

Germany Water Purifier Market By Type (Countertop, Under Counter, Jug Filter Type (Dispenser), Free Standing, Others (Built-in, Faucet Mount, etc.)), By Technology (RO, RO+UV, Media Filter, UF, Others (RO+UV+UF, Nanofiltration, etc.)), By End Use (Residential and Commercial), By Sales Channel (Distributor/Dealer, Multi-Branded Stores, Online, Supermarkets/Hypermarkets, Others (Exclusive Stores, Plumbers, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

Germany Water Purifiers Market is driven by rising consumer awareness regarding purified water, increasing trends in health & wellness, and technological changes. The market is also driven by the increasing consumption of purified bottled water. Natural mineral water is the most consumed fluid in Germany after coffee. The Association of German Mineral Springs (VDM) estimates that in 2021, each person in Germany drank about 122.7 liters of mineral and medicinal water. Consumption per capita was still 12.5 liters in 1970. Since that time, per capita consumption of mineral water has reached a high level and has experienced constantly expanding popularity.

70% of the water which Germans use for drinking comes from groundwater and springs, with the remaining 30% coming from rivers, lakes, dams, or wells near these water bodies (bank filtrates). In the waterworks, the water is examined and, if necessary, processed. It then travels through the water supplier's pipes until it reaches the home connection. Since drinking tap water does not harm the environment, people in

Germany prefer to drink water from the tap rather than buying a drinking water bottle. The environmental impact of drinking tap water is less than 1% that of bottled water.

There is a drinking water regulation in Germany. Consumers receive clean, pollution-free drinking water all the way to the pipes in their homes because of the Drinking Water Ordinance. Further investigations are in charge of the landlords.

Even though the government of Germany claims that drinking tap water is safe, consumer activists found substances in the drinking water at 21 of the examined locations. The water included sweeteners, X-ray contrast & anti-corrosion chemicals, pesticides, and medicines. However, Stiftung Warentest claims that because of the low concentration, the discoveries are safe for human health. The elements discovered in the water are less than 0.1 micrograms per liter or even less than one millionth of a gram.

The presence of Pollutants in Water is Fueling Market Growth

Even though tap water in Germany is safe to drink but there is a presence of limescale and other pollutants in the pipes which are used to supply water to the households. These pollutants are present in the water because the pipes laid in the country are outdated. Critical chemicals like lead or copper might enter drinking water where old pipelines are still in place. According to the Drinking Water Ordinance, each liter of water must have fewer than two milligrams of copper and less than 0.01 milligrams of lead. And one-time cost of checking and maintaining ranges from USD 30 to USD 70 for a basic measurement at the municipal waterworks or a professional institute. It is a tedious task for someone who owns a home because it takes a lot of time and money. Due to the requirement to maintain the pipes once every six months, many Germans prefer to install water purifiers in their houses. The market will grow as a result of the anticipated year.

Increasing Consumption of Water Fuels Market Growth

Every household member in Germany consumes around 120 liters of water per day for activities such as cooking, cleaning, taking a shower, running the dishwasher and washing machine, etc. However, dangerous contaminants, such as those present in groundwater, can be found in the pumped water. This is something that conventional agriculture is accountable for. Nitrates are among the harmful pesticides and fertilizers that wind up in rivers and lakes or leak into the soil and groundwater. Moreover, there

are occasional concerns, particularly for children, the elderly, and those who are frail or unwell. Boiled water is necessary for infants. Due to this, the market is growing in the projected years as many consumers prefer purified water as they think it is of better quality.

Low Cost of Tap Water May Hinder the Market Growth

Tap water in Germany is not only clean and drinkable but also comparatively cheaper than other sources of drinking water. In Germany a liter of tap water costs an average of only USD 0.2 cents, whereas after installing a filter in the tap, the average per liter cost of drinking water increases by USD 15 cents which includes purchase cost, filter cost, and other costs. Since Germans use around 120 liters of water per day, they find tap water as a cheaper and more sustainable source of water for drinking and doing other household chores. Due to this reason, the market may face a slower growth rate as consumers are adamant about the usage of water purifiers.

