

Australia Water Purifier Market, By Type (Counter-Top, Under Sink, Faucet Mount & Others {Tankless, Smart Purifier, etc.}), By Technology (RO, UF, UV, Media & Others {Nanofiltration, etc.}), By Sales Channel (Retail, Distributor, Direct, E-Commerce, Others {Plumber, Contractor, etc.}), By Region, Competition Forecast & Opportunities, 2027F

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Abstracts

Australia water purifier market stood at USD180.23 million in 2021 and is anticipated to grow at a CAGR of 4.53% in the forecast period, 2023-2027. The increasing prevalence of water-borne diseases, rising health consciousness among consumers, and deteriorating surface and groundwater quality are the primary factors driving the growth of the Australia water purifier market.

Rapid industrialization adversely affects water quality due to the release of harmful pollutants into the water bodies. The main supply source in Australia is municipal water, but the drinking water is still largely dependent on the polluted surface water reservoir. Water purifier removes the presence of a pathogen, bacteria, and other pollutants and makes them safe for human consumption. Consumers are installing water purifiers to make the water suitable for drinking purposes and easy to use. The surge in awareness about the benefits of healthy drinking water, including improvement in digestion system and skin quality, weight reduction, and enhancement of the body's immune system, is expected to contribute to the Australian water purifier market growth. Advancements in water purification techniques such as developing advanced membrane systems, carbon nanotubes, and other offerings are expected to influence the market demand in the next five years.

The Australia water purifier market is segmented based on type, technology, sales channel, company, and regional distribution. Based on technology, the market is divided into RO, UF, UV, media, and others. RO technology is expected to hold the largest market share in the forecast period. RO technology is in high demand as it offers several benefits, including low electricity consumption performance efficiency, and is highly technologically advanced to remove the most harmful pollutants from the water.

Brita Water Filter Systems Distributors PTY Ltd., Amway of Australia Pty. Ltd, Waters Co Ltd., TAPP Water Australia Pty Ltd, Philips Electronics Australia Limited, Breville Pty Ltd, Healthway Pure Pty Ltd, Panasonic Australia Pty Ltd, Purifiers (AUST) Pty Ltd, and The Water Shops (Aust) Pty Ltd are the major market players operating in the Australia water purifier market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023–2027

Objective of the Study:

To analyze the historical growth of the market size of Australia water purifier market from 2017 to 2020.

To estimate and forecast the market size of Australia water purifier market from 2021 to 2027 and growth rate until 2027.

To classify and forecast Australia water purifier market based on type, technology, sales channel, company, and regional distribution.

To identify dominant region or segment in the Australia Water Purifier market.

To identify drivers and challenges for Australia water purifier market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia water purifier market.

To identify and analyze the profile of leading players operating in Australia water purifier market.

To identify key sustainable strategies adopted by market players in Australia water purifier market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. 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 manufacturers who could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of Australia 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

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to water purifier market

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

Report Scope:

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

Australia Water Purifier Market, By Type:

Counter-Top

Under Sink

Faucet Mount

Others

Australia Water Purifier Market, By Technology:

RO

UF

UV

Media

Others

Australia Water Purifier Market, By Sales Channel:

Retail

Distributor

Direct

E-Commerce

Others

Australia Water Purifier Market, By Region:

NSW

Victoria

Queensland

Western Australia

South Australia

Tasmania

North Territory

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia 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).

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