT REGULATIONS AND LEGISLATIONS IN INDIA WATER PURIFIERS MARKET

Standards Set for UV Water Purifiers

11. MARKET SHARE OF MAJOR PLAYERS IN INDIA WATER PURIFIERS MARKET

11.1. By Revenue of the Overall Market, FY'2014

11.2. Market Share of Major Players in RO, UV, Offline Segments, FY'2014

RO Segment, FY'2014

UV Segment, FY'2014

Offline Segment, FY'2014

11.3. Comparative Analysis of Pricing of Water Purifiers by Brands and Technology

12. COMPETITIVE LANDSCAPE OF MAJOR PLAYERS IN INDIA WATER PURIFIERS MARKET

13. INDIA WATER PURIFIERS FUTURE OUTLOOK AND PROJECTIONS, FY'2015 – FY'2019

- 13.1. Upcoming Technologies to Drive Growth
- 13.2. Market Potential of Water Purifiers, FY'2015- FY'2019
- 13.3. By Types of Water Purifiers, FY'2015-FY'2019
- 13.4. Cause and Effect Relationship Analysis

14. MACROECONOMIC AND INDUSTRY FACTORS IN INDIA WATER PURIFIERS MARKET

- 14.1. Qualitative Industry Factors
 - 14.1.1. Households Using Water Purifiers in India
 - 14.1.2. Water Pollution in India
 - 14.1.3. Rising Number of Cases and Deaths from Water Borne Diseases
- 14.2. Quantitative Industry Factors
 - 14.2.1. Personal Disposable Income in India, FY'2010 – FY'2019
 - 14.2.2. Population of India, 2009-2018
 - 14.2.3. Fresh Water Supply in India, 2009-2018

15. INDIA AIR PURIFIERS MARKET INTRODUCTION

- 15.1. Working of Air Purifiers
- 15.2. Comparative Analysis of Air Purifiers Market in India and Developed Countries
- 15.3. Value Chain of India Air Purifiers Market

16. INDIA AIR PURIFIERS MARKET SIZE

- 16.1. By Revenue, FY'2010-FY'2014
- 16.2. By Volume

17. INDIA AIR PURIFIERS MARKET SEGMENTATION

- 17.1. By Major Cities, FY'2014
- 17.2. By End Users, FY'2014

17.3. By Types of Air Purifiers, FY'2014

18. EXPORTS AND IMPORT MARKET OF AIR PURIFIERS, FY'2010-FY'2014

18.1. By Exports, FY'2010-FY'2014

18.2. By Imports, FY'2010-FY'2014

19. GROWTH DRIVERS OF INDIA AIR PURIFIERS MARKET

20. MAJOR CHALLENGES IN INDIA AIR PURIFIERS MARKET

21. RECENT ACTIVITIES IN INDIA AIR PURIFIER INDUSTRY

22. PORTERS FIVE FORCE ANALYSIS IN INDIA AIR PURIFIERS MARKET

Competitive Rivalry within the Industry

Threats of New Entrants

Threats of substitutes products

Bargaining power of customers

Bargaining power of suppliers

23. SWOT ANALYSIS OF THE INDIA AIR PURIFIERS MARKET

24. MARKET SHARE OF MAJOR PLAYERS IN INDIA AIR PURIFIERS MARKET, BY VALUE, FY'2014

24.1. Comparative Analysis of Pricing of Air Purifiers by Brands and Technology

25. COMPETITIVE LANDSCAPE OF MAJOR PLAYERS IN AIR PURIFIERS MARKET IN INDIA

26. INDIA AIR PURIFIERS FUTURE OUTLOOK AND PROJECTIONS, FY'2015 – FY'2019

Analyst Recommendation

26.1. Cause and Effect Relationship Between Dependent And Independent Factors of The Air Purifier Market

27. MACROECONOMIC AND INDUSTRY FACTORS

27.1. Quantitative Macroeconomic Factors

27.1.1. Personal Disposable Income, FY'2010 -FY'2019

27.1.2. Number of Public and Private Hospitals, FY'2010 – FY'2019

27.1.3. Number of Hotel Rooms, 2009-2018

27.1.4. Growth in Real Estate, FY'2010- FY'2019

27.2. Qualitative Macroeconomic Factors

27.2.1. Number of AC and Air Purifier Dealers in India

27.2.2. Pollution Matrix in India

27.2.3. Number of Patients with Respiratory Diseases in India

28. APPENDIX

28.1. Market Definition

28.2. Abbreviations

28.3. Research Methodology

28.3.1. India Water Purifier Industry

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

28.3.2. India Air Purifier Industry

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

28.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Water Purifiers Market Size by Revenue in INR Million, FY'2010-FY'2014

