

# Global Water Purifier Market Size Study, by Product Type (Point-of-Use Filters, Point-of-Entry Filters), by Category (RO Filters, UV Filters, Gravity Filters, Others), by Application (Residential, Light Commercial), and Regional Forecasts 2022-2032

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## Abstracts

Global Water Purifier Market is valued at approximately USD 32.65 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.6% over the forecast period 2024-2032. Water purifiers play a critical role in ensuring safe drinking water by eliminating contaminants and sediments and killing or removing microorganisms such as bacteria and viruses. They also enhance the taste and smell of water, making it healthier for various uses, including cooking, bathing, and washing. Water purifiers are primarily categorized into point-of-entry systems, which filter water as it enters a building, and point-of-use systems, which purify water at the point of consumption. Utilizing both types ensures comprehensive water purification, addressing everything from water softening to pathogen removal. The purification processes leverage technologies such as reverse osmosis, ultraviolet, and gravity-based methods to achieve clean, safe water.

The rising consumer awareness regarding the benefits of purified water, along with increasing consumer expenditure, is expected to drive market growth globally. Leading market players are focusing on expanding their geographical presence and diversifying their product lines. For instance, in 2021, A.O. Smith launched an under-the-counter water treatment unit with UV plus silver-activated post-carbon technology in the Indian market.

Technological innovations are a key trend in the market, particularly in developing smart water purification systems. Despite the maturity of existing water filtration technologies

like P-o-U treatment systems, continuous R&D efforts are bringing new advancements. Companies such as Pentair, Brita, and A.O. Smith Corporation are innovating within this space, with capacitive deionization emerging as a promising alternative to traditional membrane separation technologies. This new technology offers lower operational costs, greater energy efficiency, and reduced water rejection.

The increasing awareness regarding pollution and water-borne diseases is fueling the demand for water purifiers globally. With growing urbanization and industrialization, water sources are increasingly contaminated with toxic minerals and chemicals. This has led to a rise in water-borne diseases, prompting governments and NGOs to focus on providing safe water infrastructure. Companies are also launching advertising campaigns to highlight the benefits of water purification, thus driving market growth. However, the high maintenance cost of filters poses a challenge to market growth. Consumers need to replace filters regularly to maintain water quality, which can be expensive. This frequent need for replacements can deter consumers from purchasing water purification systems.

The key regions considered for the Global Water Purifier Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is a dominating region in the Global Water Purifier Market in terms of revenue. The market growth in the region is being attributed to factors including improving living standards and increased spending capacity. This has led to an increased demand for products that promote a simple and healthy lifestyle, particularly water purifiers. Due to many governments in the region being unable to provide clean water for daily use, consumers have increasingly adopted water purification systems in their homes. Additionally, the growing population in Asia Pacific has strained potable water resources, further boosting the demand for water purifiers. Whereas, the market in North America is anticipated to grow at the fastest rate over the forecast period fueled by the high penetration of water treatment systems among consumers who are well aware of the benefits of safe and pure drinking water and have installed water purifiers to ensure their families' health. Additionally, the presence of large-scale commercial manufacturers and their well-established distribution networks will further fuel the expansion of the water purifier market in the region.

Major market player included in this report are:

Culligan International Company (U.S.)

Unilever PLC (U.K.)

Panasonic Corporation (Japan)

LG Electronics (South Korea)

Helen of Troy Limited (U.S.)  
Best Water Technology Group (Austria)  
Kent RO Systems Ltd. (India)  
iSpring Water Systems LLC (U.S.)  
The 3M Company (U.S.)  
Honeywell International Inc. (Switzerland)  
General Electric Company (U.S.)  
Whirlpool Corporation (U.S.)  
A. O. Smith Corporation (U.S.)  
Brita LP (U.S.)  
Pentair PLC (U.S.)

The detailed segments and sub-segment of the market are explained below:

By Product Type

Point-of-Use Filters

Point-of-Entry Filters

By Category

RO Filters

UV Filters

Gravity Filters

Others

By Application

Residential

Light Commercial

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

## ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

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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