+357 96 030922
info@marketpublishers.com

Water Purifier Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

https://marketpublishers.com/r/WA3F5313799BEN.html
Date: February 2025
Pages: 190
Price: US$ 4,850.00 (Single User License)
ID: WA3F5313799BEN

Abstracts

The Global Water Purifier Market was valued at USD 45.7 billion in 2024 and is projected to expand at a 7.1% CAGR from 2025 to 2034. Increasing concerns over water contamination and growing awareness of waterborne diseases are key drivers behind this growth. Industrial activities, urbanization, and outdated water infrastructure continue to contribute to water pollution, increasing the demand for purification solutions.

Wastewater management remains a major issue, as a large percentage of untreated water is discharged into the environment. While developed nations invest in advanced treatment facilities, aging infrastructure still leads to significant pollution concerns. This fuels the adoption of purification systems in residential, commercial, and industrial settings.

Product segmentation includes portable and fixed water purifiers. In 2024, fixed water purifiers accounted for USD 30.9 billion in revenue and are anticipated to grow at a 6.9% CAGR. These systems, installed in homes, businesses, and industrial sites, offer multiple filtration technologies, including reverse osmosis (RO), ultraviolet (UV), and activated carbon filters. The market has seen a rising preference for RO technology due to its efficiency in removing impurities. Fixed purifiers offer cost-effectiveness over time with durable filtration components, reducing the frequency of replacements. Advanced models address a wide range of contaminants, making them a comprehensive solution for long-term water safety.

Application-wise, the market is divided into residential, commercial, and industrial sectors. The residential segment led in 2024 with a 70.1% market share and is expected to grow at a 7.1% CAGR. Water pollution remains a widespread issue, with

+357 96 030922
info@marketpublishers.com

chemical, bacterial, and heavy metal contamination prompting households to adopt purification systems. Government regulations and initiatives promoting safer water consumption further accelerate demand. Higher disposable incomes also play a crucial role, as consumers prioritize health-focused investments.

The market is also categorized based on distribution channels, with offline and online sales dominating sales. In 2024, the offline segment held a 61% market share due to consumer preference for in-store purchases, product demonstrations, and personalized consultations. Many purifiers require professional installation, making physical retail locations a convenient choice. However, online sales are expected to gain traction as e-commerce platforms offer competitive pricing, wider product availability, and home delivery services.

Regionally, North America emerged as the leading market in 2024, capturing 34% of the global share with USD 15.6 billion in revenue. Rising concerns over contaminated drinking water and stringent regulations drive demand for purification systems in the region. Water quality monitoring has revealed widespread contamination, pushing more consumers toward reliable filtration solutions. Regulatory bodies continue to emphasize clean water initiatives, further supporting market expansion.

+357 96 030922
info@marketpublishers.com

Contents

CHAPTER 1 METHODOLOGY & SCOPE

1.1 Research design
  1.1.1 Research approach
  1.1.2 Data collection methods
1.2 Base estimates and calculations
  1.2.1 Base year calculation
  1.2.2 Key trends for market estimates
1.3 Forecast model
1.4 Primary research & validation
  1.4.1 Primary sources
  1.4.2 Data mining sources
1.5 Market definitions

CHAPTER 2 EXECUTIVE SUMMARY

2.1 Industry synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

3.1 Industry ecosystem analysis
3.2 Supplier landscape
3.3 Pricing analysis
3.4 Technology & innovation landscape
3.5 Key news & initiatives
3.6 Regulatory landscape
3.7 Manufacturers
3.8 Distributors
3.9 Retailers
3.10 Impact forces
  3.10.1 Growth drivers
    3.10.1.1 Rising awareness about purified water
    3.10.1.2 Increasing industrial activities
    3.10.1.3 Rising concerns about contaminants and waterborne diseases
    3.10.1.4 Increasing disposable incomes
  3.10.2 Industry pitfalls & challenges
    3.10.2.1 High maintenance cost of filters

+357 96 030922
info@marketpublishers.com

3.10.2.2 Lack of awareness in rural areas
3.11 Growth potential analysis
3.12 Consumer buying behavior
3.13 Porter’s analysis
3.14 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction
4.2 Company market share analysis
4.3 Competitive positioning matrix
4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 - 2034 ($BN) (THOUSAND UNITS)

5.1 Key trends
5.2 Fixed
5.3 Portable

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TECHNOLOGY, 2021 - 2034 ($BN) (THOUSAND UNITS)

6.1 Key trends
6.2 UV water purifiers
6.3 RO Water purifiers
6.4 Gravity water purifiers

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY CAPACITY, 2021 - 2034 ($BN) (THOUSAND UNITS)

7.1 Key trends
7.2 Small (Below 5L)
7.3 Medium (5L to 10L)
7.4 High (Above 10L)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 - 2034 ($BN) (THOUSAND UNITS)

+357 96 030922
info@marketpublishers.com

8.1 Key trends
8.2 Low
8.3 Medium
8.4 High

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2034 ($BN) (THOUSAND UNITS)

9.1 Key trends
9.2 Residential
9.3 Commercial
9.4 Industrial

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 ($BN) (THOUSAND UNITS)

10.1 Key trends
10.2 Offline
10.3 Online

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 ($BN) (THOUSAND UNITS)

11.1 Key trends
11.2 North America
  11.2.1 U.S.
  11.2.2 Canada
11.3 Europe
  11.3.1 UK
  11.3.2 Germany
  11.3.3 France
  11.3.4 Italy
  11.3.5 Spain
  11.3.6 Russia
  11.3.7 Nordics
11.4 Asia Pacific
  11.4.1 China
  11.4.2 India
  11.4.3 Japan

+357 96 030922
info@marketpublishers.com

11.4.4 Australia
11.4.5 South Korea
11.4.6 Southeast Asia
11.5 Latin America
11.5.1 Brazil
11.5.2 Mexico
11.5.3 Argentina
11.6 MEA
11.6.1 UAE
11.6.2 South Africa
11.6.3 Saudi Arabia

CHAPTER 12 COMPANY PROFILES

12.1 A.O. Smith Corporation
12.2 APEC Water Systems
12.3 Aquatech International LLC
12.4 Brita LP
12.5 Culligan International Company
12.6 Helen of Troy Limited
12.7 Honeywell International Inc.
12.8 iSpring Water Systems LLC
12.9 Kent RO Systems Ltd.
12.10 LG Electronics
12.11 Panasonic Corporation
12.12 Pentair Plc.
12.13 Unilever PLC
12.14 Whirlpool Corporation
12.15 3M Purification

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Water Purifier Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

Product link: https://marketpublishers.com/r/WA3F5313799BEN.html

Price: US$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/WA3F5313799BEN.html