

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

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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.

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