

Home Water Filtration Unit Market Size, Share & Trends Analysis Report By Product (RO-based, UV-based), By Region (Asia Pacific, Europe, Middle East & Africa, North America), And Segment Forecasts, 2022 - 2030

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Abstracts

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Home Water Filtration Unit Market Growth & Trends

The global home water filtration unit market size is projected to reach USD 26.73 billion in 2030, registering a CAGR of 10.5% from 2022 to 2030, according to a new report by Grand View Research, Inc. In recent years, the industry has gained immense traction as a result of changing lifestyles, especially in urban areas. The scarcity of drinking water has obligated the domestic authorities to provide the population with an adequate supply of the same. Taking advantage of this opportunity, companies, such as Eureka Forbes and Aquaguard, have emerged as the industry leaders in the domestic segment. Product penetration in developed countries, such as the U.S. and Canada, is relatively higher while vast semi-urban and rural areas in developing countries, such as India and China, remain untapped.

The home water filtration unit is seen as a necessity, especially in metros and urban cities, due to rising microbial and chemical contamination in the surface water sources. Growing awareness about the adverse effects of contaminated surface water, along with a declining level of potable water, has resulted in a significant shift in consumer preferences for technology-based domestic water purification systems worldwide. The industry was negatively impacted due to lockdowns imposed in several countries worldwide as a result of the pandemic. Manufacturing companies faced a lot of

challenges owing to interruptions in component supply. Also, several countries witnessed curfew-like situations where businesses were not allowed to operate.

The water purifier is a purification system used to remove suspended solids, chemicals, unwanted materials, and gases to make water fit for a specific purpose. The industry is primarily driven by several factors, including technological developments in the industry and rising public awareness about the diseases transmitted through the consumption of contaminated water. Market penetration is comparatively higher in developed nations like the U.S., Canada, and Italy. Large semi-urban and rural areas, however, can be found in growing nations like China and India. However, the industry eventually returned to the pre-pandemic situation as people resumed their normal life. The RO-based product segment led the industry in 2021.

It is expected to witness progressive growth during the forecasted period. Increasing cases of waterborne diseases have made consumers cautious about the health risks associated with impure drinking water. In 2021, Asia Pacific led the industry and is anticipated to witness the fastest CAGR from 2022 to 2030. In Asia Pacific, China contributed to the majority of the share in 2021. Europe will be the second-fastest-growing region over the forecast period. Factors driving the demand for domestic water purifiers in this region are growing cases of jaundice and waterborne infections, rising awareness about sanitation among the urban population, and exponential growth of residential constructions in the region.

Home Water Filtration Unit Market Report Highlights

The RO-based product segment is expected to register the fastest CAGR from 2022 to 2030

The increasing cases of waterborne diseases have made consumers cautious about the health risks associated with impure drinking water; thus, it is anticipated to propel the segment growth

Asia Pacific led the industry in 2021 and is it anticipated to witness the fastest CAGR during the forecast period

The industry is majorly dependent on consumer preference due to the presence of leading vendors competing in terms of variety and prices

Companies, such as Eureka Forbes Ltd. and Kent RO System Ltd., are popular

amongst consumers, especially across the Indian sub-continent, as these are available in various design options

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