

Global Household Water Dispenser Market: Analysis By Type (Bottled and Bottle-less), By Function (Regular and Water Cooling/Heating), By Distribution Channel (Retail, Online and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

<https://marketpublishers.com/r/GD832DF55641EN.html>

Date: January 2024

Pages: 129

Price: US\$ 2,250.00 (Single User License)

ID: GD832DF55641EN

Abstracts

A household water dispenser is a device designed to provide access to clean drinking water within a household setting. It typically comes in various forms, such as countertop models or freestanding units, and can dispense water in different ways, including through a water bottle or a direct water line connection. These dispensers often offer options for both hot and cold water, making them convenient for various purposes like making hot beverages, preparing instant meals, or simply providing chilled drinking water. Some models also incorporate filtration systems to ensure the water is purified or filtered, improving its taste and removing impurities before consumption. The global household water dispenser market value stood at US\$5.42 billion in 2022, and is expected to reach US\$7.58 billion by 2028.

Global household water dispenser market demonstrated consistent growth, primarily driven by several key factors. Increasing disposable income has empowered consumers to invest in home appliances that improve their quality of life, with water dispensers being a popular choice due to their convenience and health benefits. Urbanization has played a significant role as expanding urban areas have heightened the demand for accessible and clean drinking water, particularly in places where tap water quality is uncertain. Moreover, the rising adoption of e-commerce platforms for household appliances, including water dispensers, has enhanced market accessibility and convenience for consumers worldwide. Additionally, the market has seen growth due to

the escalating demand for clean drinking water driven by concerns about water quality and health risks. Furthermore, entering developing markets, especially in regions where access to reliable drinking water is a concern, represents a promising opportunity for water dispenser manufacturers to tap into previously untapped consumer segments. Thereby, boosting the overall growth of the market in the upcoming years. The market is expected to grow at a CAGR of 5.76% over the projected period of 2023-2028.

Market Segmentation Analysis:

By Type: The report provides the bifurcation of the household water dispenser market into two segments namely, Bottled and Bottle-less. In 2022, bottled household water dispensers held a dominant market share, primarily due to their role in driving the global household water dispenser market by providing a convenient and readily accessible source of clean drinking water. These devices have gained popularity owing to increasing concerns about water quality and the convenience of having safe drinking water at home, catering to households with limited access to clean water or those averse to tap water due to taste or quality issues. Meanwhile, the bottle-less household water dispenser segment is poised to be the fastest-growing sector. These dispensers address sustainability, cost-effectiveness, and convenience concerns, appealing to environmentally conscious consumers by reducing plastic waste. Moreover, their cost-saving nature, eliminating the need for regular bottled water purchases, enhances their attractiveness.

By Function: The report identifies the household water dispenser market into two segments based on the function: regular and water cooling/ heating. In 2022, the regular function dominated the market, offering straightforward, filtered water choices favored by households seeking affordable hydration without complex features. These dispensers cater to a broad consumer base looking for basic, cost-effective home drinking water solutions, especially in regions with high demand for entry-level options. Whereas, water cooling/heating is projected as the fastest-growing segment. These versatile dispensers provide varied water temperatures, meeting diverse household needs for chilled, hot, or ambient water. Their multifunctionality eliminates the need for separate appliances, aligning with evolving consumer preferences for efficiency. Increased awareness of hydration benefits and instant water access at preferred temperatures further propels their global adoption, driving market expansion.

By Distribution Channel: The report identifies the household water dispenser market into three segments based on the function: retail, online, and others. In 2022, the retail segment dominated the market due to its convenience in offering a diverse range of

water dispenser options that cater to varied preferences. This channel provides accessibility, allowing easy comparisons, diverse choices, and potential discounts, driving household water dispenser market growth. Retail's wider reach increases consumer awareness and product availability, facilitating market penetration. Conversely, the Online segment is forecasted to be the fastest-growing. This distribution channel enables browsing and purchasing various water dispenser brands and models online. Online platforms facilitate price comparison, specifications review, and global outreach, reaching a broader consumer base, especially in regions with limited traditional retail access. Thus, driving market expansion.

