

Water Purifier Market Report by Technology Type (Gravity Purifiers, RO Purifiers, UV Purifiers, Sediment Filter, Water Softener, and Others), Distribution Channel (Retail Stores, Direct sales, Online), End-User (Industrial, Commercial, Household), and Region 2024-2032

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Abstracts

The global water purifier market size reached US\$ 55.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 108.3 Billion by 2032, exhibiting a growth rate (CAGR) of 8.85% during 2024-2032. The market is experiencing strong growth driven by increasing awareness of water quality, rapid urbanization and improving infrastructure in emerging economies, escalating need for eco-friendly and sustainable water purification technologies, and heightening focus on health and wellness.

Water Purifier Market Analysis:

Market Growth and Size: The market is witnessing stable growth, driven by increasing concerns about water quality, rising health consciousness, and the need for safe drinking water, particularly in regions with water contamination issues.

Rapid Urbanization: Rapid urbanization, especially in emerging economies, is a significant driver of the water purifier market. As urban populations grow, access to clean and safe drinking water becomes a priority, leading to a heightened demand for water purification solutions.

Industry Applications: The market experiences high demand from diverse industries, including residential, commercial, industrial, and healthcare sectors, all requiring reliable water purification systems to meet their specific needs.

Geographical Trends: Asia Pacific leads the market, propelled by its large population,

urbanization, and water quality concerns. The region's growth is fueled by the need for accessible and safe drinking water solutions.

Competitive Landscape: The water purifier market is characterized by intense competition, with key players focusing on product innovation, technological advancements, and marketing strategies to gain a competitive edge and capture a larger market share.

Challenges and Opportunities: While the market faces challenges such as environmental concerns and the availability of alternative water sources, it also offers lucrative opportunities in the development of sustainable and efficient water purification technologies and addressing the growing demand for portable and cost-effective solutions.

Future Outlook: The future of the water purifier market looks promising, with potential growth in emerging markets, increasing awareness of water-related health issues, and advancements in water purification technologies, offering solutions for safe and clean drinking water.

Water Purifier Market Trends:

Increasing water contamination concerns

The increasing concerns over water contamination have emerged as a significant driver in the water purifier market. As awareness of water quality issues, such as pollutants, heavy metals, and microbial contaminants, continues to grow, consumers are becoming increasingly conscious of the need for safe and clean drinking water. This heightened awareness is fueled by instances of waterborne diseases, industrial pollution, and environmental degradation. Consumers prioritize their health and well-being, making access to pure and uncontaminated water a top priority. Water purifiers have become indispensable in ensuring that households have a consistent supply of safe drinking water. These devices employ various advanced filtration technologies, including activated carbon, UV purification, and reverse osmosis, to effectively remove impurities and contaminants. As water contamination concerns persist and regulations become more stringent, the market for water purifiers is expected to continue its growth trajectory, addressing the vital need for safe and potable water in an increasingly polluted world.

Rising health and wellness consciousness

The rise in health and wellness consciousness among consumers represents another pivotal driver in the water purifier market. An increasing number of individuals are recognizing the crucial role that clean and purified water plays in maintaining overall

health and well-being. This growing awareness stems from concerns over the presence of contaminants, pollutants, and potential health risks associated with untreated or impure water sources. Consumers are increasingly informed about the potential health benefits of consuming purified water. They understand that removing impurities, harmful chemicals, and microbial contaminants can lead to improved digestion, enhanced immunity, and better overall health. As a result, health-driven choices are becoming a significant factor in the decision to invest in water purifiers for homes. Moreover, the preference for avoiding bottled water, which may not always guarantee purity and contributes to plastic waste, drives consumers to seek reliable in-home water purification solutions. This consciousness of health and the environment is reshaping consumer behavior, fueling the demand for water purifiers that provide easy access to safe and clean drinking water.

Rapid infrastructure development and urbanization

Infrastructure development and rapid urbanization are fostering growth in the water purifier market, particularly in emerging economies. As cities expand and modernize, there is typically an improvement in water supply infrastructure. However, this progress does not negate the ongoing need for additional water purification solutions. Several factors contribute to the sustained demand for water purifiers in urban settings. Firstly, population growth is a common feature of urban areas, and this places increased pressure on existing water supply systems. As more people rely on municipal water sources, maintaining water quality and safety becomes increasingly challenging. Industrialization often accompanies urbanization, leading to the introduction of various pollutants and contaminants into the water supply. Industrial wastewater discharge can pose a risk to municipal water quality, necessitating additional purification measures. Furthermore, there has been a rise in concerns about the quality of municipal tap water even with improved infrastructure. These concerns, which may relate to taste, odor, or potential contaminants, encourages consumers to seek supplementary water purification solutions for their homes.

