

Brazil Water Purifiers Market, By Type (Floor-Standing, Countertop, Under Counter, Others (Filter Jug (Pitchers), Faucet-Mount)), By Technology (RO, UV, Carbon, Others (Ion Exchange, Media Filter etc.)), By End Use (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Distributor/Dealer Sales, Online, Others (Plumbers, Direct Sales)), By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

The Brazil water purifiers market size is anticipated to grow at an impressive CAGR during the forecast period as there is a severe lack of safe drinking water due to the Southeast and Northeast's densely populated urban areas. Additionally, global warming has negatively impacted the country's reservoir capacity, causing drought-like conditions in most areas. The need for water purification systems based on RO (Reverse Osmosis), UV (Ultraviolet)filtration, or other filtration technologies, has increased due to the declining water quality and lack of faith in municipally based tap water. Brazil's need for water purifiers is expected to increase in the coming years.

Water purifiers are devices that are used to remove undesirable chemicals, biological contaminants, gases, etc., to make the water looks clearer, tastier, smell better, and be healthier to drink. There are various types of water purifiers available which are explained further. Floor-standing water purifiers are free-standing water purifiers that can freely stand on the floor. Countertop water filters provide filtration and convenience since they can be installed directly over the kitchen counter. Similar in convenience to countertop filters, under-counter filters are installed below the counter, where they are

hidden and give extra countertop space. A water filter pitcher or jug helps in quickly removing pollutants from ordinary tap water to produce drinkable water. A faucet mount water purifier can be easily installed on any tap to provide clean water.

According to the report of the WHO/UNICEF Joint Monitoring Program (JMP), 15 million Brazilians who live in urban areas lack access to safe water or drinking water free from external contamination. Only a small portion of safe water is available to 25 million people in rural areas, and it is often far from their homes. Moreover, the Secretariat of Administration (SAD) took the initiative by replacing bottled water with water purifiers for the entire country. By replacing the bottles with a new water purifier, the solution has generated annual savings of USD 80,000. Therefore, this initiative has increased the demand for water purifiers across the country and the demand will continue to grow in the upcoming years.

Advance Water Purifier Development Fuels Market Growth

Well-known market players have concentrated on upgrading products with advanced water filtration systems. To promote water purifiers with reverse osmosis, ozone, ultra-violet, ultra-filter, activated carbon, and candle filtration technologies, these players have substantially engaged in research and development activities. Additionally, filter pitchers and purifiers equipped with Wi-Fi have also been introduced to the market. To meet the rising demand for potable water, market players are expected to introduce more advanced water purifiers in Brazil. For instance, in 2022, Planeta ?gua launches Giom launched a water purifier with double filtration in six stages to bring more pure water at an affordable price. It features a switch that stops viruses from spreading and an aerator that prevents splashing. Therefore, the increase in advanced water purifier development by companies in Brazil is driving the demand for water purifiers in Brazil during the forecasted period.

Marketing and Positioning Strategies Drive Market Growth

Due to the abundance of companies, the water purifier industry in Brazil is quite competitive. To obtain a strategic advantage and distinguish their product offerings, market competitors are coming forward using advanced marketing methods, including free demos and installation. To increase their market presence, companies have substantially invested in enhancing their offerings, boosting their brands, streamlining distribution networks, and collaborating with prominent players. New competitors are anticipated to enter the water purifier segment because of the market's recent strong growth. Companies have implemented strict positioning and marketing tactics to

enhance their brand recognition and entice new customers. In the upcoming years, the water purifier market in Brazil will see robust growth and investments due to increased competition among the major companies.

Lack of Access to Safe Drinking Water Drives Market Growth

Brazil's geographical areas, rural and urban groups, and households still have significant disparities in access to water and sanitation services while having one of the largest economies in the world. There are over 20 million people without access to improved sanitation, and more than 1.2 million people lack access to safe water. The economic growth of Brazil is hampered by the lack of access to clean water and sanitary facilities, which also has an influence on public health. Therefore, due to the lack of access to safe water, Brazilians are focusing on installing water purifiers at home, which is a simple method of accessing clean and safe drinking water. This is anticipating the demand for water purifiers during the forecasted period in Brazil.

Market Segmentation

Brazil water purifier market is segmented into type, technology, end-use, sales channel, and region. Based on type, the market is segmented into Floor-Standing, Countertop, Under Counter, Others (Filter Jug (Pitchers), and Faucet-Mount). Based on technology, the market is categorized into RO, UV, Carbon, and Others (Ion Exchange, Media Filter, etc.). Based on end users, the market is segmented into residential and commercial. Based on sales channel, the market is segmented into supermarkets/hypermarkets, multi-branded stores, distributor/dealer sales, online, and others (plumbers, direct sales).

Market Players

Whirlpool do Brasil Ltda (Consul); Hidro Filtros do Brasil; Electrolux do Brasil S/A; Esmaltec SA; Culligan Latam LTDA (IBBL); Pure Aqua, Inc.; Lorenzetti SA; Brita GmbH; Comercio Eletr?nico Ltda (Colormaq); Cer?mica St?fani S.A. are the major market players in Brazil water purifier market.

Report Scope:

In this report, Brazil Water Purifier market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Brazil Water Purifier Market, By Type:

Floor-Standing

Countertop

Under Counter

Others

Brazil Water Purifier Market, By Technology:

RO

UV

Carbon

Others

Brazil Water Purifier Market, By End Use:

Residential

Commercial

Brazil Water Purifier Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Distributor/Dealer Sales

Online

Others

Brazil Water Purifier Market, By Region:

North

North-East

South

Central-West

South-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Brazil 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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