

ASEAN Water Purifier Market, By Mode (POU and POE), By Type (Under Sink, Counter Top, Faucet Mount & Others (Tankless, Smart Purifiers etc.)), By Technology (RO, UF, UV, Media, & Others), By Sales Channel (Distributor, Direct, Retail, Plumber / Contractor and Online), By Country, Competition, Forecast & Opportunities, 2026

<https://marketpublishers.com/r/A5B6860904BAEN.html>

Date: August 2021

Pages: 123

Price: US\$ 4,400.00 (Single User License)

ID: A5B6860904BAEN

Abstracts

ASEAN water purifier market was valued USD1593.10 million in 2020 and is expected to grow at a CAGR of 10.15% during the forecast period. Rapid economic growth, rising urbanization, favorable government regulations for safe and potable water and growing industrial developments are expected to drive the growth of water purifiers in the ASEAN region. Furthermore, increasing awareness about health and wellness, rising number of waterborne diseases and high demand for portable water purifiers are anticipated to fuel the water purifiers market in the ASEAN region. A water purifier is a device which is used for removing unwanted chemicals and biological contaminants from water obtained from water bodies such as rivers, lakes, etc. to produce pure drinking water, which is fit for human consumption or for industrial use.

Due to the onset of COVID-19, disruptions in business cycles are bound to impact the supply chain of the ASEAN water purifier market. Most of the countries including Singapore, Malaysia, and Indonesia have undergone complete or partial lockdown in the second quarter of 2020, which resulted in disruption of trade activities, causing severe supply chain hindrance. Moreover, several advisories restricted travel following the concerns over the COVID-19 pandemic which have also led to delays in all commercial decisions in the short term. Even though the demand and supply have witnessed temporary interruptions, COVID-19 may have long term positive impact on

the market, owing to greater awareness and consciousness among the consumers regarding the consumption of cleaner and safer drinking water.

ASEAN water purifier market has been segmented based on mode, type, technology, sales channel, country and competition. Based on mode, the ASEAN water purifier market has been divided into POU (Point-of-Use) and POE (Point-of-Entry). Among which POU has dominated the ASEAN water purifier market in 2020 because they are user-friendly, inexpensive, require low-maintenance, and are grid-independent. Furthermore, they treat and reduce the number of pathogens in water supplies, and many POU systems have been deployed and used by communities, thereby improving their livelihoods.

Based on type, the ASEAN water purifier market has segmented into counter top, under sink, faucet mount and others. Based on technology, RO technology accounted for the largest share in the region's market in 2020 because of its ability to effectively remove impurities, germs, and dissolve salts from water. Furthermore, TDS levels in the ASEAN region are high, prompting end users to purchase RO water purifiers because they outperform other available technologies.

Based on country, Indonesia is the largest country in the ASEAN water purifier market, and its dominance is expected to continue during the forecast period as well. The country's dominance is primarily attributed to growing industrialization, as well as rising concerns about the negative effects of consuming low-quality water.

Major players operating in the ASEAN Water Purifier market are Coway Co. Ltd., Unilever PLC, CUCKOO International (MAL) Sdn. Bhd., Thiensurat Public Company Limited (TSR), Karofi Group Joint Stock Company and others.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F-2026F

Objective of the Study:

To analyze the historical growth in the market size of ASEAN Water Purifier market from 2016-2020.

To estimate and forecast the market size of ASEAN Water Purifier market from 2021-2026 and growth rate until 2026.

To classify and forecast ASEAN Water Purifier market based on mode, type, sales channel, company, technology and country distribution.

To identify the dominant country or segment in the ASEAN Water Purifier market.

To identify drivers and challenges for ASEAN Water Purifier market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in ASEAN Water Purifier market.

To conduct pricing analysis for ASEAN Water Purifier market.

To identify and analyze the profile of leading players operating in ASEAN Water Purifier market.

To identify key sustainable strategies adopted by market players in ASEAN Water Purifier market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of water purifier manufacturers across the ASEAN region. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the Water Purifier manufacturers who could not be identified due to the limitations of secondary research. TechSci Research analyzed the materials used in manufacturing Water Purifier, distribution channels and presence of all major players across the ASEAN countries.

