

# **Residential Water Purifier Market - Global Industry Size, Share, Trends, Competition, Opportunity and Forecast, 2018-2028 Segmented By Technology (RO, Media, UV, UF, others (nanofiltration, etc.)), By Sales Channel (Indirect and Direct), By Region**

<https://marketpublishers.com/r/RE4FE9419B05EN.html>

Date: June 2023

Pages: 113

Price: US\$ 4,900.00 (Single User License)

ID: RE4FE9419B05EN

## **Abstracts**

Global residential water purifier market is anticipated to reach more than USD20 billion in 2022, growing with an impressive CAGR of over 13% on account of increased awareness about water-borne diseases. Anticipated growth in the market is majorly led by rising deaths due to deteriorating water quality across the globe.

The increasing pollution due to urbanization and the establishment of new factories and warehouses leads to the release of more toxic materials from the factories, which significantly contaminates the water of rivers, oceans, and other water bodies. With increasing awareness, consumers prefer water purifiers for safe and clean drinking water, which aids the market growth of water purifiers in several countries.

As per the data provided by World Health Organization (WHO), over 2 billion people are living in water-stressed countries. Moreover, according to the United Nations Environment Programme (UNEP), due to the poor quality of the rivers' water, nearly 3 billion people are at threat of developing diseases. Thus, the rise in degrading water and increasing water-borne diseases in different countries is anticipated to drive the demand for water purifiers globally. Additionally, it is estimated that water pollution causes more than 100,000 and USD1.46 trillion in economic losses every year in China.

Clean water is generated as the result of water purification, which helps to remove natural toxins, suspended particles, gases, and undesirable elements from water. Although most water is cleaned and disinfected before being used for human

consumption, water can still be purified for a variety of uses, including clinical, medical, synthetic, and mechanical ones. Reverse osmosis is a technique for purifying water that uses a membrane that is only partially permeable to ions, larger particles, and unwanted chemicals.

An increasing number of unorganized players is Driving Market Growth.

The global market for water purifiers is dominated by several unorganized competitors. They manufacture, assemble, and sell water purifiers at competitive rates. They produce, assemble and sell water purifiers at affordable prices. These players primarily compete in local markets and profit but lack accreditation or standards for quality. They lack after-sales services and have a poor brand image. Although organized companies hold a sizable portion of the industry, unorganized businesses are predicted to represent a substantial threat in the future due to the items' low prices.

Rising Health Concern among People Propelling the Market Growth

The rising awareness among consumers related to health diseases due to contaminated water, such as cholera, diarrhea, dysentery, hepatitis A, typhoid, and polio, is propelling the market growth. Moreover, the excessive use of harmful pesticides and insecticides for irrigation, the release of unwanted sewage from urban cities, illegal release of factory waste leads to the contamination of water bodies such as rivers and oceans.

The technology of Water Purifiers is Constantly Enhanced

The water purifier market is witnessing a surge in demand for water purifiers due to the advancements in features being brought by several companies to attract customers. Such as, Coway Co., Ltd. launched the Handspan water purifier, which is compact in shape for modern kitchens and has an auto sterilization system for the water tank, water line, and faucet, preventing the water from getting contaminated. A. O. Smith Corporation launched X7+ water purifier in the market equipped with side stream RO membrane, 8-stage purification for advanced cleaning. The water purifier comes with a TDS max technology that can purify water with a TDS level of up to 3000ppm, making it a unique offering to consumers.

Market Segmentation

The global residential water purifier market is segmented based on technology, sales

channel, region, and competitive landscape. Based on technology, the market is further fragmented into RO, Media, UV, UF, and others (nanofiltration, etc.). Based on sales channels, the market is bifurcated into indirect and direct channels of distribution. The market analysis also studies the regional distribution, divided among regions such as Asia-Pacific, North America, Europe, Middle East & Africa, and South America. Within North America, it is the United States which is dominating the market with a market size of USD3.5 billion in 2021.

## Company Profiles

Midea Group Co. Ltd., Coway Co. Ltd., Brita GmbH, A.O. Smith Corporation, Eureka Forbes Limited, Culligan International Company, BWT Holding GmbH, Unilever PLC, Panasonic Corporation, Kent R.O. Systems Limited, are among the major market players in the global residential water purifiers market.

