

Global Water Purifiers Market, By Technology (Membrane, Media & UV), By Region (Asia-Pacific, North America, Europe, Middle East & Africa and South America), Competition, Forecast & Opportunities, 2015 – 2026

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Abstracts

Global water purifiers market stood at USD 41.22 billion in 2019 and is forecast to grow at a CAGR of 8.06% during 2020-2026 to reach USD 68.09 Billion by 2026, on account of deteriorating water quality, rapid industrialization and increasing awareness about waterborne diseases. Increasing water pollution due to continuous industrial expansion and unmonitored waste discharge into water sources is deteriorating the quality of water. With rising health concerns among consumers, demand for water purifiers is expected to grow at a robust pace during forecast period.

Global water purifiers market can be segregated based on technology and region. In terms of technology, market can be segregated into membrane, media and UV. Out of these, membrane technology led the market with share of 62.70% in 2019. Nowadays, water in purifiers initially passes through RO membrane for primary purification process, followed by secondary purification process through UV and UF membranes, therefore, membrane segment is forecast to dominate the market until 2026.

Leading companies operating in the global water purifier market include Foshan Shunde Midea Water Dispenser Manufacture Company Limited, Coway Company Ltd., Brita GmbH, A.O. Smith Corporation, Eureka Forbes Limited, Kent RO System Ltd., BWT Holding GmbH, Panasonic Corporation, L.G. Electronics Inc., Culligan International Company, and 3M Purification Inc. Companies operating in the market are using strategies such as new product launches, mergers & acquisitions and collaboration to increase their share in the competitive market. For instance, in 2020, Xiaomi launched

an UltraFilter water purifier for domestic use.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021-2026

Objective of the Study:

To analyze and forecast global water purifiers market size.

To provide a detailed analysis of global water purifiers market on the basis of technology, and regional distribution.

To determine and forecast the market size by segmenting the global market into five regions, namely - Asia-Pacific, North America, Europe, Middle East & Africa, and South America.

To scrutinize the competitive developments such as new product launches and mergers & acquisitions in global water purifiers market.

To provide detailed information regarding crucial factors influencing the growth of water purifiers market, globally.

To analyze the technical trends of water purifiers market across the globe.

To identify and strategically profile the leading players in global water purifiers 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 and suppliers in more than 75 countries across the globe. Subsequently, TechSci

Research conducted primary research surveys with the identified manufacturing companies and suppliers. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels, and regional presence of all major water purifier companies across the globe.

TechSci Research calculated global water purifiers market size by using a bottom-up approach, where water purifier companies' value sales data in terms of technology (Membrane, Media and UV based water purifiers) were recorded and forecast for the future years. TechSci Research gathered this information by conducting interviews with industry experts and company representatives and externally validated the same by analyzing historical sales data of respective companies to arrive at the overall market size. Various secondary sources such as directories, databases such as Central Pollution Control Board, AQUASTAT, China Ministry of Water Resources, World Bank, OECD, company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Membrane water purifier, media water purifier, UV water purifier manufacturers

Membrane water purifier, media water purifier, UV water purifier suppliers

End users of water purifiers, such as residential complexes and apartments

Research organizations and consulting companies

Associations, organizations, forums and alliances related to water purifiers

Government bodies such as regulating authorities and policy makers

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as water purifier manufacturing companies, distributors and dealers, customers and policy makers, as well as for identifying which market segments should be targeted over the coming years in order to strategize investments and capitalize on the growth of the market segment.

Report Scope:

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

Market, by Technology:

Membrane

Media

UV

Market, by Region:

Asia-Pacific

China

South Korea

India

Vietnam

Indonesia

North America

United States

Canada

Mexico

Europe

Russia

Spain

Germany

France

United Kingdom

Middle East & Africa

UAE

Saudi Arabia

Egypt

South Africa

Algeria

South America

Brazil

Chile

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of major companies operating in global water purifiers market.

Voice of Customers: Customer analysis by considering below mentioned parameters - major factors influencing the buying behavior, challenges/unmet needs.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs.

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