By Region: The report provides insight into the household water dispenser market based on the regions namely, North America, Europe, Asia Pacific, Rest of the World. North America is the largest region of the global household water dispenser market, owing to heightened health awareness, concerns over water quality, and a growing demand for convenient access to safe drinking water at home. Technological advancements, like improved filtration systems and energy-efficient designs, propel market growth. Regulatory emphasis on water quality standards and a focus on sustainability further shape the market landscape. This region exemplifies consumer-driven demand for safe and accessible drinking water solutions, blending technological innovation, health consciousness, and environmental considerations. The North American market caters to residential spaces in the US, Canada, and Mexico, aligning with evolving consumer needs for safer water solutions. In the US specifically, a rising focus on health and water quality drives demand. A diverse range of dispensers, from basic to sophisticated models with enhanced filtration, is available through various channels like retail, online platforms, and direct sales. Asia Pacific is the fastest growing region of the global household water dispenser market as a result of rapid growth driven by escalating health concerns about water quality and diseases. Urbanization and improved living standards fuel the demand for accessible, safe drinking water. Technological advancements and sustainability initiatives cater to a rising middle class with higher incomes. Including countries like China, India, Japan, and South Korea, this market reflects diverse consumer behaviors. In China, rapid urbanization and rising incomes propel the adoption of water dispensers.

Global Household Water Dispenser Market Dynamics:

Growth Drivers: The global household water dispenser market has been rapidly growing over the past years due to factors such as increase in disposable income, rapid urbanization, growing adoption of e-commerce platforms, increase in demand for clean drinking water, expansion into developing markets, etc. The rise in e-commerce

adoption significantly propels the global household water dispenser market, enhancing accessibility and convenience for consumers worldwide. This expands manufacturers' reach to a wider consumer base, offering diverse options and easy comparison. As more consumers explore and invest in dispensers via online platforms, demand grows, amplifying market opportunities. Urbanization is another key driver, increasing the need for clean drinking water in expanding urban areas. Water dispensers, providing reliable water in uncertain tap water areas, address this demand, driving market growth. Manufacturers innovating to meet urban needs further expand sales and encourage technological advancements, meeting the rising demand for clean water globally.

Challenges: However, the global household water dispenser market would be negatively impacted by various challenges such as high investment and maintenance costs, counterfeit products, increasing competition from bottled water, etc. High maintenance costs and substantial initial investments for premium water purifiers significantly impact both consumers and manufacturers, altering market dynamics. Consumers grapple with added expenses for dispenser upkeep, including filter replacements and repairs, straining household budgets and potentially undermining brand loyalty.

Trends: The market is projected to grow at a fast pace during the forecasted period of 2023-2028, due to the rise of smart water dispensers, advanced filtration revolution, hygienic touchless dispensers, sustainable and energy-efficient dispensers, personalized subscription service customized water dispenser, etc. The integration of smart technology and IoT features within household water dispensers is reshaping the global market. These advancements enable remote control and personalization through mobile apps or voice assistants, offering real-time monitoring and connectivity with smart home devices. This trend meets the rising demand for smart appliances, anticipated to grow as households embrace interconnected technologies. Moreover, the introduction of personalized subscription services, covering maintenance, filter replacements, and scheduled deliveries, caters to convenience-seeking consumers. These services drive market growth by enhancing satisfaction, fostering loyalty, and establishing recurring revenue streams for companies, aligning with consumer preferences for hassle-free solutions.

Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic significantly impacted the global household water dispenser market. With heightened awareness of hygiene and health precautions during the pandemic, there was an increased emphasis on clean and safe drinking water within

households. This drove a surge in demand for water dispensers as people sought convenient access to purified water at home. However, the market experienced disruptions in the supply chain and manufacturing processes due to lockdowns, restrictions, and logistical challenges, leading to temporary shortages and delays in product availability. Consumer spending patterns also shifted, impacting purchasing decisions, with some opting for more affordable options amidst economic uncertainties.

Moreover, the focus on remote work and stay-at-home measures prompted a rise in online purchases of household appliances, including water dispensers, further influencing market dynamics. As the pandemic unfolded, the market witnessed a blend of increased demand driven by health concerns and operational challenges due to supply chain disruptions, altering the market landscape for household water dispensers.

Competitive Landscape and Recent Developments:

The global household water dispenser market is fragmented, with an increasing number of large and medium-sized players accounting for the majority of the market revenue, and the presence of a substantial number of regional market players with limited business offerings and customer base. However, in developed economies, such as the US, Canada, the UK, Germany, and Japan, a selected number of market manufacturers dominate the global market with their strong brand recognition and competitive positioning, and so the market is dominated by a selected number of recognized and well-positioned market players that provide several markets- related offerings.

The key players of the global household water dispenser market are:

Blue Star Limited
Haier Smart Home Co., Ltd.
Primo Water Corporation
Honeywell International Inc.
Voltas Limited
Midea Group Co., Ltd.
Avalon Water Co., Inc.
Clover Co., Ltd.
Culligan International Co.
Atlantis
Avanti Products Inc

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