

Malaysia Water Purifier Market By Type (Counter Top, Under Sink, Faucet Mount & Others (Floor Standing, Pitchers, etc.)), By Sales Channel (Retail, Distributor, Direct, E-Commerce, Others (Plumber, Contractor, etc.)), By End User (Residential, Commercial), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Malaysia Water Purifier Market has valued at USD433.11 Million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 11.54% through 2028. The water purifier market in Malaysia has been steadily growing due to increasing concerns about water quality and a rising awareness of health-related issues associated with contaminated water.

Malaysia faces challenges related to water quality, such as high levels of pollutants and contaminants in the water supply. This has led to growing concerns among consumers about the safety of tap water. With a growing focus on health and wellness, consumers are increasingly seeking solutions to ensure they have access to clean and safe drinking water. Water purifiers are seen as an effective way to achieve this. The rapid urbanization in Malaysia has led to increased pollution levels in urban areas, further driving the need for water purification systems. The Malaysian government has also recognized the importance of clean water and has taken steps to improve water quality. However, consumers often prefer additional layers of protection provided by water purifiers. The market features a variety of water purifier types, including countertop, under-sink, and portable units. Consumer preferences may vary based on factors like convenience, cost, and available space. The market has several local and international players, each offering a range of products with varying technologies and price points.

The water purifier market in Malaysia has been on the rise due to concerns about water quality and health awareness among consumers. The market features a variety of players and technologies, with a focus on providing clean and safe drinking water to households and businesses. The Malaysia water purifier market is expected to continue to grow in the coming years, driven by the increasing awareness of the importance of clean drinking water and the rising disposable incomes of consumers.

Key Market Drivers

Water Quality Concerns

Water quality concerns represent one of the primary drivers of the water purifier market in Malaysia. Malaysia faces challenges related to water pollution and contamination in its natural water sources. Industrial runoff, agricultural chemicals, and urbanization contribute to the presence of pollutants in rivers and groundwater, which are often used as sources of drinking water. High levels of contaminants such as heavy metals, bacteria, and chemicals in the water supply pose significant health risks. Consumers are becoming increasingly aware of these dangers, driving them to seek reliable water purification solutions. Public awareness campaigns and media coverage have played a crucial role in educating Malaysians about the quality of their tap water. Consumers are now more informed about the potential health risks associated with untreated water.

As a result of these concerns, there is a growing desire among Malaysians for safe and clean drinking water. Water purifiers provide an effective means to achieve this, removing or reducing contaminants to safe levels. The Malaysian government has acknowledged the importance of water quality and has implemented initiatives to improve water treatment and distribution. However, consumers often prefer additional layers of protection provided by water purifiers. In response to these water quality concerns; consumers are increasingly investing in water purifiers to ensure they have access to clean and safe drinking water within their homes. This heightened awareness and concern about water quality are significant drivers of market growth.

Health and Wellness Awareness

Malaysians are becoming more health-conscious, with a greater focus on preventive measures to maintain good health. Clean and safe drinking water is a fundamental aspect of a healthy lifestyle. There is a heightened awareness of water-borne diseases and their potential health impacts. This awareness has led to increased interest in water

purification solutions that can effectively eliminate pathogens. Many Malaysians have shifted their preference away from bottled water due to concerns about the environmental impact of plastic bottles and doubts about the quality of some bottled water brands. Clean water is perceived as a crucial component of a healthy lifestyle. This perception has driven consumers to invest in water purifiers to ensure their families have access to safe and clean water. The COVID-19 pandemic further underscored the importance of maintaining good hygiene, including safe drinking water. Water purifiers with advanced filtration technologies are seen as an essential tool for preventive health measures. As Malaysians become more health-conscious and prioritize safe drinking water, the demand for water purifiers equipped with advanced filtration and purification technologies has continued to rise.

Urbanization and Pollution

Rapid urbanization and the associated increase in pollution levels constitute another significant driver of the water purifier market in Malaysia. Malaysia has experienced rapid urbanization in recent years, with more people moving to cities and urban areas. Urban environments often have higher pollution levels, which can impact the quality of tap water. Urbanization is accompanied by increased industrial activity, which can lead to pollution of water sources. Contaminants such as heavy metals and chemicals find their way into water supplies, heightening concerns about water quality. Urban areas may face challenges related to aging water infrastructure, potentially leading to the deterioration of water quality as pipes and treatment facilities age. Urban areas may face challenges related to aging water infrastructure, potentially leading to the deterioration of water quality as pipes and treatment facilities age. Urban residents are often more aware of environmental and health issues, leading them to seek solutions to mitigate the effects of pollution on their water supply. The combined effect of urbanization and pollution has created a strong demand for water purifiers in urban areas of Malaysia. Consumers in these regions view water purifiers as a vital tool to safeguard their health and well-being in the face of increasing environmental challenges.