## Report Scope:

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

### Residential Water Purifiers Market, By Technology:

RO

Media

UV

UF

Others (Nanofiltration, etc.)

### Residential Water Purifiers Market, By Sales Channel:

Indirect

Direct

## Residential Water Purifiers Market, By Region:

### Asia-Pacific

China

India

South Korea

Japan

Malaysia

Vietnam

Taiwan

### North America

United States

Canada

Mexico

### Europe

Russia

Germany

United Kingdom

Spain

Italy

### Middle East & Africa

South Africa

Saudi Arabia

UAE

Nigeria

Iran

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Global Residential 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).

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

- 4.1. Respondent Demographics
- 4.2. Awareness
- 4.3. Factors Affecting Purchase Decision
- 4.4. Frequency of Usage
- 4.5. Challenges Faced Post Purchase
- 4.6. Preferred Price Range
- 4.7. Customer Satisfaction
- 4.8. Type of Technology Preferred
- 4.9. Preferred Distribution Channel

### 5. GLOBAL RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
  - 5.1.2. By Volume
- 5.2. Market Share & Forecast
  - 5.2.1. By Technology (RO, Media, UV, UF and Others {Nanofiltration, etc.})
  - 5.2.2. By Sales Channel (Direct & Indirect)
  - 5.2.3. By Region (Asia-Pacific, North America, South America, Middle East & Africa, and Europe)
  - 5.2.4. By Company (2022)
- 5.3. Market Map (By Region, By Technology, By Sales Channel)

### 6. ASIA-PACIFIC RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK

- 6.1. PESTEL Impact Analysis in Asia-Pacific Region
  - 6.1.1. Political Impact
  - 6.1.2. Economic Impact
  - 6.1.3. Social Impact

- 6.1.4. Technology Impact
- 6.1.5. Environment Impact
- 6.1.6. Legal Impact
- 6.2. Market Size & Forecast
  - 6.2.1. By Value
  - 6.2.2. By Volume
- 6.3. Market Share & Forecast
  - 6.3.1. By Technology
  - 6.3.2. By Sales Channel
  - 6.3.3. By Country
- 6.4. Asia-Pacific: Country Analysis
  - 6.4.1. China Residential Water Purifiers Market Outlook
    - 6.4.1.1. Market Size & Forecast
      - 6.4.1.1.1. By Value
    - 6.4.1.2. Market Share & Forecast
      - 6.4.1.2.1. By Technology
  - 6.4.2. India Residential Water Purifiers Market Outlook
    - 6.4.2.1. Market Size & Forecast
      - 6.4.2.1.1. By Value
    - 6.4.2.2. Market Share & Forecast
      - 6.4.2.2.1. By Technology
  - 6.4.3. South Korea Residential Water Purifiers Market Outlook
    - 6.4.3.1. Market Size & Forecast
      - 6.4.3.1.1. By Value
    - 6.4.3.2. Market Share & Forecast
      - 6.4.3.2.1. By Technology
  - 6.4.4. Japan Residential Water Purifiers Market Outlook
    - 6.4.4.1. Market Size & Forecast
      - 6.4.4.1.1. By Value
    - 6.4.4.2. Market Share & Forecast
      - 6.4.4.2.1. By Technology
  - 6.4.5. Malaysia Residential Water Purifiers Market Outlook
    - 6.4.5.1. Market Size & Forecast
      - 6.4.5.1.1. By Value
    - 6.4.5.2. Market Share & Forecast
      - 6.4.5.2.1. By Technology
  - 6.4.6. Vietnam Residential Water Purifiers Market Outlook
    - 6.4.6.1. Market Size & Forecast
      - 6.4.6.1.1. By Value

