

India Water Purifier Market Outlook 2014

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The next world war — if ever — will not be over land, But WATER.

Globally more than one billion people lack access to safe drinking water and approximately 2.4 Billion people lack access to proper sanitation, nearly all of them in the developing countries, including India. Nearly a third of the world's population worldwide live in water-stressed areas. This figure is expected to rise to two-third of the population by 2025.

With increasing number of people becoming conscious of the risks of drinking contaminated water, the demand for water purifiers is rising rapidly. In the past few years, Indian water purifier industry has witnessed an exponential growth of 22% CAGR. The water purifier industry sales grew dramatically during FY'09 as compared to previous fiscals due to improving demand and expanding production capacity. The industry saw high growth of rate 17% during FY'08 due to the increasing awareness for safe drinking water. The UV segment, which constitutes more than 55% of the industry and is a key focus area for water purifier manufacturers, due to the higher margins it offers, is expected to continue its rapid growth. According to TechSci Research, Indian Water Purifier industry will continue its growth trajectory and is expected to witness a turnover growth of more than 22% CAGR during the period between FY'11 and to FY'14.

TechSci Research conducted a survey across 10 major cities in India with 600 users of water purifier to understand the market size, growth drivers, issues and buying behaviour patterns. The cities covered in survey were, Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Chandigarh, Pune and Bhopal.

The Indian market has tremendous potential which is more evident from the fact that global majors such as Philips and Hindustan Lever have stepped in and are looking to increase their share of the market. The three principal players today are Eureka Forbes, KENT RO and Ion Exchange (Zero B). In the years to come, we are likely to see others entering the fray.

"India Water Purifier Market Forecast & Opportunities 2014" discusses the following opportunities in the Indian water purifier industry:

- Water Purifier Industry Production by Segment
- Industry Sales
- Market Size & Growth
- Drivers & Challenges
- On-going Market Trends

- **Competitive Landscape**

“India Water Purifier Market Forecast & Opportunities 2014” gives a detailed and unbiased unprejudiced overview on the Water Purifier market in India. This report help readers to identify the on-going trends in the industry and expected anticipated growth in the coming years or future, as a consequence of depending upon changing industry dynamics in the coming years. The report will help industry consultants, water purifier companies and other stakeholders to align their market-centric strategies according to on-going and expected future trends in future.

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