

# **India Portable Vegetable Washer Market, By Principle (Ozone Disinfection, Ultrasonic, Iodine Resin, Others (Reactive Oxygen)), By Application (Residential, Commercial), By Distribution Channel (Store-Based, Non-Store-Based), By Region, Competition, Forecast & Opportunities, 2028F**

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## **Abstracts**

The India Portable Vegetable Washer market is poised to experience substantial growth within the forecast period, driven by escalating health awareness, an expanding working population, shifting lifestyles, and technological advancements.

A product known as a 'vegetable washer' has been developed to aid in the removal of dirt, wax, and pesticides from vegetables prior to consumption. Certain fruits and vegetables grow underground, where they come into contact with diverse bacteria present in organic fertilizers, animal excrements, and irrigation water. Consequently, consuming them raw without adequate washing can introduce bacteria, germs, and contaminants into the body, potentially compromising overall health. This underscores the importance of washing hands after handling raw food.

Manual washing of produce can be time-consuming. However, ultrasonic vegetable washers offer a swift and efficient method to render fruits and vegetables healthful. Moreover, these washers are environmentally friendly as they produce no pollution. The ultrasonic food washer is a time-saving and efficacious appliance that swiftly and effectively cleanses fruits and vegetables in the kitchen, serving as a valuable safeguard.

### **Market Growth Fueled by Increasing Health Awareness**

Fruits and vegetables form essential components of a healthy human diet, offering essential nutrients and non-nutritive dietary components that mitigate disease risks. The surge in diseases attributed to the consumption of bacteria and germ-contaminated fruits and vegetables is a key driver of market expansion. Pesticides pose health hazards and, depending on the extent and mode of exposure, can lead to both short-term and long-term health impacts. Poor dietary habits and escalating pollution levels contribute significantly to the rise of non-communicable diseases. The Centre for Science highlights that over 1.7 million Indians annually succumb to diseases associated with dietary risks. The increased awareness of health and well-being is expected to prompt consumers to adopt various health-related products for daily consumption, consequently bolstering market growth.

### Technological Advancements Driving Market Growth

Invariably, innovative high-quality products carry a higher cost. As consumers become more discerning, seeking premium goods that deliver prompt results, manufacturers stand to benefit. This will stimulate continual Research and Development endeavors in the industry, furnishing customers with the means to compete globally while adhering to international standards. The introduction of products such as Kent's Ultima Vegetable Cleaner, employing environment-friendly ozone technology to eliminate harmful substances from produce surfaces, exemplifies this trend. Technological advancements are anticipated to play a pivotal role in driving market growth.

### Market Growth Propelled by the Need to Eliminate Harmful Chemicals

While fruits and vegetables are nutrient-rich choices, they are frequently cultivated with pesticides and chemicals to deter pathogens, insects, and rodents, while augmenting yield. Pesticides are particularly concerning in low and middle-income nations, with the potential for self-poisoning fatalities. Adequate regulations govern pesticide usage due to their hazardous nature. Evaluating residue levels in the environment and food is also paramount. A recent FDA pesticide monitoring report revealed the presence of around 207 distinct pesticide residues in fruits and vegetables, jeopardizing their safety. A portable vegetable washer effectively eradicates germs and contaminants from the surface of produce, making them safe for consumption. Furthermore, these washers extend food freshness and shelf life, contributing to market growth.

### Market Segmentation

The India portable vegetable washer market is segmented based on principle, application, distribution channel, region, and competition landscape. Based on principle, the market is further fragmented into ozone disinfection, ultrasonic, iodine resin, and others (reactive oxygen). Based on application, the market is segmented into residential and commercial. Based on the distribution channel, the market is segmented into store-based and non-store-based. Based on region, the market is divided into north, south, east, and west.

## Company Profiles

KENT RO Systems Ltd., TTK Prestige Limited, Keva Kaipo Industries Pvt Ltd, Franke Faber India Private Limited, Cello World Private Limited, Butterfly Gandhimathi Appliances Ltd., Aqua Pure Technologies Private Limited, Treasure Retail Pvt. Ltd. (Wonderchef), Ion Exchange (India) Ltd. (Zero B) and Kutchina Home Makers Private Limited are actively entering the market in recent years and further strengthening the market growth.

## Report Scope:

In this report, India portable vegetable washer market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

### India Portable Vegetable Washer Market, By Principle:

Ozone Disinfection

Ultrasonic

Iodine Resin

Others

### India Portable Vegetable Washer Market, By Application:

Residential

Commercial

## India Portable Vegetable Washer Market, By Distribution Channel:

Store-Based

Non-Store-Based

## India Portable Vegetable Washer Market, By Region:

North

South

East

West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India portable vegetable washer 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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