#### 6.4.6.2. Market Share & Forecast

##### 6.4.6.2.1. By Technology

#### 6.4.7. Taiwan Residential Water Purifiers Market Outlook

##### 6.4.7.1. Market Size & Forecast

##### 6.4.7.1.1. By Value

##### 6.4.7.2. Market Share & Forecast

##### 6.4.7.2.1. By Technology

## **7. NORTH AMERICA RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK**

### 7.1. PESTEL Impact Analysis in North America Region

#### 7.1.1. Political Impact

#### 7.1.2. Economic Impact

#### 7.1.3. Social Impact

#### 7.1.4. Technology Impact

#### 7.1.5. Environment Impact

### 7.2. Market Size & Forecast

#### 7.2.1. By Value

#### 7.2.2. By Volume

### 7.3. Market Share & Forecast

#### 7.3.1. By Technology

#### 7.3.2. By Sales Channel

#### 7.3.3. By Country

### 7.4. North America: Country Analysis

#### 7.4.1. United States Residential Water Purifiers Market Outlook

##### 7.4.1.1. Market Size & Forecast

##### 7.4.1.1.1. By Value

##### 7.4.1.2. Market Share & Forecast

##### 7.4.1.2.1. By Technology

#### 7.4.2. Canada Residential Water Purifiers Market Outlook

##### 7.4.2.1. Market Size & Forecast

##### 7.4.2.1.1. By Value

##### 7.4.2.2. Market Share & Forecast

##### 7.4.2.2.1. By Technology

#### 7.4.3. Mexico Residential Water Purifiers Market Outlook

##### 7.4.3.1. Market Size & Forecast

##### 7.4.3.1.1. By Value

##### 7.4.3.2. Market Share & Forecast

##### 7.4.3.2.1. By Technology



## **8. EUROPE RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK**

### 8.1. PESTEL Impact Analysis in Europe Region

- 8.1.1. Political Impact
- 8.1.2. Economic Impact
- 8.1.3. Social Impact
- 8.1.4. Technology Impact
- 8.1.5. Environment Impact

### 8.2. Market Size & Forecast

- 8.2.1. By Value
- 8.2.2. By Volume

### 8.3. Market Share & Forecast

- 8.3.1. By Technology
- 8.3.2. By Sales Channel
- 8.3.3. By Country

### 8.4. Europe: Country Analysis

#### 8.4.1. Russia Residential Water Purifiers Market Outlook

- 8.4.1.1. Market Size & Forecast
  - 8.4.1.1.1. By Value
- 8.4.1.2. Market Share & Forecast
  - 8.4.1.2.1. By Technology

#### 8.4.2. Germany Residential Water Purifiers Market Outlook

- 8.4.2.1. Market Size & Forecast
  - 8.4.2.1.1. By Value
- 8.4.2.2. Market Share & Forecast
  - 8.4.2.2.1. By Technology

#### 8.4.3. United Kingdom Residential Water Purifiers Market Outlook

- 8.4.3.1. Market Size & Forecast
  - 8.4.3.1.1. By Value
- 8.4.3.2. Market Share & Forecast
  - 8.4.3.2.1. By Technology

#### 8.4.4. Spain Residential Water Purifiers Market Outlook

- 8.4.4.1. Market Size & Forecast
  - 8.4.4.1.1. By Value
- 8.4.4.2. Market Share & Forecast
  - 8.4.4.2.1. By Technology

#### 8.4.5. Italy Residential Water Purifiers Market Outlook

- 8.4.5.1. Market Size & Forecast

- 8.4.5.1.1. By Value
- 8.4.5.2. Market Share & Forecast
  - 8.4.5.2.1. By Technology

## **9. MIDDLE EAST & AFRICA RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK**

- 9.1. PESTEL Impact Analysis in Middle East & Africa Region
  - 9.1.1. Political Impact
  - 9.1.2. Economic Impact
  - 9.1.3. Social Impact
  - 9.1.4. Technology Impact
  - 9.1.5. Environment Impact
- 9.2. Market Size & Forecast
  - 9.2.1. By Value
  - 9.2.2. By Volume
- 9.3. Market Share & Forecast
  - 9.3.1. By Technology
  - 9.3.2. By Sales Channel
  - 9.3.3. By Country
- 9.4. Middle East & Africa: Country Analysis
  - 9.4.1. South Africa Residential Water Purifiers Market Outlook
    - 9.4.1.1. Market Size & Forecast
      - 9.4.1.1.1. By Value
    - 9.4.1.2. Market Share & Forecast
      - 9.4.1.2.1. By Technology
  - 9.4.2. Saudi Arabia Residential Water Purifiers Market Outlook
    - 9.4.2.1. Market Size & Forecast
      - 9.4.2.1.1. By Value
    - 9.4.2.2. Market Share & Forecast
      - 9.4.2.2.1. By Technology
  - 9.4.3. UAE Residential Water Purifiers Market Outlook
    - 9.4.3.1. Market Size & Forecast
      - 9.4.3.1.1. By Value
    - 9.4.3.2. Market Share & Forecast
      - 9.4.3.2.1. By Technology
  - 9.4.4. Nigeria Residential Water Purifiers Market Outlook
    - 9.4.4.1. Market Size & Forecast
      - 9.4.4.1.1. By Value