Market Segmentation

Germany water purifier market is segmented based on type, technology, end-use, sales channel, region, and company. Based on type, the market is segmented into countertop, under-the-counter, jug filter type (dispenser), free-standing, and others. Based on technology, the market is segmented into RO, RO+UV, Media Filter, UF, and others; by end-use, the market is divided into residential and commercial. And by sales channel, the market is fragmented into distributor/dealer, multi-branded stores, online, supermarkets/hypermarkets, and others.

Market Players

Gr?nbeck water treatment GmbH, BWT Holding GmbH, Brita SE, Ecosoft Water Systems GmbH, Seccua GmbH, RSI GmbH, AARKE AB, BestElements Thomas Schmidt., FlowTec GmbH, and Bluefilters GmbH are the major market players in Germany water purifiers market.

Report Scope:

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

Germany Water Purifier Market, by Type:

Germany Water Purifier Market By Type (Countertop, Under Counter, Jug Filter Type (Dispenser), Free Standing,...

Countertop

Under Counter

Jug Filter Type (Dispenser)

Free Standing

Others

Germany Water Purifier Market, by Technology:

RO

RO+UV

Media Filter

UF

Others

Germany Water Purifier Market, by End Use:

Residential

Commercial

Germany Water Purifier Market, by Distribution Channel:

Distributor/Dealer

Multi-Branded Stores

Online

Supermarkets/Hypermarkets

Others

Germany Water Purifier Market, by Region:

South West

South East

North West

North East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Germany Water Purifiers 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Frequency of Usage
- 4.5. Factors Influencing Purchase Decision
- 4.6. Brand Satisfaction
- 4.7. Customer Satisfaction

4.8. Challenges Faced Post Purchase

5. GERMANY WATER PURIFIERS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. Market Share & Forecast

5.2.1. By Type Market Share Analysis (Countertop, Under Counter, Jug Filter Type (Dispenser), Free Standing, Others (Built-in, Faucet Mount, etc.))

5.2.2. By Technology Market Share Analysis (RO, RO+UV, Media Filter, UF, Others (RO+UV+UF, Nanofiltration, etc.))

5.2.3. By End Use Market Share Analysis (Residential and Commercial)

5.2.4. By Sales Channel Market Share Analysis (Distributor/Dealer, Multi-Branded Stores, Online, Supermarkets/Hypermarkets, Others (Exclusive Stores, Plumbers, etc.))

5.2.5. By Region Market Share Analysis

5.2.5.1. South West Market Share Analysis

5.2.5.2. South East Market Share Analysis

5.2.5.3. North West Market Share Analysis

5.2.5.4. North East Market Share Analysis

5.2.6. By Company Market Share Analysis

5.3. Germany Water Purifiers Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Technology Market Mapping & Opportunity Assessment

5.3.3. By End Use Market Mapping & Opportunity Assessment

5.3.4. By Sales Channel Market Mapping & Opportunity Assessment

5.3.5. By Region Market Mapping & Opportunity Assessment

6. GERMANY COUNTERTOP WATER PURIFIERS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Market Share & Forecast

6.2.1. By End Use Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

6.3. Product Benchmarking (Best Selling SKU's)

7. GERMANY UNDER COUNTER WATER PURIFIERS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

7.2. Market Share & Forecast

7.2.1. By End Use Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

7.3. Product Benchmarking (Best Selling SKU's)

8. GERMANY JUG FILTER TYPE WATER PURIFIERS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

8.2. Market Share & Forecast

8.2.1. By End Use Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

8.3. Product Benchmarking (Best Selling SKU's)

9. GERMANY FREE STANDING WATER PURIFIERS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.1.2. By Volume

9.2. Market Share & Forecast

9.2.1. By End Use Market Share Analysis

9.2.2. By Sales Channel Market Share Analysis

9.3. Product Benchmarking (Best Selling SKU's)

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Increasing Consumer Awareness

