

# China POU Water Purifiers Market By Type (Countertop, Under Sink, Faucet Mount & Others), By Technology (RO, UF, NF and Others), By Distribution Channel (Direct Sales and Indirect Sales), By Region, By Competition Forecast & Opportunities, 2018-2028F

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## Abstracts

The China Point-of-Use (POU) Water Purifiers Market is witnessing robust growth, driven by a convergence of factors. Rapid urbanization, heightened health consciousness, and growing concerns about water pollution have led to a surge in demand for POU Water Purifiers. These systems offer localized solutions, providing safe and clean drinking water directly at the point of consumption. Technological advancements have brought about efficient and sophisticated filtration methods, including reverse osmosis (RO), enhancing the market's appeal. As consumers increasingly seek healthier lifestyles and greater control over water quality, the POU Water Purifiers market in China is poised for continued expansion. Manufacturers are focusing on innovative products to cater to diverse preferences and needs.

### Key Market Drivers

**Technological Advancements:** China's rapid technological progress has been a key driver of the POU Water Purifiers market. Innovations in filtration and purification technologies have led to the development of cost-effective and highly efficient Water Purifiers that can remove contaminants, impurities, and microorganisms from tap water. Advanced features like reverse osmosis (RO) filtration and smart monitoring systems have enhanced the performance and convenience of POU Water Purifiers, making them more appealing to consumers.

**Increasing Health Consciousness:** Growing awareness of health and well-being among

Chinese consumers has driven a greater emphasis on safe and clean drinking water. Concerns about waterborne diseases and the potential dangers of contaminants in tap water have motivated individuals and families to invest in POU Water Purifiers. As consumers prioritize healthier lifestyles, the demand for POU Water Purifiers that ensure the purity and safety of drinking water has surged.

**Water Pollution Concerns:** China's ongoing struggle with water pollution has been a significant catalyst for the POU Water Purifiers market. Frequent reports of water contamination incidents have prompted consumers to take control of their water quality. Industrial waste, agricultural runoff, and urbanization have contributed to water source deterioration. As a result, POU Water Purifiers have become essential for households seeking protection against pollutants and toxins in the water supply.

**Urbanization Trends:** Rapid urbanization in China has brought about changes in lifestyle and consumption patterns. With more people residing in urban areas, access to clean and safe drinking water can be challenging due to strained infrastructure and resources. POU Water Purifiers offer a localized solution by providing clean water directly at the point of use, eliminating the need to rely on centralized water treatment plants. The efficiency and convenience of POU Water Purifiers align well with the demands of urban living.

These four drivers collectively create a favorable environment for the growth of the POU Water Purifiers market in China. The convergence of technological innovations, health consciousness, water pollution concerns, and urbanization has led consumers to actively seek solutions for ensuring the quality and safety of their drinking water. As the market continues to expand, manufacturers and suppliers are striving to develop products that cater to diverse consumer preferences, budgets, and living environments.

### Key Market Challenges

**Water Pollution Concerns:** China's ongoing battle with water pollution poses a critical challenge to the POU Water Purifiers market. Rapid industrialization and urbanization in the country have resulted in concerning levels of water contamination, encompassing pollutants from heavy metals to agricultural runoff. As consumers become more aware of these issues, they are seeking effective solutions to guarantee the safety and purity of their drinking water. However, the diverse nature of contaminants across different regions requires adaptable and sophisticated filtration technologies. Developing POU Water Purifiers capable of effectively addressing a wide range of pollutants poses a significant technical challenge. Manufacturers must invest in research and development

to create innovative filtration methods that can eliminate both common and emerging contaminants, ensuring the relevance and effectiveness of their products in various environments.

**Consumer Education:** Despite the rising demand for POU Water Purifiers, a lack of comprehensive consumer education remains a significant hurdle. Many consumers are unfamiliar with the intricacies of water purification processes, the types of contaminants present in tap water, and how POU systems can effectively tackle these issues. This lack of awareness can lead to misconceptions or skepticism about the necessity and efficacy of POU Water Purifiers. Addressing this challenge necessitates robust educational initiatives. Manufacturers, in collaboration with government agencies and non-profit organizations, should develop educational campaigns to inform consumers about the benefits of POU Water Purifiers, how they function, and their positive impact on health and well-being. By demystifying the technology and providing clear information, consumers can make informed choices aligned with their water quality needs.

## Key Market Trends

**Smart and Connected Solutions:** The integration of smart technology and connectivity is a prominent trend in the China POU Water Purifiers market. Consumers increasingly seek appliances that offer convenience and remote control. Smart POU Water Purifiers come equipped with features such as smartphone apps, Wi-Fi connectivity, and sensors that allow users to monitor water quality in real-time, track filter life, and receive maintenance or filter replacement alerts. This trend is driven by the growing adoption of smart home ecosystems and the desire for enhanced control over water quality. As China continues to embrace smart technology, this trend is expected to accelerate, with manufacturers focusing on providing seamless connectivity and user-friendly interfaces.