#### 9.4.4.2. Market Share & Forecast

##### 9.4.4.2.1. By Technology

#### 9.4.5. Iran Residential Water Purifiers Market Outlook

##### 9.4.5.1. Market Size & Forecast

##### 9.4.5.1.1. By Value

##### 9.4.5.2. Market Share & Forecast

##### 9.4.5.2.1. By Technology

## **10. SOUTH AMERICA RESIDENTIAL WATER PURIFIERS MARKET OUTLOOK**

### 10.1. PESTEL Impact Analysis in South America Region

#### 10.1.1. Political Impact

#### 10.1.2. Economic Impact

#### 10.1.3. Social Impact

#### 10.1.4. Technology Impact

#### 10.1.5. Environment Impact

### 10.2. Market Size & Forecast

#### 10.2.1. By Value

#### 10.2.2. By Volume

### 10.3. Market Share & Forecast

#### 10.3.1. By Technology

#### 10.3.2. By Sales Channel

#### 10.3.3. By Country

### 10.4. South America: Country Analysis

#### 10.4.1. Brazil Residential Water Purifiers Market Outlook

##### 10.4.1.1. Market Size & Forecast

##### 10.4.1.1.1. By Value

##### 10.4.1.2. Market Share & Forecast

##### 10.4.1.2.1. By Technology

#### 10.4.2. Colombia Residential Water Purifiers Market Outlook

##### 10.4.2.1. Market Size & Forecast

##### 10.4.2.1.1. By Value

##### 10.4.2.2. Market Share & Forecast

##### 10.4.2.2.1. By Technology

#### 10.4.3. Argentina Residential Water Purifiers Market Outlook

##### 10.4.3.1. Market Size & Forecast

##### 10.4.3.1.1. By Value

##### 10.4.3.2. Market Share & Forecast

##### 10.4.3.2.1. By Technology

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS AND DEVELOPMENTS**

## **13. PORTER'S FIVE FORCES MODEL**

- 13.1. Competitive Rivalry
- 13.2. Bargaining Power of Buyers
- 13.3. Bargaining Power of Suppliers
- 13.4. Threat of New Entrants
- 13.5. Threat of Substitutes

## **14. IMPACT OF RUSSIA-UKRAINE WAR**

## **15. TRADE DYNAMICS**

- 15.1. Import
- 15.2. Export
- 15.3. Trade Balance

## **16. VALUE CHAIN & PROFITABILITY ANALYSIS**

## **17. LIST OF MAJOR CHANNEL PARTNERS**

## **18. IMPACT OF COVID-19 ON GLOBAL RESIDENTIAL WATER PURIFIERS MARKET**

## **19. COMPETITIVE LANDSCAPE**

- 19.1. Midea Group Co. Ltd.
  - 19.1.1. Business Overview
  - 19.1.2. Merger & Acquisitions
  - 19.1.3. Product Launches
  - 19.1.4. Product Innovation
  - 19.1.5. Product Portfolio