Figure 2: Indian Water Purifiers Market Size by Units Sold in Million Units, FY'2010-FY'2014

Figure 3: India Water Purifier Market Segmentation by Region Wise Demand on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 4: India Water Purifier Market Segmentation by Commercial, Household and Institution on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 5: India Water Purifier Market Segmentation by Types of Purifiers on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 6: India Water Purifier Market Segmentation by Types of Distribution Channel on the Basis of Revenue Contribution in Percentage (%), FY'2010- FY'2014

Figure 7: India Water Purifier Market Segmentation by Types of Organizational Structure on the Basis of Revenue Contribution in Percentage (%), FY'2013- FY'2014

Figure 8: Effect of Porter's Five Forces in Water Purifier Industry

Figure 9: Market Share of Major Players in Water Purifier Industry in India by Revenue in Percentage (%), FY'2014

Figure 10: Market Share of Major Players in RO segment of Water Purifiers by Revenue in Percentage (%), FY'2014

Figure 11: Market Share of Major Players in UV segment of Water Purifiers by Revenue in Percentage (%), FY'2014

Figure 12: Market Share of Major Players in Offline segment of Water Purifiers by Revenue in Percentage (%), FY'2014

Figure 13: India Water Purifier Market Future Projections by Revenue in INR Million, FY'2015- FY'2019

Figure 14: India Water Purifiers Market Future Projections by Types of Water Purifiers in India in Percentage (%), FY'2015- FY'2019

Figure 15: Personal Disposable Income in India in INR Million, FY'2010-FY'2019

Figure 16: Population in India in Million, 2009-2018

Figure 17: Fresh Water Supply in India in Cubic Metric Tons, 2009-2018

Figure 18: The Supply Chain of Air Purifiers Industry

Figure 19: India Air Purifiers Market Size by Revenue in INR Million, FY'2010-FY'2014

Figure 20: India Air Purifier Market Segmentation by Major Cities on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 21: India Air Purifiers Market Segmentation by End Users (Commercial,

Institution and Household) on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 22: India Air Purifiers Market Segmentation by Types of Air Purifiers on the Basis of Revenue Contribution in Percentage (%), FY'2014

Figure 23: India Wellness Market Size by Revenue in INR Million, 2009-2018

Figure 24: Health Expenditure in India in INR Million, 2008-2018

Figure 25: Measures to Overcome Porter's Five Forces in the Air Purifier Market

Figure 26: Market Share of Major Players in Air Purifier Industry in India by Revenue in Percentage (%), FY'2014

Figure 27: India Air Purifiers Market Size by Revenue in INR Million, FY'2014-FY'2019

Figure 28: Personal Disposable Income in India in INR Million, FY'2010-FY'2019

Figure 29: Number of Private and Public Hospitals in India, FY'2010-FY'2014

Figure 30: Number of Hotel Rooms in India, 2009-2019

Figure 31: Real Estate Market in India on the Basis of Revenue in INR Million, FY'2010-FY'2019

List Of Tables

LIST OF TABLES

Table 1: Penetration Level of Water Purifiers by States (or Cities) in Indian Households in Percentage (%), FY'2014

Table 2: India Water Purifier Market Segmentation by Region Wise Demand on the Basis of Revenue in INR Million, FY'2014

Table 3: India Water Purifier Market Segmentation by Commercial, Household and institution on the Basis of Revenue in INR Million, FY'2014

Table 4: India Water Purifier Market Segmentation by Types of Water Purifiers on the Basis of Revenue in INR Million, FY'-2014

Table 5: Parameters for Selling Water Purifiers through Exclusive Stores and Multi Brand Stores