10.1.2. Rising number of pollutants present in water

10.1.3. Availability of wide range of products

10.2. Challenges

10.2.1. Increasing Competition

10.2.2. Low Cost of Tap Water

11. IMPACT OF COVID-19 ON GERMANY WATER PURIFIERS MARKET

- 11.1. Impact Assessment Model
 - 11.1.1. Key Segments Impacted
 - 11.1.2. Key Regions Impacted
 - 11.1.3. Key Distribution Channel Impacted

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Technological Advancements
- 12.2. Rising Demand from Residential Sector
- 12.3. Increasing Presence of Domestic Companies
- 12.4. Consumer Shift towards Purified Water

13. IMPORT/ EXPORT ANALYSIS

- 13.1. Top 5 Exporting Countries
 - 13.1.1. By Value
- 13.2. Top 5 importing Countries
 - 13.2.1. By Value

14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

16. POLICY & REGULATORY LANDSCAPE

17. GERMANY ECONOMIC PROFILE

18. COMPETITIVE LANDSCAPE

18.1. Company Profiles

18.1.1. Gr?nbeck water treatment GmbH

18.1.1.1. Company Details

18.1.1.2. Product & Services

18.1.1.3. Financials (As Reported)

18.1.1.4. Key market Focus & Geographical Presence

18.1.1.5. Recent Developments

18.1.1.6. Key Management Personnel

18.1.2. BWT Holding GmbH

18.1.2.1. Company Details

18.1.2.2. Product & Services

18.1.2.3. Financials (As Reported)

18.1.2.4. Key market Focus & Geographical Presence

18.1.2.5. Recent Developments

18.1.2.6. Key Management Personnel

18.1.3. Brita SE

18.1.3.1. Company Details

18.1.3.2. Product & Services

18.1.3.3. Financials (As Reported)

18.1.3.4. Key market Focus & Geographical Presence

18.1.3.5. Recent Developments

18.1.3.6. Key Management Personnel

18.1.4. Ecosoft Water Systems GmbH

18.1.4.1. Company Details

18.1.4.2. Product & Services

18.1.4.3. Financials (As Reported)

18.1.4.4. Key market Focus & Geographical Presence

18.1.4.5. Recent Developments

18.1.4.6. Key Management Personnel

18.1.5. Seccua GmbH

18.1.5.1. Company Details

18.1.5.2. Product & Services

18.1.5.3. Financials (As Reported)

18.1.5.4. Key market Focus & Geographical Presence

18.1.5.5. Recent Developments

18.1.5.6. Key Management Personnel

18.1.6. RSI GmbH

18.1.6.1. Company Details

18.1.6.2. Product & Services

18.1.6.3. Financials (As Reported)

18.1.6.4. Key market Focus & Geographical Presence

18.1.6.5. Recent Developments

18.1.6.6. Key Management Personnel

18.1.7. AARKE AB

18.1.7.1. Company Details

18.1.7.2. Product & Services

18.1.7.3. Financials (As Reported)

18.1.7.4. Key market Focus & Geographical Presence

18.1.7.5. Recent Developments

18.1.7.6. Key Management Personnel

18.1.8. BestElements Thomas Schmidt

18.1.8.1. Company Details

18.1.8.2. Product & Services

18.1.8.3. Financials (As Reported)

18.1.8.4. Key market Focus & Geographical Presence

18.1.8.5. Recent Developments

18.1.8.6. Key Management Personnel

18.1.9. FlowTec GmbH

18.1.9.1. Company Details

18.1.9.2. Product & Services

18.1.9.3. Financials (As Reported)

18.1.9.4. Key market Focus & Geographical Presence

18.1.9.5. Recent Developments

18.1.9.6. Key Management Personnel

18.1.10. Bluefilters GmbH

18.1.10.1. Company Details

18.1.10.2. Product & Services

18.1.10.3. Financials (As Reported)

18.1.10.4. Key market Focus & Geographical Presence

18.1.10.5. Recent Developments

18.1.10.6. Key Management Personnel

19. STRATEGIC RECOMMENDATIONS/ACTION PLAN**19.1. Key Focus Areas**

19.2. Target Regions

19.3. Target Product Type

19.4. Target End Use

20. ABOUT US & DISCLAIMER

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