

# **India Water Purifiers Market By Type (Counter Top, Floor Standing, Under Sink, Faucet Mount & Others (Filter Pitchers, Water Dispenser with Purifier, etc.)), By Technology Market Share Analysis (RO, UF, UV, Media & Others (RO+UV+UF, Nanofiltration, etc.)) By End Use (Commercial, Residential), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Exclusive Stores, Online, and Others (Distributor/Dealer Sales, Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/I2AE9233AA2BEN.html>

Date: June 2023

Pages: 78

Price: US\$ 4,400.00 (Single User License)

ID: I2AE9233AA2BEN

## **Abstracts**

India's Water Purifiers Market is anticipated to project robust growth in the forecast period because of increasing health consciousness among the population, government initiatives, new product launches by water purifier companies, etc.

Water purifiers are gaining popularity among consumers since they offer various advantages, such as the removal of dissolved solids and toxic metal impurities, elimination of different disease-causing microorganisms, retention of essential materials, removal of iron from water, high-speed filtration, etc. Reverse osmosis (RO), ultrafiltration (UF), TDS controller, and important minerals technology are among the few technologies used by water purifiers to clean water and preserve its essential minerals.

Moreover, several market players focus on improving their marketing strategies to

attract more consumers. For instance, in 2020, a new digital campaign was launched by Livpure to address the issue of water scarcity. The company launched an advertisement for a smart RO purifier that claims to save around 20,000 liters of water annually.

### Growing Health Consciousness Among Consumers Fueling the Market Growth

The rise in health awareness among consumers regarding the increase in waterborne diseases and the lack of safe drinking water are contributing to the water purifier market in India. Over 6% of the Indian population does not have access to clean water. It is estimated that the cost of waterborne infections in India is around USD600 million annually. Water is chemically contaminated in approximately 1.96 million homes, primarily by fluoride and arsenic. According to the World Health Organization, tens of millions across 19 states in India may be affected by excess fluoride. In contrast, up to 15 million people in West Bengal may be affected by excess arsenic, which is similarly concerning. These factors encourage the population to purchase water purifiers, boosting the overall growth of this market in the country.

### New Product Launches by Market Players Aiding the Market Growth

To obtain high-quality products, consumers are increasingly looking for a wide range of possibilities. Therefore, the key players in the water purifier market are introducing new products and expanding their product lines to meet the growing demand. For instance, in 2022, LG launched UF+UV water purifiers in India, which offer seven stage filtration process. Similarly, in 2022, Kelwon launched a range of health water machines in India using Korean technology. The range includes Copper RO water purifiers, Alkaline RO water purifiers, etc. Also, in 2022, Sharp launched water purifiers with unique disruptor technology equipped with a 6-stage filtration process. Additionally, in 2022, Pureit launched its Pureit Vital Series, a new range of RO + UV + Minerals-based water purifiers with FiltraPower Technology. These factors are anticipated to further enhance the water purifiers market growth in the forecast period.

### Government Initiatives Boosting the Market Growth

In 2021, the Central Pollution Control Board (CPCB) was ordered by the National Green Tribunal to issue orders to all RO manufacturers, banning water purifiers in circumstances when the amount of total dissolved solids (TDS) in the water is less than 500 milligrams per liter. Also, in 2021, the Environment Ministry announced the regulation on the use of water purification systems, which states that each water purifier

must have a 'conformance label,' similar to a star rating, declaring its efficiency level as well as water rejection and waste levels. Additionally, through advertising and public awareness initiatives, all agencies and organizations engaged in the water supply are obligated to educate consumers on the quality of the water being delivered, along with their TDS level. These initiatives also spread awareness among people regarding the benefits of water purifiers. This factor is projected to expand the market growth of water purifiers during the forecast period in India.

## Market Segmentation

The India water purifier market is segmented based on type, technology, end-user, distribution channel, region, and competition landscape. Based on type, the market is further fragmented into the countertop, floor standing, under sink, faucet mount & others (filter pitchers, water dispensers with purifiers, etc.) Based on technology, the market is segmented into RO, UF, UV, media & others (RO+UV+UF, nanofiltration, etc.). Based on end user, the market is segmented into commercial and residential. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, multi-branded stores, exclusive stores, online, and others (distributor/dealer sales, direct sales, etc). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North India, South India, East India, and West India.

## Company Profiles

Eureka Forbes Limited, Kent Ro Systems Ltd, Hindustan Unilever Limited, Livpure Smart Homes Private Limited, A. O. Smith Corporation, Franke Faber India Private Limited, Havells India Limited, V-Guard Industries Ltd., Brita India Water Solutions Private Limited, Usha Shriram Enterprises Pvt. Ltd. are among the major market players in the India platform that lead the market growth of the India water purifiers market.

## Report Scope:

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

### India Water Purifiers Market, By Type:

#### Counter Top

Floor Standing

Under Sink

Faucet Mount

Others

#### India Water Purifiers Market, By Technology:

RO

UF

UV

Media

Others

#### India Water Purifiers Market, By End User:

Commercial

Residential

#### India Water Purifiers Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Exclusive Stores

Online

Others

#### India Water Purifiers Market, By Region:

North India

South India

West India

East India

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the India 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).

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