Key Market Challenges

Increasing Consumption Of Bottled Water

Bottled water is often considered convenient as it can be easily carried around, making it a popular choice for people on the go. Bottled water is widely available in convenience stores, supermarkets, and vending machines, making it easily accessible to consumers.

Bottled water brands often invest heavily in marketing and branding, creating an image of purity and freshness that appeals to consumers. Advertising campaigns often emphasize the supposed health benefits of bottled water, contributing to its popularity.

The consumption of bottled water contributes to plastic waste, which is an environmental concern. However, the environmental impact of bottled water may not always deter consumers who prioritize convenience and perceived safety. While bottled water can be more expensive per liter than tap water, some consumers may still perceive it as affordable, especially when compared to the initial cost of purchasing a water purifier. Some consumers may have limited awareness of water purifiers or may not fully understand the benefits of using them, leading them to opt for bottled water instead. The upfront cost of purchasing a water purifier, especially for high-end models with advanced features, can be a barrier for some consumers, making bottled water appear as a more cost-effective immediate solution.

Competition and Market Saturation

The water purifier market in Malaysia has become increasingly competitive over the years. With numerous local and international players offering a wide range of products, market saturation has become a significant challenge. In urban areas where water purifiers are more commonly used, the market is reaching a saturation point. Most households that prioritize clean drinking water may already have a water purifier, leaving limited room for further growth. With many brands vying for market share, price competition has intensified. This can lead to lower profit margins for manufacturers and distributors. Product differentiation is challenging, as many purifiers offer similar features and technologies. Manufacturers must find innovative ways to distinguish their products.

Consumer Perceptions and Preferences

Consumer perceptions and preferences can pose challenges to the water purifier market in Malaysia, impacting adoption rates and brand choices. Some consumers may have limited knowledge about the benefits of water purifiers or may not fully understand the risks associated with untreated tap water. This lack of awareness can hinder market growth. As mentioned earlier, the preference for bottled water, driven by convenience and marketing, can divert consumers away from considering water purifiers as an alternative. The perception of tap water's taste can vary among consumers. Some may prefer the taste of bottled water or tap water treated with purifiers that do not alter its taste.

Environmental Concerns

While water purifiers are a sustainable solution compared to bottled water, environmental concerns related to water purifier technology and waste generation can pose challenges. The disposal of used water purifier filters can be an environmental issue if proper recycling and disposal methods are not followed. Some water purifiers, especially those with advanced features, may consume electricity. Manufacturers should focus on energy-efficient designs to address these concerns.

Key Market Trends

Growing Emphasis on Health and Wellness

One prominent trend in the Malaysia water purifier market is the growing emphasis on health and wellness. Malaysians are increasingly concerned about the quality of their drinking water and its impact on their health. There is a rising awareness of the importance of maintaining good health, and clean and safe drinking water is considered a fundamental element of a healthy lifestyle. Consumers are more conscious of the potential health risks associated with contaminated water sources. Malaysians are increasingly concerned about water-related health issues such as waterborne diseases, lead contamination, and the presence of harmful chemicals in tap water. The COVID-19 pandemic further underscored the importance of maintaining good hygiene, including ensuring access to safe drinking water. Many consumers view water purifiers as an essential tool for preventive health measures.

Clean water is perceived as a cornerstone of wellness, and consumers are willing to invest in water purification systems to ensure the safety and quality of their drinking water. Some consumers are transitioning away from bottled water due to environmental concerns and a desire for more reliable and cost-effective water purification solutions. To cater to this trend, the Malaysia water purifier market has seen increased demand for advanced water purification technologies, such as reverse osmosis (RO) and UV purification. Manufacturers are also incorporating health-oriented features into their products, such as mineral-enhancing filters that add beneficial minerals to purified water.

Technological Advancements

Technological advancements represent another major trend in the Malaysia water

purifier market. Manufacturers are continuously innovating to provide consumers with more efficient, convenient, and feature-rich water purification solutions. The integration of smart technology allows consumers to monitor the status and performance of their water purifiers through mobile apps. These apps provide real-time data on water quality, filter life, and system maintenance needs. Manufacturers are incorporating multiple filtration stages, including activated carbon, sediment filtration, and UV disinfection, to ensure comprehensive water treatment.

Energy-efficient water purifiers are gaining popularity, as consumers seek eco-friendly options that reduce electricity consumption. Water purifiers with smaller footprints and under-sink models are becoming more common, catering to consumers with limited space in their kitchens. User-friendly interfaces, touch screens, and intuitive controls are being integrated into water purifiers to enhance the overall user experience. Consumers can now choose from a variety of purification technologies, allowing them to tailor their water purifiers to specific water quality concerns and preferences. These technological advancements aim to make water purification more convenient, efficient, and effective for consumers, thereby driving market growth.

