

Water Purifier Market Forecasts to 2030 – Global Analysis By Product (Wall-mounted Purifiers, Countertop Purifiers, Under-the-sink Purifiers, Pitcher & Dispenser Purifiers, Faucet-mounted Purifiers, Gravity-based Purifiers and Other Products), Distribution Channel, Technology, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Water Purifier Market is accounted for \$36.75 billion in 2024 and is expected to reach \$60.82 billion by 2030 growing at a CAGR of 9.5% during the forecast period. A water purifier is a device or system that removes impurities, contaminants, and harmful substances from water to make it safe for drinking and other uses. It employs various filtration methods, including activated carbon, reverse osmosis, ultraviolet (UV) purification, and sediment filtration, to eliminate bacteria, viruses, heavy metals, and chemicals. Water purifiers are essential for improving water quality, reducing health risks, and enhancing taste.

According to estimates from the World Health Organization and the World Bank, around 1.1 billion people around the world have to drink hazardous water.

Market Dynamics:

Driver:

Urbanization & population growth

Rapid urban expansion leads to higher pollution levels and water contamination, making

purification essential. Growing populations in cities strain municipal water supplies, often resulting in poor water quality. Rising awareness of waterborne diseases and improved living standards encourage households and businesses to invest in advanced water purifiers. Additionally, expanding infrastructure, higher disposable incomes, and government initiatives for clean water further boost market growth, making water purifiers a necessity in urban environments.

Restraint:

Maintenance & replacement costs

Maintenance and replacement costs in water purifiers arise due to the regular need for filter changes, servicing, and repairs to maintain purification efficiency. Components like RO membranes, UV lamps, and activated carbon filters degrade over time, requiring periodic replacement. High maintenance costs discourage adoption, particularly in developing regions, where consumers seek low-cost alternatives like boiling or bottled water. This hampers market growth, limiting penetration among middle- and lower-income households despite rising awareness of clean water needs.

Opportunity:

Increasing pollution and contamination in water sources

Industrial waste, agricultural runoff, and urbanization contribute to chemical, microbial, and heavy metal contamination, making tap water unsafe for consumption. As a result, households and businesses increasingly adopt advanced purification technologies like reverse osmosis (RO), ultraviolet (UV), and activated carbon filters. Government regulations on water quality and rising public awareness further boost demand. This growing necessity for clean, safe drinking water continues to propel the global water purifier market forward.

Threat:

Wastewater generation

Wastewater generation in water purifiers, especially reverse osmosis (RO) systems, occurs because they filter out contaminants by flushing impure water away, leading to significant water wastage. Typically, RO purifiers waste 50-75% of input water, making them less sustainable. This hampers market growth as consumers and

environmentalists criticize the high-water wastage, pushing for eco-friendly alternatives.

Covid-19 Impact:

The covid-19 pandemic had a mixed impact on the water purifier market. Increased health awareness and concerns over waterborne diseases boosted demand for home water purifiers. Lockdowns and supply chain disruptions, however, slowed production and distribution. The commercial sector saw a decline due to office and restaurant closures, while online sales surged as consumers preferred e-commerce. Post-pandemic, the market rebounded with rising demand for advanced purifiers and sustainable solutions, driven by long-term health consciousness.

The wall-mounted purifiers segment is expected to be the largest during the forecast period

The wall-mounted purifiers segment is expected to account for the largest market share during the forecast period. Wall-mounted water purifiers are compact, space-saving devices designed for residential and commercial use. They typically feature RO, UV, UF, or multi-stage filtration to remove impurities, bacteria, and heavy metals from water. These purifiers are ideal for kitchens with limited counter space and provide easy access to clean drinking water.

The reverse osmosis (RO) purifiers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the reverse osmosis (RO) purifiers segment is predicted to witness the highest growth rate. Reverse Osmosis (RO) purifiers use a semi-permeable membrane to remove impurities, heavy metals, dissolved salts, and bacteria from water. The process applies pressure to push water through the membrane, leaving contaminants behind. They are ideal for areas with high TDS (Total Dissolved Solids) in water.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising water contamination, increasing urbanization, and growing health awareness. Countries like India, China, and Japan are driving demand, supported by government initiatives promoting clean drinking water. The market is expected to grow steadily, driven by innovation and increasing consumer demand. The region's large

population and increasing disposable income further fuel growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by growing health awareness, rising concerns over water contamination, and stringent government regulations on water quality. The United States and Canada lead the market, with high adoption of reverse osmosis (RO), ultraviolet (UV), and activated carbon filtration technologies. The presence of key market players, rising disposable income, and the need for clean drinking water in urban and rural areas fuel expansion.

Key players in the market

Some of the key players in Water Purifier market include A. O. Smith Corporation, Aquafina, Aquaguard, Blue Star Ltd., Brita GmbH, Culligan International, Coway Co., Ltd., EcoWater Systems LLC, GE Appliances, HaloSource Inc., Hindustan Unilever Pureit, Bluewater Group, Kent RO Systems Ltd., LG Electronics Inc., Livpure Pvt. Ltd., Mitsubishi Chemical Cleansui, Panasonic Corporation, Pentair PLC, Tata Swach and Whirlpool Corporation.

Key Developments:

In September 2024, LG Electronics India expanded its water purifier lineup by introducing nine new models: WW176GPRB, WW176GPBW, WW156RPTB, WW156RPTC, WW146RPLB, WW136RPNB, WW146RPLC, WW132NP, and WW131NP. These models feature an airtight stainless steel 8-liter tank made from SS 304-grade material with a dual protection seal to maintain water freshness and prevent contamination.

In April 2022, Bluewater introduced pioneering premium water purifiers for both residential and commercial use. These advanced purifiers were designed to provide high-performance filtration, removing contaminants such as bacteria, viruses, heavy metals, and microplastics, ensuring safer and healthier drinking water.

Products Covered:

Wall-mounted Purifiers

Countertop Purifiers

Under-the-sink Purifiers

Pitcher & Dispenser Purifiers

Faucet-mounted Purifiers

Gravity-based Purifiers

Other Products

Distribution Channels Covered:

Specialty Stores

Supermarkets/Hypermarkets

E-commerce Platforms

Company-Owned Stores

Other Distribution Channels

Technologies Covered:

Reverse Osmosis (RO) Purifiers

Ultraviolet (UV) Purifiers

Ultrafiltration (UF) Purifiers

Activated Carbon Filters

Sediment Filters

Ion Exchange Purifiers

Multi-stage Purification Systems

Electro-Deionization Systems

Other Technologies

End Users Covered:

Residential

Commercial

Industrial

Healthcare

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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