

# **POU Water Purifier Market Size, Share, and Analysis, By Type (Countertop Filters, Under the Counter Filters, and Other), By Technology (UV, RO, UV and RO, and Other), By End-User (Household and Commercial), By Distribution Channel (B2B and B2C), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034**

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## **Abstracts**

POU Water Purifier Market Size, Share, and Analysis, By Type (Countertop Filters, Under the Counter Filters, and Other), By Technology (UV, RO, UV and RO, and Other), By End-User (Household and Commercial), By Distribution Channel (B2B and B2C), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

### **PRODUCT OVERVIEW**

POU Water Purifier Market is anticipated to exhibit a Compound Annual Growth Rate (CAGR) of 7.7% during the forecast span from 2024 to 2034. In 2023, the market size was assessed at USD 15.3 billion and is projected to reach USD 34.5 billion by the completion of 2034.

Point-of-Use (POU) water purifier refers to a compact and localized water treatment system which is intended for household or small-scale use. POU purifiers are located right at the location where water is consumed, such as a kitchen sink or water dispenser, as opposed to centralized water purifying systems. These devices

effectively eliminate contaminants including bacteria, viruses, sediments, and chemicals, which ensures clean and safe drinking water on-demand. Additionally, common POU water purifier technologies include activated carbon filters, along with reverse osmosis and UV sterilization. These systems offer convenience, energy efficiency, and cost-effectiveness, thereby ensuring that the water delivered at the point of use adheres to quality standards. Consequently, this targeted approach improves water quality for specific consumption points and efficiently address individual or localized needs.

## MARKET HIGHLIGHTS

POU Water Purifier Market is projected to reach USD 34.5 billion over the forecast period, owing to the increasing awareness of waterborne diseases and the demand for localized water treatment solutions. The growing popularity of POU systems is due to the rising concerns about water contamination, combined with improved living standards and a high inclination towards healthier lifestyles. Consumers are turning to POU systems for their effectiveness in eliminating contaminants at the point of consumption, which ensures access to safe and clean drinking water. Additionally, technological developments such as better filtration and smart features make significant contributions to the growth of POU water purifier market. Moreover, strict global restrictions on water quality standards are influencing the utilization of POU purifiers. Thus, with continuous urbanization and infrastructural development, the POU water purifier market will experience long-term growth, with industry players innovating to address changing consumer choices.

### POU Water Purifier Market Segments:

By Type

Countertop Filters

Under the Counter Filters

Other

By Technology

UV

RO

UV and RO

Other

By End-User

Household

Commercial

By Distribution Channel

B2B

B2C

## MARKET DYNAMICS

### Growth Drivers

Increasing Health Awareness will Generate Growth Opportunities

Improvements in Technology Will Lead to Market Expansion

### Restraint

Industry Growth Could Be Hindered by Accessibility and Affordability

### Key Players

Eureka Forbes Ltd.

A. O. Smith Corporation

Kent RO Systems Ltd.

Pentair plc

3M Company

Whirlpool Corporation

Panasonic Corporation

LG Electronics Inc.

Culligan International Company

Honeywell International Inc.

Blue Star Limited

Coway Co., Ltd.

Brita GmbH

Aquafresh RO

Havells India Limited

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR –

United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

### Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry with respect to recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market of various perspectives through

Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

3-month post-sales analyst support.

## Contents

### **1. EXECUTIVE SUMMARY**

- 1.1. Regional Market Share
- 1.2. Business Trends
- 1.3. POU Water Purifier Market: COVID-19 Outbreak
- 1.4. Regional Trends
- 1.5. Segmentation Snapshot

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4. Primary Research
- 2.5. Secondary Research
  - 2.5.1. Paid Sources
  - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

### **3. MARKET CHARACTERISTICS**

- 3.1. Market Definition
- 3.2. POU Water Purifier Market: COVID-19 Impact
- 3.3. Key Segmentations
- 3.4. Key Developments
- 3.5. Allied Industry Data

### **4. POU WATER PURIFIER MARKET – INDUSTRY INSIGHTS**

- 4.1. Industry Segmentation
- 4.2. COVID-19 overview on world economy
- 4.3. Industry ecosystem Channel analysis
- 4.4. Innovation & Sustainability

### **5. MACROECONOMIC INDICATORS**

### **6. RECENT DEVELOPMENTS**

## **7.MARKET DYNAMICS**

- 7.1. Introduction
- 7.2.Growth Drivers
- 7.3.Market Opportunities
- 7.4. Market Restraints
- 7.5.Market Trends

## **8. RISK ANALYSIS**

## **9. MARKET ANALYSIS**

- 9.1. Porters Five Forces
- 9.2.PEST Analysis
  - 9.2.1. Political
  - 9.2.2.Economic
  - 9.2.3.Social
  - 9.2.4.Technological

## **10. POU WATER PURIFIER MARKET**

- 10.1.Overview
- 10.2. Historical Analysis (2019-2022)
  - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

## **11.POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

- 11.1.Overview
- 11.2. Key Findings
- 11.3. Market Segmentation
  - 11.3.1.By Type
    - 11.3.1.1. Countertop Filters
      - 11.3.1.1.1. By Value (USD Million) 2024-2034F
      - 11.3.1.1.2.Market Share (%) 2024-2034F
      - 11.3.1.1.3.Y-o-Y Growth (%) 2024-2034F
    - 11.3.1.2.Under the Counter Filters
      - 11.3.1.2.1.By Value (USD Million) 2024-2034F
      - 11.3.1.2.2. Market Share (%) 2024-2034F