TechSci Research calculated the market size of ASEAN Water Purifier market using a

bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Water Purifier manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policymakers

Organizations, forums, and alliances related to Water Purifier

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as Water Purifier manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, ASEAN water purifier market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

ASEAN Water Purifier Market, By Mode:

POU

POE

ASEAN Water Purifier Market, By Type:

Counter Top

Under Sink

Faucet Mount

Others (Tankless, Smart Purifiers, etc.)

ASEAN Water Purifier Market, By Technology:

RO

UV

UF

Media

Others

ASEAN Water Purifier Market, By Sales Channel:

Retail

Distributor

Direct

Plumber/Contractor

Online

ASEAN Water Purifier Market, By Country:

Indonesia

Malaysia

Thailand

Vietnam

Philippines

Singapore

Myanmar

Cambodia

Loas

Brunei

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the ASEAN Water Purifier market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON ASEAN WATER PURIFIER MARKET

5. VOICE OF CUSTOMER

5.1. Product Pricing Satisfaction Level

5.2. Factors Influencing Purchase Decision

5.3. Brand Awareness

5.4. Challenges Unmet Needs

6. ASEAN WATER PURIFIER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Mode (POU and POE)

6.2.2. By Type (Counter Top, Under Sink, Faucet Mount & Others)

6.2.3. By Technology (RO, UF, UV, Media & Others)

6.2.4. By Sales Channel (Distributor, Direct, Retail, Plumber / Contractor and Online)

6.2.5. By Competition (2020)

6.2.6. By Country

6.3. Market Map (By Type & By Country)

7. INDONESIA WATER PURIFIER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Mode

7.2.2. By Type

7.2.3. By Technology

7.2.4. By Sales Channel

8. MALAYSIA WATER PURIFIER MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Mode

8.2.2. By Type

8.2.3. By Technology

8.2.4. By Sales Channel

9. THAILAND WATER PURIFIER MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Mode

9.2.2. By Type

9.2.3. By Technology

9.2.4. By Sales Channel

10. VIETNAM WATER PURIFIER MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Mode

10.2.2. By Type

10.2.3. By Technology

10.2.4. By Sales Channel

11. PHILIPPINES WATER PURIFIER MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value & Volume

11.2. Market Share & Forecast

11.2.1. By Mode

11.2.2. By Type

11.2.3. By Technology

11.2.4. By Sales Channel

12. SINGAPORE WATER PURIFIER MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value & Volume

12.2. Market Share & Forecast

12.2.1. By Mode

12.2.2. By Type

12.2.3. By Technology

12.2.4. By Sales Channel

13. MYANMAR WATER PURIFIER MARKET OUTLOOK

13.1. Market Size & Forecast

13.1.1. By Value & Volume

13.2. Market Share & Forecast

13.2.1. By Mode

13.2.2. By Type

13.2.3. By Technology

13.2.4. By Sales Channel

14. CAMBODIA WATER PURIFIER MARKET OUTLOOK

14.1. Market Size & Forecast

14.1.1. By Value & Volume

14.2. Market Share & Forecast

14.2.1. By Mode

14.2.2. By Type

14.2.3. By Technology

14.2.4. By Sales Channel

15. LAOS WATER PURIFIER MARKET OUTLOOK

15.1. Market Size & Forecast

15.1.1. By Value & Volume

15.2. Market Share & Forecast

15.2.1. By Mode

15.2.2. By Type

15.2.3. By Technology

15.2.4. By Sales Channel

16. BRUNEI WATER PURIFIER MARKET OUTLOOK

16.1. Market Size & Forecast

16.1.1. By Value & Volume

16.2. Market Share & Forecast

16.2.1. By Mode

16.2.2. By Type

16.2.3. By Technology

16.2.4. By Sales Channel

17. MARKET DYNAMICS

17.1. Drivers

17.2. Challenges

18. MARKET TRENDS & DEVELOPMENTS

19. COMPETITIVE LANDSCAPE

19.1. Coway Co. Ltd.

19.2. Unilever PLC

19.3. CUCKOO International (MAL) Sdn. Bhd.

19.4. Thiensurat Public Company Limited (TSR)

19.5. Karofi Group Joint Stock Company

19.6. A.O. Smith Corporation

19.7. Panasonic Corporation

19.8. The Kangaroo Group

19.9. Amway Corp.

19.10. Koninklijke Philips N.V.

20. STRATEGIC RECOMMENDATIONS

21. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

- Figure 1: ASEAN Water Purifier Market Size, By Value (USD Million), 2016-2026F
- Figure 2: ASEAN Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F
- Figure 3: ASEAN Water Purifier Market Share, By Mode, By Value, 2016-2026F
- Figure 4: ASEAN Water Purifier Market Share, By Type, By Value, 2016-2026F
- Figure 5: ASEAN Water Purifier Market Share, By Technology, By Value, 2016-2026F
- Figure 6: ASEAN Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F
- Figure 7: ASEAN Water Purifier Market Share, By Region, By Value, 2016-2026F
- Figure 8: ASEAN Water Purifier Market Share, By Company, By Value, 2020
- Figure 9: ASEAN Water Purifier Market, Product Map, By Type on the Basis of Market Size (USD Million) & Growth Rate (%)
