

# **Japan Water Purifiers Market, By Type (Faucet Mount, Pot Type, Countertop, Others (Floor Standing, Built-in, etc.)), By Technology (RO, UV, Media, Others (UF, Nanofiltration, etc.)), By End Use (Residential, and Commercial), By Sales Channel (Distributor/Dealer, Multi-Branded Stores, Online, Supermarkets/Hypermarkets, Others (Exclusive Stores, Plumbers, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

Japan Water purifier market is driven by the country's expanding industrial sector, rising government investments, the introduction of cutting-edge technology and novel products by water purifier manufacturers, and a growing emphasis on the study and development of water purification technologies.

The market is also driven by certain Japanese laws, which are to be followed by people to maintain their taps. The Japanese water supply law mandates that, from a public health standpoint, chlorine disinfection must be done at water treatment facilities, and the residual chlorine concentration at faucets must be kept at or above 0.1 mg/L. Since Japanese citizens need to keep their faucets clean constantly in order to obtain clean drinking water, they prefer to buy a water purifier instead, as cleaning the faucet could be a tedious task.

Water purifiers need some initial setup work, but after that, they are simple to use, just like tap water. There is no need for routine maintenance because filter replacement intervals range from six months to a year, depending on the type of cartridge. Once the

user understands how to do it, they will be able to replace the filter quickly and easily.

The market is segmented into faucet mount, pot type, countertop, and others (floor standing, built-in). A faucet mount water purifier is attached to the water faucet, which is easy to install. Consumers can install the water filter and faucet themselves, without any building work, but their shapes must match. Additionally, even those with a restricted amount of space surrounding the water supply can easily install it because of its small size.

A type of water purifier that is installed and used next to the sink is the stationary or countertop type. The key distinction is that their water purifying capacity is greater than pot types. Customers can utilize the countertop water purifier by attaching a hose to the faucet, eliminating the installation process. A stationary model is projected to cost between USD72 and USD724.

The pot water purifier is a 1 to 2-liter container has a filter integrated inside. It is required to pour the tap water into this purifier, then cool the water in the refrigerator since purification does not happen right away. Since many of them are compact, consumers can carry them or store them in the pocket of the refrigerator door. However, the capacity for water filtration is lower in pot water purifiers than the stationary type or any other type of water purifier. The cost of the pot type ranges between USD14 to USD36, which is considered inexpensive when compared to the other varieties.

There is another form of water purifier with a machine under the sink. The mechanical component is hidden; it won't affect how the kitchen or water supply area is designed. The main unit price of the water purifier ranges from USD362 to several thousand dollars. The cost of the water purifier is relatively expensive due to the high-water purifying capacity.

### Increasing Consumption of Purified Water is Fueling Market Growth

Japanese consumers prefer to drink purified mineral water even though their tap water is drinkable and safe without a water purifier. Japanese do not prefer to drink tap water due to the presence of residual chlorine in the water. They prefer to drink purified or mineral water and believe mineral water to be a necessity. According to a survey conducted by Suntory Beverage & Food in Japan, around 60% of the respondents considered mineral water a daily necessity. The demand for water purifiers in the country is increasing as more and more people are shifting towards the consumption of

mineral water.

### High Installation Cost May Hinder the Market Growth

There are different varieties of water purifiers, with some of them being highly expensive to install. For instance, the direct connection faucet type, where the faucet transforms into a water purifier, frequently costs tens of thousands of dollars because the faucet needs to be replaced or built. Additionally, the 'under sink kind,' in which the water purifier's main body is positioned under the sink, is more expensive and has a higher filtering capacity than other types of water purifiers, making it cost between USD350 and USD1400. The contractor's installation work is sometimes necessary, and there are situations where construction charges are added in addition to the cost of the primary unit. These are the issues that are hindering the market growth as consumers are not willing to spend high amounts on water purifiers.

### Product Innovation Fuels Market Growth

The 'TORAYVINO' series of home water purifiers from Toray Industries, Inc. was introduced in 2021 and can be directly connected to a faucet branch. The Torayvino Branch is the first water purification system in Japan that enables switching between tap water and purified water simply by operating the lever on the faucet, independent of the design or functionality of the faucet. Only a few faucets could be chosen with traditional under-sink water purifiers and faucet-integrated water purifiers, but with the 'TORAYVINO BRANCH,' customers can select the style, brand, and functionality of faucets that they desire. It can be put on a variety of faucets, including those made by foreign companies, in addition to the faucets that consumers already use. Additionally, as this device is fitted beneath the sink, the overall aesthetic of the kitchen is not compromised. These constant product enhancements are fueling the market, including the factor that Japanese consumers prefer products that are technologically advanced.

### Market Segmentation

Japan water purifiers market is segmented into type, technology, end-use, sales channel, region, and company. Based on type, the market is segmented into faucet mount, pot type, countertop, and others (floor standing, built-in, etc.). Based on technology, the market is segmented into RO, UV, media, and others (UF, Nanofiltration, etc.). By end use, it is segregated into residential and commercial. By sales channel, the market is fragmented into distributor/dealer, multi-branded stores, online, supermarkets/hypermarkets, and others (exclusive stores, plumbers, etc.).

## Market Players

Toray Industries, Inc., Mitsubishi Chemical Cleansui Corporation, Panasonic Holdings Co., Ltd., BRITA Japan Co., Ltd., OSG Corporation, Kurita Water Industries Ltd., Seraco Japan Limited, Duskin Co., LTD., Nihon Technical Development Center Co., LTD., and Shinai Industry Co., Ltd. are the major market players in Japan Water Purifiers Market.

## Report Scope:

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

### Japan Water Purifier Market, by Type:

Faucet Mount

Pot Type

Countertop

Others

### Japan Water Purifier Market, by Technology:

RO

UV

Media

Others

### Japan Water Purifier Market, by End Use:

Residential

Commercial

### Japan Water Purifier Market, by Distribution Channel:

Distributor/Dealer

Multi-Branded Stores

Online

Supermarkets/Hypermarkets

Others

### Japan Water Purifier Market, by Region:

Hokkaido & Tohoku

Chubu

Chugoku

Kyushu

Rest of Japan

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Japan 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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