Water Purifier Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, and regional levels for 2024-2032. Our report has categorized the market based on technology type, distribution channel, and end-user.

Breakup by Technology Type:

Gravity Purifiers

RO Purifiers
UV Purifiers
Sediment Filter
Water Softener
Others

RO purifiers account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the technology type. This includes gravity purifiers, RO purifiers, UV purifiers, sediment filter, water softener, and others. According to the report, RO purifiers represented the largest segment.

Reverse Osmosis (RO) purifiers dominate the market due to their exceptional filtration capabilities. They use a semi-permeable membrane to remove a wide range of contaminants, including heavy metals, dissolved solids, and microorganisms. RO purifiers produce high-quality drinking water but may generate wastewater during the purification process.

Gravity purifiers are simple and cost-effective devices that use the force of gravity to filter out contaminants. They are ideal for areas with limited access to electricity and rely on gravity to push water through filtration media. While they provide basic purification, they may not remove all types of contaminants, making them suitable for relatively clean water sources or as a secondary purification method.

UV purifiers employ ultraviolet light to disinfect water by inactivating microorganisms like bacteria and viruses. They are effective in killing pathogens but may not remove other impurities like dissolved solids. UV purifiers are often used in conjunction with other filtration methods for comprehensive purification.

Sediment filters primarily target physical impurities like sand, silt, and rust particles. They are typically used as pre-filters to protect other purification components in a water purifier system. Sediment filters ensure that the water entering the purifier is free from large debris that could clog or damage the main filtration stages.

Water softeners focus on reducing the hardness of water by removing minerals like calcium and magnesium ions. While they enhance water quality for household purposes, they may not address microbial or chemical contaminants. Water softeners are commonly used alongside other purification technologies in regions with hard water.

issues.

Breakup by Distribution Channel:

Retail Stores

Direct sales

Online

Retail stores hold the largest share in the industry

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes retail stores, direct sales, and others. According to the report, retail stores accounted for the largest market share.

Retail stores are traditional and prominent distribution channels for water purifiers. They offer customers the advantage of physical interaction with products, allowing consumers to assess quality and features firsthand. Knowledgeable sales staff can provide guidance, which is especially valuable for complex or premium water purifiers. Retail stores cater to immediate purchase needs and provide post-sale services such as installation and maintenance. Their wide presence ensures accessibility to consumers across urban and rural areas, making them a preferred choice, particularly in regions where in-person shopping is the norm.

Direct sales involve manufacturers or authorized dealers selling water purifiers directly to consumers. This distribution channel allows for personalized demonstrations and product explanations, building trust and ensuring consumers make informed choices. Direct sales may also offer flexible payment options. However, it can be associated with higher product costs due to commissions and operational expenses.

Online distribution has witnessed significant growth in the water purifier market, offering consumers convenience and a vast product range. E-commerce platforms provide detailed product descriptions, customer reviews, and competitive pricing. Online sales cater to a tech-savvy customer base seeking easy access to a variety of water purifiers and the convenience of doorstep delivery. Online channels are especially favored by urban consumers with busy lifestyles and a preference for digital shopping experiences.

Breakup by End User:

Industrial

Commercial
Household

Household represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end user. This includes industrial, commercial, and household. According to the report, household represented the largest segment.

The household sector dominates the water purifier market due to its vast consumer base seeking safe and clean drinking water. Health-conscious individuals and families invest in water purifiers to ensure their tap water meets safety standards. Household water purifiers vary in size and complexity, catering to diverse consumer needs. The convenience of at-home water purification, coupled with increasing awareness of water-related health concerns, makes households the primary driving force behind the market's growth.

The industrial sector represents a significant end user of water purifiers, mainly for processes requiring high-quality water, such as manufacturing, food and beverage production, and pharmaceuticals. Industrial water purification systems ensure consistent water quality and prevent equipment damage. While this sector fuels the demand for large-scale purification solutions, it accounts for a substantial portion of the market. However, it is outpaced by the household sector, as industrial demand is limited to specific industries with stringent water quality requirements.

The commercial sector includes businesses like restaurants, hotels, and offices that rely on water purifiers to meet their daily water needs. Commercial water purifiers enhance the taste and quality of drinking water for customers and employees. They are often more robust than household units but cater to a smaller market share compared to households, as businesses typically purchase fewer units and prioritize cost-effective solutions.

Breakup by Region:

Europe
North America
Asia Pacific
Middle East and Africa
Latin America

Asia Pacific leads the market, accounting for the largest water purifier market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, Middle East and Africa, and Latin America. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific held the biggest market share due to its large population, rapid urbanization, and increasing awareness of water quality issues. Access to safe drinking water is a priority in the region, fueling substantial demand for a wide range of water purifiers. Urban growth, industrialization, and water contamination concerns contribute to the region's market dominance. The availability of various water purifier types and the expansion of distribution networks ensure Asia Pacific's leading position.

