

# **Global MENA Point of Use Water Purifiers Market Size Study & Forecast, by Type, Technology, Flow Rate, Capacity, Application, and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global MENA Point of Use Water Purifiers Market is valued at approximately USD 3.82 billion in 2024 and is projected to expand at a robust CAGR of 19.03% over the forecast period 2025–2035. The increasing water scarcity across the Middle East and North Africa region, combined with rapid urbanization, deteriorating water infrastructure, and rising public health concerns, has escalated the demand for compact, effective, and sustainable point-of-use (POU) water purification solutions. These devices, which serve as critical end-stage filtration systems at homes, institutions, and commercial outlets, are growing popular due to their ease of installation, cost-efficiency, and ability to deliver potable water instantly. The intensifying awareness of waterborne diseases, along with government-supported clean water initiatives, is further amplifying the market traction for POU purifiers across both residential and institutional sectors.

Moreover, the market is witnessing an influx of advanced purification technologies such as reverse osmosis (RO), ultrafiltration (UF), activated carbon filtration, and even distillation, each uniquely tailored to suit varying levels of water hardness and contaminant profiles common to the region. RO and UF systems are especially gaining ground due to their efficacy in removing dissolved salts and biological impurities, making them ideal for brackish and tap water often prevalent in urban MENA areas. Gravity-fed and wall-mounted purifiers are leading the way in lower-income segments and rural installations, offering non-electric and affordable solutions. Despite the market's promising trajectory, challenges persist in terms of product maintenance, high initial costs for advanced models, and uneven distribution in remote geographies.

Regionally, the MENA market exhibits diverse yet synergistic dynamics. The Gulf Cooperation Council (GCC) nations, particularly the UAE and Saudi Arabia, are spearheading the adoption of high-tech water purification systems as part of national sustainability agendas. Their populations are increasingly prioritizing household health and hygiene, fueling demand for under-the-sink and countertop solutions. On the other hand, North African countries such as Egypt and Morocco are embracing gravity-fed and wall-mounted units as community-based initiatives for clean water access gain policy momentum. Meanwhile, institutional deployments across healthcare, hospitality, and education are becoming critical growth verticals as governments push for improved water quality in public-facing infrastructures.

Major market player included in this report are:

A.O. Smith Corporation

Panasonic Corporation

LG Electronics

Kent RO Systems Ltd.

Coway Co., Ltd.

Waterlife UAE

Unilever (Pureit)

Beko (Arçelik A.Ş.)

Aquafina Water Purifiers

Eureka Forbes Ltd.

Blue Star Limited

Mitsubishi Chemical Cleansui Corporation

Filtrex Technologies Pvt Ltd

Whirlpool Corporation

Puricom Water Industrial Corp

## Global MENA Point of Use Water Purifiers Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North Africa; GCC Countries; Levant

Customization Scope - Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Type:

Gravity-Fed

Countertop

Under-the-Sink

Wall-Mounted

By Technology:

Reverse Osmosis

Ultrafiltration

Activated Carbon Filtration

Distillation

By Flow Rate:

Less than 0.5 Gallons per Minute (GPM)

0.5 - 1.0 GPM

1.0 - 2.0 GPM

Over 2.0 GPM

By Capacity:

Less than 5 Gallons

5 - 10 Gallons

10 - 20 Gallons

Over 20 Gallons

By Application:

Residential

Commercial

Institutional

By Region:

North Africa

Egypt

Morocco

Algeria

Rest of North Africa

GCC Countries

UAE

Saudi Arabia

Qatar

Kuwait

Bahrain

Oman

Levant

Jordan

Lebanon

Iraq

Rest of Levant

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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