

Global Undercounter Water Purifier Market Growth 2026-2032

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Abstracts

The global Undercounter Water Purifier market size is predicted to grow from US\$ 2619 million in 2025 to US\$ 4297 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

In 2024, global sales of Undercounter Water Purifiers reached 13.5 million units, with an average selling price of US\$185 per unit. Undercounter Water Purifiers are point-of-use water treatment devices installed under kitchen cabinets that deeply purify tap water through multi-stage filters, primarily removing heavy metals, residual chlorine, bacteria, and organic contaminants. Their main upstream raw materials include activated carbon, ultrafiltration membranes, RO reverse osmosis membranes, stainless steel casings, and ABS engineering plastics. Representative companies include Toray, Dow, Pentair, and SABIC. Downstream channels mainly target household water purification, e-commerce platforms, home improvement projects, and commercial kitchens. Global total production capacity is approximately 18 million units, with an average gross profit margin of 28%-35%. Downstream consumption is comprised of approximately 70% for residential users, 25% for commercial and office settings, and the remainder for engineering projects. Upstream materials, including activated carbon and RO membranes, account for approximately 45% of the cost. The future market will focus on intelligent filter replacement reminders, IoT remote monitoring, and water-saving backwashing technologies to drive product upgrades from simple purification to smart home integration.

The Undercounter Water Purifier market is in a phase of steady expansion, driven primarily by increased global awareness of drinking water safety, worsening pollution issues in aging urban water supply networks, and consumers' pursuit of a high-quality lifestyle. Compared to countertop or portable water purifiers, under-sink water purifiers

offer significant advantages in filtration accuracy, space utilization, and aesthetics, with rapidly increasing penetration rates, particularly in mid-to-high-end household markets such as North America, Europe, and China. Technologically, declining costs of RO reverse osmosis and ultrafiltration membranes have driven the adoption of mid-range products, while features such as intelligent control modules, filter life monitoring, and remote water quality monitoring have become the new focus of competition. The market competition landscape shows a trend towards high brand concentration, while the OEM/ODM model is rapidly spreading, making Asian manufacturing bases the industry's center. Future growth potential will be concentrated in emerging markets such as Southeast Asia, India, and the Middle East, with increasing demand from commercial scenarios (such as restaurant chains and medical institutions). From a policy perspective, increasingly stringent drinking water standards and requirements for water conservation and sustainable manufacturing will drive companies to shift from hardware manufacturing to system services and the construction of whole-house water purification ecosystems.

LP Information, Inc. (LPI) ' newest research report, the "Undercounter Water Purifier Industry Forecast" looks at past sales and reviews total world Undercounter Water Purifier sales in 2025, providing a comprehensive analysis by region and market sector of projected Undercounter Water Purifier sales for 2026 through 2032. With Undercounter Water Purifier sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Undercounter Water Purifier industry.

This Insight Report provides a comprehensive analysis of the global Undercounter Water Purifier landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Undercounter Water Purifier portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Undercounter Water Purifier market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Undercounter Water Purifier and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Undercounter Water Purifier.

This report presents a comprehensive overview, market shares, and growth opportunities of Undercounter Water Purifier market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Ultrafiltration

Nanofiltration

RO Reverse Osmosis

Segmentation by Filtration Accuracy:

Filtration Accuracy: 0.001 - 0.01 μ m

Filtration Accuracy: 0.01 - 0.1 μ m

Othes

Segmentation by Flux Specifications:

Flux Specifications (Gallons/Day): 50-400 GPD

Fluidity Specifications (Gallons/Day): 400-800 GPD

Fluidity Specifications (Gallons/Day): 800-1200+ GPD

Segmentation by Application:

Home

Office

School

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

PHILIPS

FACHIOO

Doulton

3M

Angel Drinking Water Industrial Group

AQUAPHOR

Anticor

Coway

Puricom

Torayvino

Ispuring

Filterpur

EVERPOLL

Key Questions Addressed in this Report

What is the 10-year outlook for the global Undercounter Water Purifier market?

What factors are driving Undercounter Water Purifier market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Undercounter Water Purifier market opportunities vary by end market size?

How does Undercounter Water Purifier break out by Type, by Application?

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