

Philippines Gravity-Based Water Purifier Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The Philippines gravity-based water purifier market size reached US\$ 46.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 115.8 Million by 2028, exhibiting a growth rate (CAGR) of 16.9% during 2023-2028.

A gravity-based water purifier refers to a non-electric water purifier that uses activated carbon for a chemical-free water filtration process. It operates through an ultra-filtration mechanism and offers several benefits, such as convenience in usage and cost-effectiveness. Furthermore, a gravity-based water purifier is easily portable, energy-efficient, and removes pollutants/turbidity, thus making the water suitable for consumption. Owing to these benefits, it is widely installed across several residential, commercial, and industrial sectors in the Philippines.

The increasing demand for gravity-based water purifiers in the Philippines can be attributed to the rising health concerns and consumer awareness towards the need for clean drinking water. Moreover, the degrading quality of drinking water resources, coupled with the high prevalence of water-borne diseases, including cholera, hepatitis A, diarrhea, rotavirus, etc., has augmented the demand for gravity-based water purifiers in the region. In addition to this, the rising adoption of gravity-based water filtration technology, owing to its high-performance efficiency and zero electricity consumption, has further propelled the market growth. Moreover, the implementation of stringent government regulations for promoting the need for safe drinking water, is also boosting the product sales in the region. Besides this, the government also strives to reduce carbon emission levels and promote energy conservation, thereby replacing electricity-

based purifiers with gravity-based water filters. Furthermore, the changing socio-economic scenario and rising disposable incomes in the country has also elevated the consumer living standards. This has increased the awareness pertaining to health and well-being among Filipino consumers leading to growing adoption of hygiene practices. Furthermore, various advancements in filtration technologies, along with the increasing penetration of newer and innovative products, will continue to bolster the growth of the Philippines gravity-based water purifier market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Philippines gravity-based water purifier market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Individual Water Purifiers
- Community Water Purifiers

Breakup by Distribution Channel:

- Direct Sales
- Company Outlets
- Online
- Others

Competitive Landscape:

The report has also examined the competitive landscape of the market and some of the key players include A.O Smith, Amway, Culligan, Kent RO Systems, Toray, Unilever PLC, Waters Philippines, and Woongjin Coway Co Ltd.

Key Questions Answered in This Report:

How has the Philippines gravity-based water purifier market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Philippines gravity-based water purifier market?

What is the breakup of the Philippines gravity-based water purifier market based on the product type?

What is the breakup of the Philippines gravity-based water purifier market based on the distribution channel?

What are the key driving factors and challenges in the Philippines gravity-based water purifier market?

What is the structure of the Philippines gravity-based water purifier market and who are the key players?

What is the degree of competition in the Philippines gravity-based water purifier market?

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