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Global Home Water Filtration Unit Market Size study & Forecast, by Product Type (Water softeners, Ultraviolet purification systems, Sediment filters, Carbon filters, Acid neutralizers), by Sales Channel (Direct Sales, Indirect Sales) and Regional Analysis, 2022-2029

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Abstracts

Global Home Water Filtration Unit Market is valued at approximately USD 10.85 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 10.5% over the forecast period 2022-2029. Home water filtration unit is used to remove impurities of water by reducing the contamination through a fine physical barrier, biological process, or chemical process. Home water filtration unit includes products such as water softeners, ultraviolet purification systems, sediment filters, carbon filters, and acid neutralizers. Factors such as rising awareness regarding water safety and quality, changing lifestyles, coupled with the increase in health consciousness are majorly contributing to the market demand around the world.

The rising incidences of water-borne diseases are acting as a major driving factor for market growth. The World Health Organization reported that there are more than 2 billion people living in water-stressed countries and around 829 000 people are estimated to die each year from diarrhoea. Also, 80% of diseases are claimed to be worldwide, and 3.1% of deaths are considered to be caused by dirty environments and poor water quality. Thereby, these aforementioned factors are propelling the demand for water filters, which, in turn, augments the home water filtration unit market growth. Moreover, rising investment in the development of advanced technology, as well as the growing awareness about the adverse effects of contaminated surface water is presenting various lucrative opportunities over the forecasting years. However, the rise

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in the popularity of alternative technologies is challenging the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Home Water Filtration Unit Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. The Asia Pacific dominated the market in terms of revenue, owing to the increasing investments in R&D, growing population, along with rising number of market players. Whereas, Europe is expected to grow with the highest CAGR during the forecast period, owing to factors such as the rising cases of jaundice and waterborne infections, as well as growing awareness regarding sanitation among the urban population in the market space.

Major market players included in this report are:

Kent RO System Ltd.
Brita Gmbh
Eureka Forbes Ltd.
Tata Chemicals Ltd.
HaloSource, Inc.
Panasonic Corporation
Amway Corporation
Aquasana
GE Water & Process Technologies, Inc.
Eureka Forbes Ltd.

Recent Developments in the Market:
In October 2022, HUL's Pureit introduced Pureit Vital Series, a new line of RO + UV + Minerals-based water purifiers with FiltraPower Technology. This technology has been shown to remove toxic substances like pathogens, industrial chemicals, and pesticides while still providing safe drinking water.

Global Home Water Filtration Unit Market Report Scope:
Historical Data 2019-2020-2021
Base Year for Estimation 2021
Forecast period 2022-2029
Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends
Segments Covered Product Type, Sales Channel, Region
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:
Water softeners
Ultraviolet purification systems
Sediment filters
Carbon filters
Acid neutralizers

By Sales Channel:
Direct Sales
Indirect Sales

By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India

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Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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