

# Water Purifier Market in India 2017



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<https://marketpublishers.com>

## Water Purifier Market in India 2017

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Netscribes' latest market research report titled Water Purifier Market in India 2017 states that the domestic market for residential water purifiers is expected to grow at a CAGR of ~21% from FY 2016 over the next five years. Currently, water purifiers are no longer considered consumer durables limited to affluent households as they are available at low prices and have started to penetrate through to the lower income groups and rural households across the country. Increasing advertisements by water purifier companies on most popular media platforms such as television, radio, and print is impacting consumers' preferences when selecting a purifier for their daily requirements. Value-wise, electric purifiers contribute ~70% to the total market due to their higher price points, while the rest comprises gravity-based purifiers. The domestic market is largely under penetrated and manufacturers have ample opportunities to grow in this market. Eureka Forbes Ltd., Hi-Tech Sweet Water Technologies Pvt. Ltd., Hindustan Unilever Ltd., and KENT RO Systems Ltd. are some of the notable companies in the Indian water purifier market. Demand for water purifiers is huge in the developing countries like India, as government initiatives in such countries are not enough to provide clean drinking water.

Increasing urbanization is one of the major contributing factors behind the growth of the domestic water purifier market. The water purifier market faces some challenges such as lack of awareness among the rural population and lack of standardization among the products marketed by companies. However, India has witnessed a decent rise in export of household type water filters during FY 2013 to FY 2017. Recent trends, like leading sanitary ware and water heating products manufacturing companies foraying into the water purifier segment, have made it evident that new players from different industries are entering the domestic market and are also trying to increase the number of selling points. There is a lot of opportunity for new players as the rural market is still untapped.

### COVERAGE:

- Overview of the residential water purifier market in India and forecasted market size data over FY 2016 to FY 2022e
- Major technologies used in the water purifier segment
- Advertisement analysis of Major Water Purifier Companies
- Qualitative analysis of the major drivers and challenges affecting the market
- Analysis of the competitive landscape and detailed profiles of major public and private players

### WHY BUY?

- Get a broad understanding of the water purifier market in India, the dynamics of the market and current state of the same
- Strategize marketing, and other business plans by understanding factors influencing growth in the market
- Understand major competitors' business, market dynamics, and respond accordingly

## Table of Content

Slide 1: Executive Summary

## MACROECONOMIC INDICATORS

Slide 2: Total Population (2010-2011 – 2019-2020), Population Density (2010-2011 – 2019-2020)  
Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 – 2019-2020)  
Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)  
Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)  
Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)  
Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

## INTRODUCTION

Slide 8: Market Definition & Structure – Major Technologies

## MARKET OVERVIEW

Slide 9: Indian Residential Water Purifier Market – Overview; Market Size & Growth Forecast (Value-wise; FY 2016 to FY 2022e)

Market Segmentation – Percentage Split (Organized vs Unorganized){As of Apr 2015}

Slide 10-11: Advertisement Analysis

Top Advertisers on Television (Duration wise; 2012 to 2015)

Advertisement Duration on Radio (2012 to 2015)

Advertisement Volume in the Print Medium (2012 to 2015)

## TRADE ANALYSIS

Slide 12: Export of Household Type Filters – Size {Value-Wise; FY 2013 – FY 2017} and {Volume-Wise; FY 2013 – FY 2017}

Slide 13: Export of Household Type Filters – Region-Wise Exports {(Value-Wise: FY 2016 and FY 2017; Volume-Wise: FY 2016 and FY 2017 (Apr- Feb))}

Slide 14: Import of Household Type Filters – Size {Value-Wise; FY 2013 – FY 2017} and {Volume-Wise; FY 2013 – FY 2017}

Slide 15: Import of Household Type Filters – Region-Wise Imports {(Value-Wise: FY 2016 and FY 2017; Volume-Wise: FY 2016 and FY 2017)}

## MARKET INFLUENCERS

Slide 16-17: Market Drivers

Slide 18: Market Challenges

## COMPETITIVE LANDSCAPE

Slide 19: List of Major Players

Slide 20-45: Profiles of Major Players

## RECENT DEVELOPMENTS

Slide 46: Key Recent Developments

## APPENDIX

Slide 47: Research Methodology

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