

# **India Residential Water Purifier Market By Technology (UV, RO, Activated Carbon, Ultrafiltration & Others), By Product Category (Purifier, Dispenser & Others), By Sales Channel (Direct & Distributors), Competition Forecast & Opportunities, 2024**

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## **Abstracts**

India residential water purifier market was valued at \$ 391.4 million in 2019 and is projected to grow at a CAGR of 13.3% and reach \$ 818 million by 2024. Anticipated growth in the market can be attributed to growing concern towards water borne disease due to water pollution, industrial development leading to water pollution and rising disposable income of Indians. Moreover, rising health awareness among people is further pushing demand for water purifiers across the country. On the basis of devices, the market has been divided into POU (point of usage) and POE (point of entry), POU accounted the maximum market share and is expected to continue its dominance during the forecast period as well owing to affordability and low maintenance cost of the system.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

### Objective of the Study:

To analyze and forecast India residential water purifier market size.

To define, classify and forecast India residential water purifier on the basis of technology, product category, sales channel and regional distribution.

To identify tailwinds and headwinds for India residential water purifier market.

To examine competitive developments such as expansions, new product launches, supply contracts and new policies in India residential water purifier market.

To strategically profile leading players operating in India residential water purifier market.

Some of the major players operating in India residential water purifier market are Eureka Forbes Ltd., Kent RO Systems Limited, Hindustan Unilever Limited, AO Smith, Ion Exchange (India) Limited, Tata Chemicals Limited, Livpure Pvt Ltd, Havells India Limited, Usha International Limited, Bajaj Electronics, among others.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of residential water purifier installers in India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include companies that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end users and regional presence of all major residential water purifier manufacturers across India.

TechSci Research calculated India residential water purifier market size using a bottom-up approach, wherein manufacturers' value sales data for different product types was recorded as well as forecast for the future years was made. Secondary sources such as company annual reports, Ministry of Corporate Affairs, Ministry of Water, World Bank, Press Releases, Industry Magazines, Industry Reports, News Dailies, Credible Paid Databases, Proprietary Databases, etc., were also studied by TechSci Research.

### Key Target Audience:

Residential water purifier manufacturers, suppliers, major end users and other stakeholders

Associations, organizations and alliances related to residential water purifier

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as residential water purifier manufacturers, distributors, dealers and policy makers. The study would also help them in deciding which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

Market, by Technology Type:

Ultraviolet

RO

Activated Carbon

Ultrafiltration

Nanofiltration

Others (Ion Exchange and Softener)

Market, by Product Category:

Purifier

Dispenser

Others (Boiling Taps and Filtration)

Market, by Device Type:

POU

POE

Market, by Sales Channel:

Direct

Distributor

Market, by Region:

North

South

East

West

Market, by Installer (Company):

Eureka Forbes Ltd.,

Kent RO Systems Limited

Hindustan Unilever Limited

Ion Exchange Pvt Ltd.

Tata Chemicals

Others

## Competitive Landscape

Competition Benchmarking: Benchmarking of leading 10 players on the basis of type.

Company Profiles: Detailed analysis of the major companies present in India residential 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:

## Channel Partner Analysis

Detailed list of distributors and dealers across the country.

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Product Information

Detailed analysis of new products and their driving forces in the market.

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