

Global Undercounter Water Purifier Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Undercounter Water Purifier market size was valued at US\$ 2755 million in 2025 and is forecast to a readjusted size of US\$ 4410 million by 2032 with a CAGR of 7.0% during review period.

In 2024, global sales of Undercounter Water Purifiers reached 13.5 million units, with an average selling price of US\$185 per unit. Undercounter Water Purifiers are point-of-use water treatment devices installed under kitchen cabinets that deeply purify tap water through multi-stage filters, primarily removing heavy metals, residual chlorine, bacteria, and organic contaminants. Their main upstream raw materials include activated carbon, ultrafiltration membranes, RO reverse osmosis membranes, stainless steel casings, and ABS engineering plastics. Representative companies include Toray, Dow, Pentair, and SABIC. Downstream channels mainly target household water purification, e-commerce platforms, home improvement projects, and commercial kitchens. Global total production capacity is approximately 18 million units, with an average gross profit margin of 28%-35%. Downstream consumption is comprised of approximately 70% for residential users, 25% for commercial and office settings, and the remainder for engineering projects. Upstream materials, including activated carbon and RO membranes, account for approximately 45% of the cost. The future market will focus on intelligent filter replacement reminders, IoT remote monitoring, and water-saving backwashing technologies to drive product upgrades from simple purification to smart home integration.

The Undercounter Water Purifier market is in a phase of steady expansion, driven primarily by increased global awareness of drinking water safety, worsening pollution issues in aging urban water supply networks, and consumers' pursuit of a high-quality

lifestyle. Compared to countertop or portable water purifiers, under-sink water purifiers offer significant advantages in filtration accuracy, space utilization, and aesthetics, with rapidly increasing penetration rates, particularly in mid-to-high-end household markets such as North America, Europe, and China. Technologically, declining costs of RO reverse osmosis and ultrafiltration membranes have driven the adoption of mid-range products, while features such as intelligent control modules, filter life monitoring, and remote water quality monitoring have become the new focus of competition. The market competition landscape shows a trend towards high brand concentration, while the OEM/ODM model is rapidly spreading, making Asian manufacturing bases the industry's center. Future growth potential will be concentrated in emerging markets such as Southeast Asia, India, and the Middle East, with increasing demand from commercial scenarios (such as restaurant chains and medical institutions). From a policy perspective, increasingly stringent drinking water standards and requirements for water conservation and sustainable manufacturing will drive companies to shift from hardware manufacturing to system services and the construction of whole-house water purification ecosystems.

This report is a detailed and comprehensive analysis for global Undercounter Water Purifier market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Undercounter Water Purifier market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Undercounter Water Purifier market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Undercounter Water Purifier market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Undercounter Water Purifier market shares of main players, shipments in

revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Undercounter Water Purifier

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Undercounter Water Purifier market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include PHILIPS, FACHIOO, Doulton, 3M, Angel Drinking Water Industrial Group, AQUAPHOR, Anticor, Coway, Puricom, Torayvino, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Undercounter Water Purifier market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Ultrafiltration

Nanofiltration

RO Reverse Osmosis

Market segment by Filtration Accuracy

Filtration Accuracy: 0.001 - 0.01 µm

Filtration Accuracy: 0.01 - 0.1 µm

Others

Market segment by Flux Specifications

Flux Specifications (Gallons/Day): 50-400 GPD

Fluidity Specifications (Gallons/Day): 400-800 GPD

Fluidity Specifications (Gallons/Day): 800-1200+ GPD

Market segment by Application

Home

Office

School

Others

Major players covered

PHILIPS

FACHIOO

Doulton

3M

Angel Drinking Water Industrial Group

AQUAPHOR

Anticor

Coway

Puricom

Torayvino

Ispuring

Filterpur

EVERPOLL

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Undercounter Water Purifier product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Undercounter Water Purifier, with

price, sales quantity, revenue, and global market share of Undercounter Water Purifier from 2021 to 2026.

Chapter 3, the Undercounter Water Purifier competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Undercounter Water Purifier breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Undercounter Water Purifier market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Undercounter Water Purifier.

Chapter 14 and 15, to describe Undercounter Water Purifier sales channel, distributors, customers, research findings and conclusion.

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