**Health and Wellness Focus:** The emphasis on health and wellness is a driving force behind the demand for POU Water Purifiers in China. Consumers are increasingly conscious of potential health risks associated with contaminants and pollutants in tap water. This trend holds particular relevance in urban areas where pollution and water quality concerns are pronounced. POU Water Purifiers offer an immediate solution for individuals and families to access clean and safe drinking water. Manufacturers capitalize on this trend by highlighting the health benefits of purified water, emphasizing the removal of harmful substances while retaining essential minerals.

**Environmental Sustainability:** With growing environmental awareness, sustainability has

become a critical consideration in the POU Water Purifiers market. Traditional bottled water consumption contributes to plastic waste and carbon emissions. POU Water Purifiers offer an eco-friendly alternative by reducing reliance on single-use plastic bottles. The shift towards reusable bottles and the reduction of plastic waste resonates with environmentally conscious consumers. Some manufacturers design systems with replaceable filter cartridges, promoting a 'reduce and recycle' approach to minimize environmental impact. As sustainability gains prominence, manufacturers are likely to prioritize products with minimal ecological footprints and promote their positive environmental contributions.

**Customization and Modularity:** Consumers in China are increasingly seeking personalized solutions that align with their specific water quality concerns and preferences. To address this demand, the trend of customization and modularity is gaining traction in the POU Water Purifiers market. Manufacturers offer systems with modular filter configurations, allowing consumers to tailor the filtration process based on contaminants present in their local water supply. This approach provides flexibility and efficiency in addressing region-specific water quality challenges. Additionally, modular designs facilitate maintenance and filter replacement. As consumers become more discerning about their water purification needs, customization and modularity will likely drive product innovation and differentiation.

### Segmental Insights

**Type Insights:** The demand for under sink water Purifiers in the China Point-of-Use (POU) Water Purifiers market has been steadily rising. This trend is primarily attributed to their space-saving design, enhanced filtration capabilities, and seamless integration into modern households. Under sink Purifiers offer a discreet solution, neatly fitting beneath kitchen sinks, which aligns with the compact living spaces prevalent in urban China. Moreover, these Purifiers often incorporate advanced filtration technologies, including multi-stage filters and reverse osmosis, ensuring thorough contaminant removal and improved water taste. As consumers become increasingly health-conscious and concerned about water quality, under sink water Purifiers provide a convenient and efficient means to access clean and safe drinking water without compromising kitchen aesthetics or precious countertop space.

**Technology Insights:** In China, the most preferred technology used in Point-of-Use (POU) Water Purifiers is activated carbon filtration. Activated carbon, also known as activated charcoal, is a highly effective filtration method that utilizes the adsorption properties of porous carbon to remove a wide range of contaminants from water.

Activated carbon filtration is popular in POU systems due to its ability to effectively reduce common impurities such as chlorine, volatile organic compounds (VOCs), odours, and some heavy metals. These impurities are often present in municipal water supplies and can impact the taste, odour, and overall quality of water.

**Regional Insights:** The northern region of China has emerged as a dominant player in the Point-of-Use (POU) Water Purifiers market. This trend is largely attributed to the unique water quality challenges faced by this region, which include concerns about heavy metals, sediment, and other pollutants in the water supply. In response to these challenges, residents and businesses in the northern region are increasingly adopting POU Water Purifiers to ensure comprehensive water treatment for their premises. The prevalence of water quality issues in this region, along with the growing awareness of the benefits of POU systems, has contributed to the northern region's prominence in the market. This dominance underscores the region's commitment to addressing water contamination concerns and highlights the significance of tailored water purification solutions to meet specific regional needs.

### Key Market Players

Foshan Shunde Midea Water Dispenser Manufacture Company Limited

Shenzhen Angel Drinking Water Industrial Group Corporation (ANGEL)

A. O. Smith (Nanjing) Water Treatment Products Co., Ltd.

3M China Limited

Beijing OriginWater Technology Co., Ltd.

Paragon Water System

Canature Environmental Products Co., Ltd

Shenzhen Litree Purifying Technology Co., Ltd.

Ozner Water Purification

Qinyuan Group Co., Ltd.

## Report Scope:

In this report, the China POU Water Purifiers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### China POU Water Purifiers Market, By Type:

Countertop

Under Sink

Faucet Mount

Others

### China POU Water Purifiers Market, By Technology:

RO

UF

NF

Others

### China POU Water Purifiers Market, By Distribution Channel:

Direct Sales

Indirect Sales

### China POU Water Purifiers Market, By Region:

North

East

North-East

South-Central

North-West

South-West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the China POU Water Purifiers Market.

## Available Customizations:

China POU Water Purifiers Market report with the given market data, Tech Sci 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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