

Global Water Purifier Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Water purifier is an equipment that allows the process removing undesirable components, chemicals, and gases from contaminated and polluted water. Increase in level of water pollution, the demand for water purifiers, particularly in urban areas has surged over the years. The installation of a water purifier would reduce the consumption of polluted water, thereby increasing life expectancy and minimizing mortality rates in the coming years.

The market is segmented on the basis of channels of distribution, end-user, technology and geography. Based on technology, the market is divided into gravity purifier, UV purifier, RO purifier. By channels of distribution, the market is categorized into retail stores, online, and direct sales. On the basis of end-user, the global industry is classified into commercial and residential sector. Geographically, the global market is analyzed across North America, Europe, Asia-Pacific and LAMEA.

MARKET DYNAMICS:

Drivers:

Increase in urbanization

Growing focus concerning health and water quality

Restraints:

Lack of infrastructure in developing economies

MARKET PLAYERS:

Best Water Technology Group, Brita GmbH, Tata Chemicals, Panasonic, Amway Corporation, Aquasana, HaloSource Inc., GE Water & Process Technologies Inc., Eureka Forbes Limited and Kent RO System Ltd.

KEY TAKEAWAYS**MARKET LANDSCAPE**

By Channels of distribution

Direct sales

Retail stores

Online

By Technology

Gravity Purifier

UV Purifier

RO Purifier

By End-user

Commercial

Residential

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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COMPANIES MENTIONED

Best Water Technology Group, Brita GmbH, Tata Chemicals, Panasonic, Amway Corporation, Aquasana, HaloSource Inc., GE Water & Process Technologies Inc., Eureka Forbes Limited and Kent RO System Ltd.

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