

Water Purifier Market in India (2018-2023) Share based on Company (Eureka Forbes, Kent RO, Livpure, Others) and data on Organized vs Unorganized Sector

<https://marketpublishers.com/r/WBE95D56D07EN.html>

Date: October 2018

Pages: 58

Price: US\$ 950.00 (Single User License)

ID: WBE95D56D07EN

Abstracts

India water purifier market

Water purifiers are no longer considered to be consumer durables limited to affluent households. Increasing awareness coupled with lower prices have increased the penetration of water purifiers across lower income groups and rural households in the country. Reverse osmosis (RO) technology embedded in modern water purifiers is the most popular category.

Water purifiers range from simple water filters to advanced purifiers using membrane technology for water filtration followed by disinfection with ultraviolet (UV) lamp filters. Water purification has evolved, from using clay to filter out the sediments, to advanced water purification technologies that use electricity and the internet.

Import of household type water filters by value has grown at a compound annual growth rate (CAGR) of ~15.2%, where in terms of volume, it has gone down at a CAGR of ~21.5% during FY 2014 to FY 2018 due to a reduction in customs duty. Bangladesh is the largest importer of water filters for homes both in terms of value and volume for FY 2017 and FY 2018, followed by Philippines, Indonesia and Sri Lanka among others.

Key growth factors

Manufacturers are producing affordable water-purifying units in order to penetrate the market. The price of water purifiers range from INR 500 - INR 20,000. Low-cost purifiers are easy to maintain and the refilling/refurbishing cost is also not very high.

India has the world's highest number of people who are without access to clean water. Moreover, challenges such as acute shortage, excessive salinity, and depleting underground water reserves plague the water distribution system. The proportionate levels of total dissolved solids (TDS), hardness, chlorides, and nitrates among others responsible for water contamination, have exceeded the permissible limits in certain parts of Mumbai, Delhi, Bangalore, Lucknow, Pune, Hyderabad, Kolkata and Chennai.

Threats and key players

Water purifiers are considered to be a push product requiring considerable concept selling in rural markets, and penetration of water purifiers in rural India is also lower due to economic factors, poor sales and lack of distribution networks

Eureka Forbes Limited, KENT RO Systems Limited, Blue Star Limited, Hindustan Unilever Limited and Tata Chemicals Limited are some of the major players operating in the Indian water purifier market

What is covered in the report?

1. Overview of the Indian water purifier market
2. Historical, current and forecasted market size data for the Indian water purifier market (2016 to 2023)
3. Qualitative analysis of the Indian water purifier market and its segments (by company- Eureka Forbes, Kent Ro, Livpure and others)
4. Trade analysis of the water purifier market in India
5. Qualitative analysis of the major drivers and challenges affecting the market
6. Analysis of the competitive landscape and profiles of major players operating in the market
7. Key recent developments associated with the water purifier market in India

Why buy?

1. Get a broad understanding of the water purifier market in India, the dynamics of the market and current state of the sector

2. Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market
3. Be informed regarding the key developments in the water purifier market in India
4. Understand major competitors' business strategies and market dynamics and respond accordingly to benefit from the market

Customizations Available

With the given market data, Netscribes offers customizations according to specific needs.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

CHAPTER 2: SOCIO-ECONOMIC INDICATORS

CHAPTER 3: INTRODUCTION

3.1. Water purifier market definition and structure

CHAPTER 4: WATER PURIFIER MARKET - OVERVIEW

4.1. Residential water purifier market size & growth forecast - value-wise

4.2. Porter's five forces analysis

CHAPTER 5: WATER PURIFIER MARKET - SEGMENTATION

5.1. Company-wise market share - percentage split

Eureka Forbes

Kent RO

Livpure

Others

5.2. Organized vs unorganized – percentage split

CHAPTER 6: TRADE ANALYSIS

6.1. Export of home insecticides

Value-wise

Volume-wise

Country-wise

6.2. Import of home insecticides

Value-wise

Volume-wise

Country-wise

CHAPTER 7: KEY GROWTH DRIVERS OF THE MARKET

CHAPTER 8: KEY DETERRENTS TO THE GROWTH OF THE MARKET

CHAPTER 9: COMPETITIVE LANDSCAPE

9.1. Product benchmarking – Top five players

9.2. Blue Star Limited

Corporate information

Business description

Products and services

Key people

Financial snapshot (total income, net profit/loss)

Key ratios

Business segments, geographical segments

9.3. Hindustan Unilever Limited

Corporate information

Business description

Products and services

Key people

Financial snapshot (total income, net profit/loss)

Key ratios

Business segments, geographical segments

9.4. Tata Chemicals Limited

Corporate information

Business description

Products and services

Key people

Financial snapshot (total income, net profit/loss)

Key ratios

Business segments, geographical segments

9.5. Eureka Forbes Limited

Corporate information

Business description

Products and services

Key people

9.6. Hi-Tech Sweet Water Technologies Private Limited

Corporate information

Business description

Products and services

Key people

9.7. KENT RO Systems Limited

Corporate information

Business description

Products and services

Key people

9.8. LG Electronics India Private Limited

Corporate information

Business description

Products and services

Key people

9.9. Livpure Private Limited

Corporate information

Business description

Products and services

Key people

9.10. OKAYA Power Private Limited

Corporate information

Business description

Products and services

Key people

9.11. Panasonic India Private Limited

Corporate information

Business description

Products and services

Key people

CHAPTER 10: RECENT DEVELOPMENTS

CHAPTER 11: APPENDIX

Please note that due to the dynamic nature of the market, we believe in frequent updating to ensure that we provide the latest figures and relevant insights. Therefore, this table of contents is subject to change as the research progresses. The final report may require 4-5 working days post-confirmation in order to incorporate the most recent updates.

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