

India Water Softeners Market By Type (Salt Based and Salt Free), By End Use Sector (Commercial, Industrial and Residential), Competition Forecast & Opportunities, 2012 – 2026

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Abstracts

Water softener is an equipment designed to treat hard water for removing hardness (consisting of calcium and magnesium ions) that otherwise may cause scale formation on the core equipment being used. Water hardness also has other negative effects such as skin and eye irritation, dullness in clothes and reduction in effectiveness of soaps. Increasing utilization of water softeners in households and implementation of stringent government policies and initiatives like “National Mission for Clean Ganga” are anticipated to positively influence the market during 2017 - 2026. Moreover, rapid urbanization and rising disposable income are also boosting demand for water softeners in the country. Rivers like Godavari and Kaveri present in India’s southern region have crossed the average hardness limit, which is augmenting demand for water softeners in the country. All the major industrial water softener suppliers are operating in this region as the demand is high.

According to TechSci Research report, “India Water Softeners Market By Type, By End Use Sector, Competition Forecast & Opportunities, 2012 – 2026”, the market for water softeners in India is forecast to exhibit a CAGR of over 15% during 2017 – 2026, owing to rising demand for water softeners in the residential sector; chemical industry, which requires water softeners for different operations; and increasing demand for good quality water. India water softeners market has been segmented into salt based and salt free water softeners. In 2016, salt based water softeners dominated the market due to better results delivered by the product; however, they are more expensive than salt free water softeners. Hence, salt based water softeners are expected to witness a decline in their market share during the forecast period. Ion exchange, one of the leading players,

has been operating in India water softeners market over the last five decades, and with its broad service network the company is expected to maintain its dominance through 2026. Other key players operating in the market include Thermax Limited, Bluebird Water Purifiers, and Aquionics Development India Pvt. Ltd. “India Water Softeners Market By Type, By End Use Sector, Competition Forecast & Opportunities, 2012 – 2026” report elaborates following aspects related to water softeners market in India:

India Water Softeners Market Size, Share & Forecast

Segmental Analysis – By Type (Salt Based and Salt Free); By End Use Sector (Commercial, Industrial and Residential)

Policy & Regulatory Landscape

Changing Market Trends & Emerging Opportunities

Competitive Landscape & Strategic Recommendations

WHY YOU SHOULD BUY THIS REPORT?

To gain an in-depth understanding of India Water Softeners Market

To identify the on-going trends and anticipated growth in the next nine years

To help industry consultants, water softener manufacturers, distributors and other stakeholders align their market-centric strategies

To obtain research based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

REPORT METHODOLOGY

India Water Softeners Market By Type (Salt Based and Salt Free), By End Use Sector (Commercial, Industrial and...

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with water softener manufacturers, suppliers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

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2. Thermax Limited
3. Bluebird Water Purifiers
4. Aquionics Development India Pvt. Ltd.
5. KENT RO Systems Ltd.
6. Eco Crystal Pvt. Ltd.
7. 3M India Ltd.
8. Eureka Forbes Ltd.
9. Pure N Safe Water Technologies Pvt. Ltd.
10. Revolve Engineers Pvt. Ltd.

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