Europe drives the water purifier market through its stringent water quality standards and health-conscious consumer base. Consumers prioritize clean and safe drinking water, spurring demand for advanced purification technologies. The region's focus on sustainability aligns with eco-friendly purification methods, thus fostering innovation. High urbanization rates and developed infrastructure enhance market accessibility. Despite its strong position, Europe is outpaced by the Asia Pacific region.

North America contributes significantly to the water purifier market, driven by concerns about water contaminants and health consciousness. Consumers seek water purification solutions to ensure the quality of their tap water. The region's preference for advanced technologies, such as RO and UV purifiers, fuels market growth. Established distribution channels and online sales further drive accessibility to water purifiers. North America remains a substantial market, although it falls behind the Asia Pacific.

The Middle East and Africa drive the water purifier market with a growing population, improving living standards, and a focus on health and hygiene. Concerns about water quality in certain areas lead to a demand for water purifiers, particularly in urban centers. The region's unique water challenges, such as desalination needs, contribute to specialized purification solutions. While the market in this region is growing, it is smaller compared to Asia Pacific.

Latin America plays a role in the water purifier market, primarily due to water quality issues in some areas and an emerging awareness of health-consciousness. Consumers seek purification solutions to address contaminants in their tap water. However, the

market's size in Latin America is comparatively smaller than in regions like Asia Pacific and North America, as it is still evolving and has room for further growth.

Leading Key Players in the Water Purifier Industry:

Key players in the water purifier market are actively engaged in several strategic initiatives to maintain their competitive edge. They are heavily investing in research and development (R&D) to develop advanced and innovative purification technologies that provide more efficient and sustainable solutions. Many industry leaders are focusing on expanding their product portfolios to cater to diverse consumer needs, including compact and cost-effective purifiers for smaller households and portable units for outdoor use. Marketing efforts also play a pivotal role, with an emphasis on highlighting the health benefits of purified water and the environmental advantages of eco-friendly purification methods. Furthermore, partnerships and collaborations with distribution channels are being forged to enhance market reach and accessibility, ensuring that these leading water purifier companies remain at the forefront of providing clean and safe drinking water solutions to consumers worldwide.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

LG Electronics Inc.
Unilever N.V.
Panasonic Corporation
Kineticco Incorporated (Axel Johnson Inc.)
Aquatech International LLC
GE Appliances (Haier Inc.)
A.O. Smith Corporation
Whirlpool Corporation
Eureka Forbes Ltd.
Pentair Plc
Kaz USA, Inc.
Mitsubishi Rayon Cleansui Co., Ltd.
Kent RO Systems Ltd.
Tata Chemicals Ltd.
Koninklijke Philips N.V.
EcoWater Systems LLC.
3M
Ion Exchange

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

June 28, 2022: Pentair PLC announced the acquisition of the Manitowoc Ice from Welbilt, Inc. his acquisition aligns with Pentair's goal of bolstering its commercial water solutions business. Manitowoc Ice is known for its expertise in manufacturing commercial ice machines, a complementary addition to Pentair's portfolio of water-related products and solutions. This move allows Pentair to diversify its offerings further, serving a broader customer base in the commercial sector and strengthening its position as a comprehensive provider of water-related solutions for businesses and industries.

May 16, 2022: Eureka Forbes Ltd., renowned for its Aquaguard brand, launched new marketing campaign featuring the popular actor Madhuri Dixit. The campaign, titled "Pani mein Zinc aisa kahaan hota hai... jahaan Aquaguard hota hai," underscores the brand's commitment to providing safe and zinc-enriched drinking water. This strategic move highlights the importance of zinc in water purification, positioning Aquaguard as a trusted solution. The campaign was orchestrated by Taproot Dentsu India Communications and is set to be disseminated across various media channels and platforms, further strengthening Aquaguard's presence in the water purifier market.

January 25, 2022: Whirlpool Corporation announced the relocation of its Global Technology & Engineering Center (GTEC) of its Global Product Organization to a new facility in Pune (India) in order to innovate new technology in its products. This strategic move underscores the company's commitment to innovation and the development of cutting-edge technology in its products. GTEC holds significant importance as one of Whirlpool's primary R&D institutes on a global scale, playing a pivotal role in the company's worldwide product development efforts.

Key Questions Answered in This Report

1. What was the global water purifier market size in 2023?
2. What will be the global water purifier market outlook during the forecast period (2024-2032)?
3. What is the impact of COVID-19 on the global water purifier market?
4. What are the global water purifier market drivers?
5. What are the major trends in the global water purifier market?
6. What is the global water purifier market breakup by technology type?
7. What is the global water purifier market breakup by distribution channel?

