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Malaysia Water Purifiers Market, By Mode (POU, POE), By Type (Counter Top, Under Sink, Faucet Mount, Others), By Technology (RO, UF, UV, Media, Others), By Region, Competition, Forecast & Opportunities, 2016-2026

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Abstracts

Malaysia Water Purifiers Market was valued at USD353.20 million in 2020 and is projected to reach USD653.10 million by 2026. Increasing concerns towards health and well-being amongst people, growing risk of drinking contaminated water, rising incidences of waterborne diseases, launch of comprehensive water purification service campaigns by government and semi-government bodies are expected to positively influence the Malaysia Water Purifiers Market in the coming years.

Malaysia Water Purifiers Market is segmented into mode, type, technology, and region. Based on mode, the market is segmented into POU and POE. The POU systems are installed at the tap water supply point whereas, the POE systems are installed at the main water supply inlet. The POU segment dominated the market with a share of 86.59% in 2020 and is expected to dominate the market in the forecast period as well because POU systems are more cost efficient and occupy less space in comparison to the POE systems.

Based on the type, the market is segmented into counter top, under sink, faucet mount and others including wall mounted, tabletop, etc. The counter top segment dominated the market with a share of 50.05% in 2020, primarily due to their ease of implementation and cost benefits. The counter top water purifiers are light and compact and can easily be installed directly to a tap and also their water filtration cartridges are easy to change.

Based on technology the market is sub-segmented into RO, UV, UF, media, and others

including activated carbon and sediment filter, etc. The RO segment held a market share of 46.37% in 2020 and is expected to dominate the market during the forecast period primarily because of their widespread adoption across the urban sector. RO filters out all the bacteria and viruses, removes all the suspended and visible impurities and helps in reduction of TDS upto 90%, providing a clean and safe drinking water.

Regionally, the Malaysia Water Purifiers Market is segmented into two regions including East Malaysia and West Malaysia. Among these regions, West Malaysia is expected to dominate the market in the forecast period on account of the widespread urbanization and industrialization in the area. West Malaysia has a majority of urban population, which boosts the growth of water purifiers in the market. East Malaysia is rich in natural sources and comprises mainly of the rural population which rely on the traditional tap water sources for water consumption.

The major players operating in the Malaysia Water Purifiers Market are Coway (Malaysia) Sdn. Bhd, CUCKOO International (MAL) Sdn. Bhd., Aqua Kent RO Malaysia, NEP Holdings (Malaysia) Berhad, 3M Malaysia Sdn. Bhd., AMWAY (Malaysia) Sdn. Bhd., Panasonic Malaysia Sdn. Bhd., PureGen Technologies Sdn. Bhd., Nikom Global Marketing (M) Sdn. Bhd., Bio Pure (Elken Global Sdn. Bhd.). These companies are developing advanced technologies and launching new services to stay competitive in the market. Other competitive strategies include mergers and acquisitions and new service developments.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the Malaysia Water Purifiers Market from 2016 to 2020.

To estimate and forecast the market size of Malaysia Water Purifiers Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the Malaysia Water Purifiers Market based on component, application, company, and regional distribution.

To identify the dominant region or segment in the Malaysia Water Purifiers Market.

To identify drivers and challenges for the Malaysia Water Purifiers Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the Malaysia Water Purifiers Market.

To identify and analyze the profiles of leading players operating in the Malaysia Water Purifiers Market.

To identify key sustainable strategies adopted by market players in the Malaysia Water Purifiers Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across Malaysia. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across Malaysia.

TechSci Research calculated the market size of the Malaysia Water Purifiers Market using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Water purifiers manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers.

Organizations, forums, and alliances related to water purifiers.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Malaysia Water Purifiers Market, By Mode:

POU

POE

Malaysia Water Purifiers Market, By Type:

Counter Top

Under Sink

Faucet Mount

Malaysia Water Purifiers Market, By Technology:

RO

UV

UF

Media

Others

Malaysia Water Purifiers Market, By Region:

West Malaysia

East Malaysia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Time Sensitive Networking 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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