Table 6: India Water Purifier Market Segmentation by Types of Water Purifiers on the Basis of Revenue in INR Million, FY'2010-2014

Table 7: India Water Purifier Market Segmentation by Organizational Structure on the Basis of Revenue in INR Million, FY'2013-2014

Table 8: India Water Purifier Exports by Values in INR Million, FY'2010-FY'2014

Table 9: India Water Purifier Exports by Production Volume in Thousand Units, FY2010-FY'2014

Table 10: India Water Purifiers Exports to Top Ten Major Destinations in Thousand Units, FY'2010- FY'2014

Table 11: India Water Purifiers Exports to Top Ten Major Destinations in Values in INR Million, FY'2010- FY'2014

Table 12: Water Purifier Imports by Values in INR Million, FY2010-FY'2014

Table 13: India Water Purifier Exports by Production Volume in Thousand Units, FY2010-FY'2014

Table 14: India Water Purifiers Imports from Top Ten Major Destinations in Thousand Units, FY'2010- FY'2014

Table 15: India Water Purifiers Imports from Top Ten Major Destinations in Values in INR Million, FY'2010- FY'2014

Table 16: India Water Purifier Market Segmentation by Major Players on the Basis of Revenue Generated in INR Million, FY'2014

Table 17: Market Share of Major Players in RO segment of Water Purifiers by Revenue Generated in INR Million, FY'2014

Table 18: Market Share of Major Players in UV segment of Water Purifiers by Revenue Generated in INR Million, FY'2014

Table 19: Market Share of Major Players in Offline segment of Water Purifiers by

Revenue Generated in INR Million, FY'2014

Table 20: Comparative Analysis of Pricing of Water Purifiers by Major Companies

Table 21: Starting Price Point of RO Water Purifiers by Major Brands, FY'2014

Table 22: Competitive Landscape of Major Players in India Water Purifier Industry

Table 23: India Water Purifier Market by Purifier Types by Revenue in INR Million, FY'2015- FY'2019

Table 24: Cause and Effect Relationship between Industry Factors and Expected Industry Prospects of Water Purifier Industry in India

Table 25: Top 5 States having Access to Drinking Water in Households

Table 26: Bottom 5 States having Access to Drinking Water in Households

Table 27: Number of Cases and Deaths from Water Borne Diseases, FY'2011-FY'2013

Table 28: India Air Purifier Market Segmentation by Major Cities on the Basis of Revenue Generated in INR Million, FY'2014

Table 29: India Air Purifiers Market Segmentation by End Users (Commercial, Institution and Household) on the Basis of Revenue Generated in INR Million, FY'2014

Table 30: India Air Purifiers Market Segmentation by Types of Air Purifiers on the Basis of Revenue Generated in INR Million, FY'2014

Table 31: Export of Air Purifiers from India to Different Destinations by Value (in INR millions), FY'2010-FY'2014

Table 32: Export of Air Purifiers from India to Different Destinations by Volume (in Thousand Units, FY'2010-FY'2014

Table 33: Import of Air Purifiers in India from Different Destinations by Value in INR Million, FY'2010-FY'2014

Table 34: Import of Air Purifiers in India from Different Destinations in Thousand Units, FY'2010-FY'2014

Table 35: Porter's Five Forces in the Air Purifier Market in India

Table 36: India Air Purifier Market Segmentation by Major Players on the Basis of Revenue Generated in INR Million, FY'2014

Table 37: Comparative Analysis of Pricing of Air Purifiers by Major Companies

Table 38: Competitive Landscape of Major Players in Air Purifier Industry in India

Table 39: Cause and Effect Relationship between Industry Factors and Expected Industry Prospects of Air Purifier Industry in India

Table 40: Total Number of Cases of Acute Respiratory Diseases, 2008 - 2012

Table 41: Total Number of Deaths due to Respiratory Diseases, 2008 - 2012

Table 42: Correlation Matrix of India Water Purifier Market

Table 43: Regression Coefficients Output of Indian Water Purifier Market

Table 44: Correlation Matrix of India Air Purifier Industry

Table 45: Regression Coefficients Output of Indian Air Purifier Market

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