8. What is the global water purifier market breakup by end user?
9. What are the major regions in the global water purifier market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL WATER PURIFIER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Technology Type
- 5.5 Market Breakup by Distribution Channel
- 5.6 Market Breakup by End-User
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

6 MARKET BREAKUP BY TECHNOLOGY TYPE

- 6.1 Gravity Purifiers

- 6.1.1 Market Trends
- 6.1.2 Market Forecast
- 6.2 RO Purifiers
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 UV Purifiers
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Sediment Filter
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Water Softener
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Retail Stores
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Direct sales
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Online
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY END-USER

- 8.1 Industrial
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Commercial
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Household

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Europe

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 North America

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Latin America

9.5.1 Market Trends

9.5.2 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

11.1 Overview

11.2 Research and Development

11.3 Raw Material Procurement

11.4 Manufacturing

11.5 Marketing

11.6 Distribution

11.7 End-Use

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

- 13.1 Price Indicators
- 13.2 Price Structure
- 13.3 Margin Analysis

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 LG Electronics Inc.
 - 14.3.2 Unilever N.V.
 - 14.3.3 Panasonic Corporation
 - 14.3.4 Kinetico Incorporated (Axel Johnson Inc.)
 - 14.3.5 Aquatech International LLC
 - 14.3.6 GE Appliances (Haier Inc.)
 - 14.3.7 A.O. Smith Corporation
 - 14.3.8 Whirlpool Corporation
 - 14.3.9 Eureka Forbes Ltd.
 - 14.3.10 Pentair Plc
 - 14.3.11 Kaz USA, Inc.
 - 14.3.12 Mitsubishi Rayon Cleansui Co., Ltd.
 - 14.3.13 Kent RO Systems Ltd.
 - 14.3.14 Tata Chemicals Ltd.
 - 14.3.15 Koninklijke Philips N.V.
 - 14.3.16 EcoWater Systems LLC.
 - 14.3.17 3M
 - 14.3.18 Ion Exchange

List Of Tables

LIST OF TABLES

Table 1: Global: Water Purifier Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Water Purifier Market: Forecast: Breakup by Technology Type (in Million US\$), 2024-2032

Table 3: Global: Water Purifier Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: Global: Water Purifier Market Forecast: Breakup by End-User (in Million US\$), 2024-2032

Table 5: Global: Water Purifier Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Water Purifier Market Structure

Table 7: Global: Water Purifier Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Water Purifier Market: Major Drivers and Challenges

Figure 2: Global: Water Purifier Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Water Purifier Market: Breakup by Technology Type (in %), 2023

Figure 4: Global: Water Purifier Market: Breakup by Distribution Channel (in %), 2023

Figure 5: Global: Water Purifier Market: Breakup by End-User (in %), 2023

Figure 6: Global: Water Purifier Market: Breakup by Region (in %), 2023

Figure 7: Global: Water Purifier Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: Global: Water Purifier Industry: SWOT Analysis

Figure 9: Global: Water Purifier Industry: Value Chain Analysis

Figure 10: Global: Water Purifier Industry: Porter's Five Forces Analysis

Figure 11: Global: Water Purifier (Gravity Purifiers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Water Purifier (Gravity Purifiers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Water Purifier (RO Purifiers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Water Purifier (RO Purifiers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Water Purifier (UV Purifiers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Water Purifier (UV Purifiers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Water Purifier (Sediment Filter) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Water Purifier (Sediment Filter) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Water Purifier (Water Softener) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Water Purifier (Water Softener) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Water Purifier (Others Technology Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Water Purifier (Others Technology Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Water Purifier Market: Sales through Retail Stores (in Million US\$), 2018 & 2023

Figure 24: Global: Water Purifier Market Forecast: Sales through Retail Stores (in Million US\$), 2024-2032

Figure 25: Global: Water Purifier Market: Sales through Direct sales (in Million US\$), 2018 & 2023

Figure 26: Global: Water Purifier Market Forecast: Sales through Direct sales (in Million US\$), 2024-2032

Figure 27: Global: Water Purifier Market: Sales through Online (in Million US\$), 2018 & 2023

Figure 28: Global: Water Purifier Market Forecast: Sales through Online (in Million US\$), 2024-2032

Figure 29: Global: Water Purifier (Industrial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Water Purifier (Industrial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Water Purifier (Commercial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Water Purifier (Commercial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Water Purifier (Household) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Water Purifier (Household) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Europe: Water Purifier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Europe: Water Purifier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: North America: Water Purifier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: North America: Water Purifier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Asia Pacific: Water Purifier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Asia Pacific: Water Purifier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Middle East and Africa: Water Purifier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Middle East and Africa: Water Purifier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Latin America: Water Purifier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Latin America: Water Purifier Market Forecast: Sales Value (in Million US\$), 2024-2032

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