- 11.3.1.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.1.3. Others
  - 11.3.1.3.1. By Value (USD Million) 2024-2034F
  - 11.3.1.3.2. Market Share (%) 2024-2034F
  - 11.3.1.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.2. By Technology
  - 11.3.2.1. UV
    - 11.3.2.1.1. By Value (USD Million) 2024-2034F
    - 11.3.2.1.2. Market Share (%) 2024-2034F
    - 11.3.2.1.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.2. RO
    - 11.3.2.2.1. By Value (USD Million) 2024-2034F
    - 11.3.2.2.2. Market Share (%) 2024-2034F
    - 11.3.2.2.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.3. UV and RO
    - 11.3.2.3.1. By Value (USD Million) 2024-2034F
    - 11.3.2.3.2. Market Share (%) 2024-2034F
    - 11.3.2.3.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.4. Others
    - 11.3.2.4.1. By Value (USD Million) 2024-2034F
    - 11.3.2.4.2. Market Share (%) 2024-2034F
    - 11.3.2.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3. By End-User
  - 11.3.3.1. Household
    - 11.3.3.1.1. By Value (USD Million) 2024-2034F
    - 11.3.3.1.2. Market Share (%) 2024-2034F
    - 11.3.3.1.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.2. Commercial
    - 11.3.3.2.1. By Value (USD Million) 2024-2034F
    - 11.3.3.2.2. Market Share (%) 2024-2034F
    - 11.3.3.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4. By Distribution Channel
  - 11.3.4.1. B2B
    - 11.3.4.1.1. By Value (USD Million) 2024-2034F
    - 11.3.4.1.2. Market Share (%) 2024-2034F
    - 11.3.4.1.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.4.2. B2C
    - 11.3.4.2.1. By Value (USD Million) 2024-2034F
    - 11.3.4.2.2. Market Share (%) 2024-2034F

#### 11.3.4.2.3. Y-o-Y Growth (%) 2024-2034F

## **12. NORTH AMERICA POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

- 12.1. Overview
- 12.2. Key Findings
- 12.3. Market Segmentation
  - 12.3.1. By Type
  - 12.3.2. By Technology
  - 12.3.3. By End-User
  - 12.3.4. By Distribution Channel
- 12.4. Country
  - 12.4.1. United States
  - 12.4.2. Canada

## **13. EUROPE POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
  - 13.3.1. By Type
  - 13.3.2. By Technology
  - 13.3.3. By End-User
  - 13.3.4. By Distribution Channel
- 13.4. Country
  - 13.4.1. Germany
  - 13.4.2. United Kingdom
  - 13.4.3. France
  - 13.4.4. Italy
  - 13.4.5. Spain
  - 13.4.6. Russia
  - 13.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

## **14. ASIA-PACIFIC POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

- 14.1. Overview
- 14.2. Key Findings

### 14.3. Market Segmentation

14.3.1. By Type

14.3.2. By Technology

14.3.3. By End-User

14.3.4. By Distribution Channel

### 14.4. Country

14.4.1. India

14.4.2. China

14.4.3. South Korea

14.4.4. Japan

14.4.5. Rest of APAC

## **15. MIDDLE EAST AND AFRICA POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

15.1. Overview

15.2. Key Findings

15.3. Market Segmentation

15.3.1. By Type

15.3.2. By Technology

15.3.3. By End-User

15.3.4. By Distribution Channel

15.4. Country

15.4.1. Israel

15.4.2. GCC

15.4.3. North Africa

15.4.4. South Africa

15.4.5. Rest of Middle East and Africa

## **16. LATIN AMERICA POU WATER PURIFIER MARKET SIZE & FORECAST 2024A-2034F**

16.1. Overview

16.2. Key Findings

16.3. Market Segmentation

16.3.1. By Type

16.3.2. By Technology

16.3.3. By End-User

16.3.4. By Distribution Channel

## 16.4. Country

16.4.1. Mexico

16.4.2. Brazil

16.4.3. Rest of Latin America

## 17. COMPETITIVE LANDSCAPE

17.1. Company market share, 2023

17.2. Key player overview

17.3. Key stakeholders

## 18. COMPANY PROFILES

18.1. Eureka Forbes Ltd.

18.1.1. Company Overview

18.1.2. Financial Overview

18.1.3. Key Product; Analysis

18.1.4. Company Assessment

18.1.4.1. Product Portfolio

18.1.4.2. Key Clients

18.1.4.3. Market Share

18.1.4.4. Recent News & Development (Last 3 Yrs.)

18.1.4.5. Executive Team

18.2. Kent RO Systems Ltd.

18.3.A. O. Smith Corporation

18.4. Pentair plc

18.5. 3M Company

18.6. Whirlpool Corporation

18.7. Panasonic Corporation

18.8. LG Electronics Inc.

18.9. Culligan International Company

18.10. Honeywell International Inc.

18.11. Blue Star Limited

18.12. Coway Co., Ltd.

18.13. Brita GmbH

18.14. Aquafresh RO

18.15. Havells India Limited

18.16. Other Prominent Players

## 19. APPENDIX

## 20. CONSULTANT RECOMMENDATION

## I would like to order

Product name: POU Water Purifier Market Size, Share, and Analysis, By Type (Countertop Filters, Under the Counter Filters, and Other), By Technology (UV, RO, UV and RO, and Other), By End-User (Household and Commercial), By Distribution Channel (B2B and B2C), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

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