- Figure 10: ASEAN Water Purifier Market, Product Map, By Country on the Basis of Market Size (USD Million) & Growth Rate (%)
- Figure 11: Indonesia Water Purifier Market Size, By Value (USD Million), 2016-2026F
- Figure 12: Indonesia Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F
- Figure 13: Indonesia Water Purifier Market Share, By Mode, By Value, 2016-2026F
- Figure 14: Indonesia Water Purifier Market Share, By Type, By Value, 2016-2026F
- Figure 15: Indonesia Water Purifier Market Share, By Technology, By Value, 2016-2026F
- Figure 16: Indonesia Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F
- Figure 17: Malaysia Water Purifier Market Size, By Value (USD Million), 2016-2026F
- Figure 18: Malaysia Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F
- Figure 19: Malaysia Water Purifier Market Share, By Mode, By Value, 2016-2026F
- Figure 20: Malaysia Water Purifier Market Share, By Type, By Value, 2016-2026F
- Figure 21: Malaysia Water Purifier Market Share, By Technology, By Value, 2016-2026F
- Figure 22: Malaysia Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F
- Figure 23: Thailand Water Purifier Market Size, By Value (USD Million), 2016-2026F
- Figure 24: Thailand Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F
- Figure 25: Thailand Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 26: Thailand Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 27: Thailand Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 28: Thailand Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 29: Vietnam Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 30: Vietnam Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 31: Vietnam Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 32: Vietnam Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 33: Vietnam Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 34: Vietnam Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 35: Philippines Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 36: Philippines Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 37: Philippines Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 38: Philippines Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 39: Philippines Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 40: Philippines Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 41: Singapore Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 42: Singapore Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 43: Singapore Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 44: Singapore Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 45: Singapore Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 46: Singapore Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 47: Myanmar Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 48: Myanmar Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 49: Myanmar Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 50: Myanmar Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 51: Myanmar Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 52: Myanmar Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 53: Cambodia Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 54: Cambodia Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 55: Cambodia Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 56: Cambodia Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 57: Cambodia Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 58: Cambodia Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 59: Laos Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 60: Laos Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 61: Laos Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 62: Laos Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 63: Laos Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 64: Laos Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

Figure 65: Brunei Water Purifier Market Size, By Value (USD Million), 2016-2026F

Figure 66: Brunei Water Purifier Market Size, By Volume (Thousand Units), 2016-2026F

Figure 67: Brunei Water Purifier Market Share, By Mode, By Value, 2016-2026F

Figure 68: Brunei Water Purifier Market Share, By Type, By Value, 2016-2026F

Figure 69: Brunei Water Purifier Market Share, By Technology, By Value, 2016-2026F

Figure 70: Brunei Water Purifier Market Share, By Sales Channel, By Value, 2016-2026F

I would like to order

Product name: ASEAN Water Purifier Market, By Mode (POU and POE), By Type (Under Sink, Counter Top, Faucet Mount & Others (Tankless, Smart Purifiers etc.)), By Technology (RO, UF, UV, Media, & Others), By Sales Channel (Distributor, Direct, Retail, Plumber / Contractor and Online), By Country, Competition, Forecast & Opportunities, 2026

Product link: <https://marketpublishers.com/r/A5B6860904BAEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A5B6860904BAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970