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Market Analysis and Prospect of Household Water Filter Industry in China 2015-2020

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Abstracts

INTRODUCTION

The quality of drinking water has attracted increasing attentions of the public in China in recent years. However, it is noteworthy that compared with the wide coverage of household water filter products in the U.S. and Europe which is 90% and that of developed Asian countries which is 70%, the product coverage in China is merely 2%.

According to “The First Water Treatment Product Consumer Research” in China, only 25% of interviewees were satisfied with the tap water quality, while 49.6% had concerns for the quality of water in terms of impurities, bacteria, minerals, pH value, etc. At the meantime, 62.4% of interviewees wished to guarantee the drinking water quality for the elderly and children, as well as to improve living quality. Hence, household water filter industry in China demonstrates huge market potentials and numerous opportunities.

In this report, ASKCI will further disclose market potential and commercial opportunities for household water filter industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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