

North America Water Purifier Market (2016-2022)

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Abstracts

The primary factors that drive the water purifier market include rise in levels of disposable income of customers, increased incidences of waterborne diseases, industrial development leading to water pollution and rising health concerns. Nevertheless, growing demand for packaged drinking water is a major factor that limits the market growth. Low market penetration in rural areas is another major challenge for the market growth, due to lack of awareness about health and sanitation.

Packaged drinking water is gaining prominence among customers due to easy availability and cost-effectiveness. Factors such as growing income levels, increasing health concerns and changing customer preference is driving the demand of packaged drinking water. The key players in this industry are Bisleri, PepsiCo, Coca Cola, Nestle Waters, and others.

Water purifiers are equipment used to remove the biological contaminants, suspended solids, toxins, harmful gases & chemicals, bacteria, fungi and other impurities from the water and make the water safe to drink. The developed regions are the major markets for water purifiers.

The report highlights the adoption of Water purifier in North America. Based on Technology, the market is segmented into Gravity purifier, UV Purifier and RO Purifier. Based on End User, the market is segmented into Commercial and Residential. Based on Distribution, the market is segmented into Retail stores, Direct sales, and Online. The countries included in the report are U.S, Canada, Mexico and Rest of North America.

Key companies profiled in the report includes Eureka Forbes Ltd., Kent Ro System Ltd., Alticor, Brita GmbH, A. O. Smith Corporation, Panasonic Corporation, General Electric (Ge) And Tata Chemicals.

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