Increased Government Initiatives and Regulations

Government initiatives and regulations play a vital role in shaping the Malaysia water purifier market. These initiatives focus on improving water quality and ensuring consumer safety. The Malaysian government has set stringent water quality standards and regulations to safeguard public health. This drives the demand for effective water purification systems. Government-led efforts to upgrade water treatment and distribution infrastructure contribute to improved tap water quality. However, consumers often prefer additional water purification measures. Government agencies run public awareness campaigns to educate citizens about the importance of clean and safe drinking water, often highlighting the role of water purifiers. Some government programs aim to reduce plastic waste by promoting the use of tap water and water purifiers over bottled water. Government support and regulations serve as key drivers for consumer confidence in water purifiers, as they ensure that these systems meet or exceed quality and safety standards.

Segmental Insights

Type Insights

Based on types, the Malaysia water purifiers market are segmented into counter top,

under sink, faucet mount & others. Among which the countertop water purifier market is experiencing growth in the Malaysia water purifier market with market share of 38.42% in 2022. Countertop water purifiers are compact and designed to sit on kitchen countertops, making them a space-efficient choice for consumers, especially those with limited kitchen space. This convenience appeals to urban dwellers in Malaysia who often have smaller kitchens.

Countertop purifiers typically require minimal installation effort. Users can easily connect them to the tap or faucet, eliminating the need for complex plumbing work. This straightforward installation process attracts consumers who seek hassle-free solutions. Countertop purifiers are not permanently fixed and can be moved from one location to another with ease. This portability is valuable for consumers who frequently relocate or prefer to have the flexibility to use the purifier in different areas of their home. Many countertop purifiers use advanced filtration technologies like activated carbon, ceramic filters, and multi-stage filtration to effectively remove contaminants, ensuring that consumers have access to high-quality drinking water.

The countertop water purifier market is on the rise in the Malaysia water purifier market due to its space efficiency, ease of installation, portability, affordability, quick filtration, and the ability to provide high-quality drinking water. As consumers become more health-conscious and environmentally aware, countertop water purifiers offer a practical and effective solution to meet their clean water needs.

End User Insights

Based on end user, the residential segment has the largest market share with 76.14% in the water purifier market in Malaysia. Malaysia has a relatively high population density, with a significant portion residing in urban areas. Urbanization has led to increased pollution and contamination of water sources, making residents in these areas more concerned about water quality. As a result, the residential segment, primarily urban households, forms a substantial portion of the market. The residential segment dominates the water purifier market in Malaysia due to a combination of factors, including population density, urbanization, consumer awareness, health concerns, environmental awareness, government initiatives, affordability, and the desire for customized and home-based water purification solutions. These factors collectively make the residential segment the largest and most significant market share holder in the water purifier industry in Malaysia.

Regional Insights

Based on region, West Malaysia is the leading the market share with 76.14% in 2022. The west region of Malaysia includes major urban centers like Kuala Lumpur, Selangor, and Penang. These areas have higher population densities, greater urbanization, and larger middle-class populations compared to other regions. With more people living in urban areas, there is typically a higher demand for water purifiers due to concerns about water quality. The west region, particularly around Kuala Lumpur and Selangor, is highly industrialized. Industrial activities often lead to higher levels of water pollution and contaminants in water sources. As a result, residents in these areas may be more inclined to invest in water purifiers to ensure safe and clean drinking water.

Key Market Players

Coway (Malaysia) Sdn. Bhd.

CUCKOO International (MAL) Sdn. Bhd

Aqua Kent RO Malaysia

Panasonic Malaysia Sdn. Bhd.

3M Malaysia Sdn. Bhd.

NEP Holdings (Malaysia) Berhad

Amway (Malaysia) Sdn. Bhd

PureGen Water Sdn. Bhd.

Nikom Global Marketing (M) Sdn. Bhd.

Biopure Malaysia (Elken Global Sdn Bhd.)

Report Scope:

In this report, the Malaysia Water Purifier market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Malaysia Water Purifier Market, By Type:

Malaysia Water Purifier Market By Type (Counter Top, Under Sink, Faucet Mount & Others (Floor Standing, Pitche...

Counter Top

Under Sink

Faucet Mount

Others

Malaysia Water Purifier Market, By Sales Channel:

Retail

Distributor

Direct

E-Commerce

Others

Malaysia Water Purifier Market, By End User:

Residential

Commercial

Malaysia Water Purifier Market, By Region:

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Malaysia Water Purifier market.

Available Customizations:

Malaysia Water Purifier Market report with the given market data, Tech Sci 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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