

# **New Zealand Water Purifiers Market, By Type (Countertop, Floor Standing, Under Sink, Faucet Mount & Others (Filter Pitchers, Water Dispenser with Purifier, etc.)), By Technology Market Share Analysis (RO, UV, UF, Media & Others (RO+UV, Nanofiltration, etc.)) By End Use (Commercial, Residential), By Distribution Channel (Multi-Branded Stores, Distributor/Dealer Sales, Online, and Others (Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

New Zealand Water Purifiers Market is anticipated to project robust growth in the forecast period on account of rising health consciousness among the population, government initiatives, new product launches by water purifier companies, etc.

To avoid contracting diseases transmitted by contaminated water, water purifiers guarantee access to clean, safe drinking water. There are various kinds of water filtration techniques, including Reverse Osmosis (RO), ultrafiltration (UF), and ultraviolet disinfection (UV). Depending on the water's quality, a person can select a water purifying system.

Semipermeable membranes are used in RO water purifiers to clean the water. The water pump pressurizes the untreated hard water to allow it to travel through the RO membrane. Arsenic, fluoride, lead, chlorine, nitrates, and sulfates are a few of the dissolved solids that are captured and retained in the RO membrane throughout this

process, which produces filtered water. Dissolved solids and metal particles, including lead, fluoride, and arsenic, are removed by RO water purifiers. Additionally, RO water purifiers can eliminate bacteria and viruses that cause waterborne illnesses. By removing the pollutants that are responsible for unpleasant taste and odor, RO water purifiers enhance the flavor and aroma of water.

A UV or ultraviolet water purifier is a tested technique that can eliminate bacteria, viruses, and cysts that cause water-borne illnesses. During the purifying procedure, this eco-friendly technique didn't employ any chemicals. A UV lamp tube is the main component of a UV water purifier, through which water can pass to be cleaned. When running, water is exposed to UV radiation from a UV lamp, and any bacteria and viruses are destroyed and rendered inert.

### Growing Health Consciousness Among Consumers Fueling the Market Growth

The rise in health awareness among consumers regarding the increase in waterborne diseases. Degradation of freshwater increases threats to human health, cultural traditions, and well-being while also endangering native animals and their ecosystems. Also, water purifiers are gaining popularity owing to the advantages they offer, such as removing toxic substances and micro-organisms, protection against infections and chronic diseases, ensuring a robust immune system, etc. These factors are encouraging the population to purchase water purifiers, thus, expanding the market growth of water purifiers in New Zealand.

### Rising Water Pollution Level Aiding the Market Growth

According to a government estimate from 2020, 95% to 99% of rivers in pastoral, urban, and non-native forested areas are contaminated. Approximately 60% of the nation's rivers have pollution levels higher than acceptable. Most of the country's rivers (90%) have been drained, and many freshwater fish species (76%) are threatened or endangered. Nearly all New Zealand rivers that flow through urban and agricultural regions (95-99%) carry pollutants above water quality requirements. Almost all rivers and some lakes are impacted by water pollution. In comparison to natural settings, farming, forestry, and urban regions have higher concentrations of contaminants in freshwater. Pathogens, heavy metals, nutrients, and sediment are some examples of pollution sources. Sediment can smother habitats at the bottom of river and lake banks, contaminating the water and harming ecosystems. Algal blooms caused by nutrients like nitrogen and phosphorus can lower the cultural and recreational value of rivers and lakes. Heavy metals, such as copper and zinc, can endanger life by making freshwater

unfit to consume. These factors are anticipated to further enhance the market growth of the Water purifiers market in the forecast period.

### Government Initiatives Boosting Market Growth

The government of New Zealand is continuously launching initiatives to encourage individuals to clean drinking. For instance, in 2022, a program to support rural drinking water suppliers meet new Taumata Arowai water standards. Also, a local government minister announced funding of around USD 12.46 million for water systems serving rural marae, Papakōinga, and Kōhanga Reo. These initiatives also spread awareness among people regarding the benefits of water purifiers as well as the importance of clean and safe drinking water. This factor is projected to expand the market growth of water purifiers during the forecast period in New Zealand.

### Market Segmentation

The New Zealand water purifier market is segmented based on type, technology, end-user, distribution channel, region, and competition landscape. Based on type, the market is further fragmented into a countertop, floor standing, under sink, faucet mount & others (filter pitchers, water dispensers with purifier, etc.) Based on technology, the market is segmented into RO, UF, UV, media & others (RO+UV, Nanofiltration, etc.). Based on end-user, the market is segmented into commercial and residential. Based on distribution channels, the market is segmented into multi-branded stores, distributor/dealer sales, online, and others (direct sales, etc.) The market analysis also studies the regional segmentation to devise regional market segmentation amongst North Island and South Island.

### Company Profiles

Amway New Zealand, Brita GmbH, Mountain Fresh Limited, Cuckoonz Ltd., Breville New Zealand, Philips New Zealand Commercial Limited, Aqua Filter New Zealand, Wellington Water Filters Ltd, Sheffield Appliance, Pure Hydration Limited are among the major market players in the New Zealand water purifiers market.

### Report Scope:

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

### New Zealand Water Purifiers Market, By Type:

Countertop

Floor Standing

Under Sink

Faucet Mount

Others

### New Zealand Water Purifiers Market, By Technology:

RO

UF

UV

Media

Others

### New Zealand Water Purifiers Market, By End User:

Commercial

Residential

### New Zealand Water Purifiers Market, By Distribution Channel:

Multi-Branded Stores

Distributor/Dealer Sales

Online

Others

## New Zealand Water Purifiers Market, By Region:

North Island

South Island

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the New Zealand 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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