

Pakistan Water Purifiers Market, By Installation Mode (POU & POE), By Application (Residential, Commercial, Food & Beverage, Healthcare, Industrial and Municipal), By Sales Channel (Direct, Distributor, Retail and Online), By Region, Competition, Forecast & Opportunities, 2025

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Abstracts

Pakistan water purifiers market was valued around \$ 350 million in 2019 and is projected to reach \$ 528 million by 2025 on account of deteriorating ground and surface water quality, increasing urbanization & industrialization, coupled with rising concern about increasing incidence of water borne diseases across the country. Furthermore, growing popularity of water purifiers among the population coupled with increasing consumer spending are positively impacting the growth of market. Additionally, increase in spending by the key players, technological advancements and new product launches are expected to further propel the growth of market until 2025.

Pakistan water purifiers market is segmented based on installation mode, application, sales channel and region. Based on installation mode, the market can be divided into POU & POE. POU mode of installation is expected to register significant growth in terms of volume during the forecast period on account of flexibility and convenience related to its installation and usage. Based on sales channel, the market can be segmented into direct, distributors, wholesalers and online. Direct sales channel dominated the market in 2019 and is further expected to hold its market dominance owing to the consumer behavior and psychology of buying water purifiers from the direct sales channels after getting fully assured of the product quality and the brand value associated with that product.

Major players operating in Pakistan water purifiers market include Nectar Water Technologies (Pvt) Ltd., So-Safe Water Technologies, Nargas Appliances, Aqua Hygienic, Multiply Industrial Co. Ltd, Aqua Fine Corporation, Vital Enterprises (Hydro Safe Products), Aquaguard, Pure Tech Water Purification, Aqua Cleanses and others.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of Pakistan water purifiers market.

To classify and forecast Pakistan water purifiers market based on installation mode, application, sales channel, company and regional distribution.

To identify drivers and challenges for Pakistan water purifiers market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Pakistan water purifiers market.

To conduct pricing analysis for Pakistan water purifiers market.

To identify and analyze the profile of leading players operating in Pakistan water purifiers market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of water purifier players operating across the country. 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 product offerings, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of Pakistan water purifiers market using a bottom-up approach, wherein data for various market segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types 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 and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to water purifiers

Market research and consulting firms

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

Report Scope:

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

Market, By Installation Mode:

POU

POE

Market, By Application:

Residential

Commercial

Food & Beverage

Healthcare

Industrial

Municipal

Market, By Sales Channel:

Direct

Distributor

Retail

Online

Market, By Region:

Khyber Pakhtunkhwa

Punjab

Sindh

Others

Competitive Landscape**Company Profiles: Detailed analysis of the major companies present in Pakistan water***Pakistan Water Purifiers Market, By Installation Mode (POU & POE), By Application (Residential, Commercial, Fo...*

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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