- 19.1.6. Product of Interest
- 19.1.7. Key Personnel
- 19.1.8. Financial Indicators
- 19.1.9. Segmental Revenue
- 19.1.10. Regional Revenue
- 19.1.11. SWOT Analysis
- 19.1.12. Top Products, By Country
- 19.2. Coway Co. Ltd.
  - 19.2.1. Business Overview
  - 19.2.2. Merger & Acquisitions
  - 19.2.3. Product Launches
  - 19.2.4. Product Innovation
  - 19.2.5. Product Portfolio
  - 19.2.6. Product of Interest
  - 19.2.7. Key Personnel
  - 19.2.8. Financial Indicators
  - 19.2.9. SWOT Analysis
  - 19.2.10. Top Products, By Country
- 19.3. Brita GmbH
  - 19.3.1. Business Overview
  - 19.3.2. Merger & Acquisitions
  - 19.3.3. Product Launches
  - 19.3.4. Product Innovation
  - 19.3.5. Product Portfolio
  - 19.3.6. Product of Interest
  - 19.3.7. Key Personnel
  - 19.3.8. SWOT Analysis
  - 19.3.9. Top Products, By Country
- 19.4. A.O. Smith Corporation
  - 19.4.1. Business Overview
  - 19.4.2. Merger & Acquisitions
  - 19.4.3. Product Launches
  - 19.4.4. Product Innovation
  - 19.4.5. Product Portfolio
  - 19.4.6. Product of Interest
  - 19.4.7. Key Personnel
  - 19.4.8. Regional Revenue
  - 19.4.9. SWOT Analysis
  - 19.4.10. Top Products, By Country

- 19.5. Eureka Forbes Limited
  - 19.5.1. Business Overview
  - 19.5.2. Merger & Acquisitions
  - 19.5.3. Product Launches
  - 19.5.4. Product Innovation
  - 19.5.5. Product Portfolio
  - 19.5.6. Product of Interest
  - 19.5.7. Key Personnel
  - 19.5.8. Regional Revenue
  - 19.5.9. SWOT Analysis
  - 19.5.10. Top Products, By Country
- 19.6. Culligan International Company
  - 19.6.1. Business Overview
  - 19.6.2. Merger & Acquisitions
  - 19.6.3. Product Innovation
  - 19.6.4. Product Portfolio
  - 19.6.5. Product of Interest
  - 19.6.6. Key Personnel
  - 19.6.7. SWOT Analysis
  - 19.6.8. Top Products, By Country
- 19.7. BWT Holding GmbH
  - 19.7.1. Business Overview
  - 19.7.2. Merger & Acquisitions
  - 19.7.3. Product Innovation
  - 19.7.4. Product Portfolio
  - 19.7.5. Product of Interest
  - 19.7.6. Key Personnel
  - 19.7.7. SWOT Analysis
  - 19.7.8. Top Products, By Country
- 19.8. Unilever PLC
  - 19.8.1. Business Overview
  - 19.8.2. Merger & Acquisitions
  - 19.8.3. Product Launches
  - 19.8.4. Product Innovation
  - 19.8.5. Product Portfolio
  - 19.8.6. Product of Interest
  - 19.8.7. Key Personnel
  - 19.8.8. Financial Indicators
  - 19.8.9. Segmental Revenue

- 19.8.10. Regional Revenue
- 19.8.11. SWOT Analysis
- 19.8.12. Top Products, By Country
- 19.9. Panasonic Corporation
  - 19.9.1. Business Overview
  - 19.9.2. Merger & Acquisitions
  - 19.9.3. Product Innovation
  - 19.9.4. Product Portfolio
  - 19.9.5. Product of Interest
  - 19.9.6. Key Personnel
  - 19.9.7. Financial Indicators
  - 19.9.8. Segmental Revenue
  - 19.9.9. Regional Revenue
  - 19.9.10. SWOT Analysis
  - 19.9.11. Top Products, By Country
- 19.10. Kent R O Systems Limited
  - 19.10.1. Business Overview
  - 19.10.2. Merger & Acquisitions
  - 19.10.3. Product Launches
  - 19.10.4. Product Portfolio
  - 19.10.5. Product of Interest
  - 19.10.6. Key Personnel
  - 19.10.7. SWOT Analysis

## **20. STRATEGIC RECOMMENDATIONS**

## I would like to order

Product name: Residential Water Purifier Market - Global Industry Size, Share, Trends, Competition, Opportunity and Forecast, 2018-2028 Segmented By Technology (RO, Media, UV, UF, others (nanofiltration, etc.)), By Sales Channel (Indirect and Direct), By Region

Product link: <https://marketpublishers.com/r/RE4FE9419B05EN.html>

Price: US\$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RE4FE9419B05EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970