

# **Saudi Arabia Water Purifiers Market By Type (Counter Top, Under Sink, Faucet Mount & Others (Filter Jug Types, etc.)), By Technology (RO, UF, UV, and Others (RO+UF, etc.)), By End Use (Residential and Commercial), By Distribution Channel (Distributors/Dealers, Multi-Branded Stores, Online, Supermarkets/Hypermarkets, and Others (Plumbers & Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Saudi Arabia water purifiers market is anticipated to witness robust growth during the forecasted period due to the presence of harmful toxicants in water bodies. Moreover, due to non-availability of clean water through taps and the rising presence of desalinated water in the country are driving the water purifiers market in Saudi Arabia.

Water pollution is increasing due to the expanding population, industrialization, and environmental deterioration. Fresh water has a big impact on overall health and life quality. Water contamination has given it a chlorine-like flavor. The use of a water purifier is now necessary to get clean drinking water. A water filter enhances the flavor of water in addition to removing impurities such as chlorine, soil residue, and other organic and inorganic pollutants. Consumers are investing in water purifiers because they improve environmental sustainability, save costs for bottled water, and help to preserve general health. By eliminating the calcium and magnesium that are found in water, water purifiers soften the water, making it easier to digest.

With the rising tourism in Saudi Arabia, the HoReCa industry in Saudi Arabia is also

flourishing. According to the data provided by Saudi Horeca, Food, and Beverage (F&B) market is predicted to grow at a rate of 6% over the next five years. Moreover, the country is planning to deliver 310,000 hotel rooms in the country by 2030. Thus, with the increase in HoReCa and the tourism industry, the demand for water purifiers is going to rise as restaurants and hotels are installing water purifiers for better customer service.

### The presence of Desalinated Water is Fueling the Market Growth

As per the Saudi Arabian government, the country produces around 9 million cubic meters of desalinated water per day, which is around 20% of the world's desalinated water. Around 60% of the country's water comes from desalination, which leaves a bad taste and odor in the water, thus making it difficult to drink. Moreover, to remove the bad taste and odor from the water, most of the population are installing water purifiers at residential and commercial places for clean water. Desalination also has a large negative impact on the environment, including air pollution from high carbon dioxide and other toxic gas emissions, as well as harm to the marine ecosystem from brine and other chemical discharges into the sea.

### Rising Population Leading to Freshwater Scarcity is Driving the Market Growth

According to the data provided by World Bank, the population of Saudi Arabia is growing at an annual growth rate of 1.5% and has reached 35 million in 2021. Thus, with the increasing population, it is getting difficult for the government to provide fresh water to each and every citizen. Moreover, with a water scarcity level of 500 cubic meters per person, Saudi Arabia is one of the world's most water-scarce nations. However, the country's yearly per capita water share does not surpass 89.5 cubic meters. Additionally, water loss in major cities varies between 25 to 40%, according to data from the National Water Company.

### Increasing Water Pollution Level is Fueling the Market Growth

Over 2,400 km of Saudi Arabia's more than 3,500 km of coastline is on the Red Sea, and the remaining distance is on the Persian Gulf. Concentrated energy, petrochemical, energy-related, water desalination, and other industrial and development activities occur along these coasts. These practices pollute the ocean, which harms both the marine ecosystem and people's health. Sewage discharge, oil pipelines, chemicals, heat water, and sediment transfer are the main sources of pollution. Thus, with the increasing water pollution in the country, consumers are shifting toward water purifiers for clean water.

## Market Segmentation

Saudi Arabia water purifier market is segmented on the basis of product type, technology, end-user, and distribution channel. On the basis of product type, the market is further divided into the counter top, under sink, faucet mount & others including filter jug types, etc. Based on technology, the market is split into RO, UF, UV, and others including RO+UF etc. On the basis of end user, the market is divided into residential and commercial. Based on distribution channel, the market is fragmented into distributors/dealers, multi-branded stores, online, supermarkets/hypermarkets, and others include plumbers & direct sales, etc.

## Market Players

Aquapro Water Treatment Equipment Tr. LLC, Veolia Arabia Co., Water and Environment Technologies Company Ltd, Metito Saudi Limited, Water Projects Saudi Arabia Ltd., Pentair Residential Filtration, LLC, Ion Exchange and Company LLC, Al-Kawther Industries, Ltd., AES Arabia Ltd., Coway Co. Ltd. are the major market players in the Saudi Arabia water purifiers market.

## Report Scope:

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

### Saudi Arabia Water Purifiers Market, By Product Type:

Counter Top

Under Sink

Faucet Mount

Others

### Saudi Arabia Water Purifiers Market, By Technology:

RO

UF

UV

Others

#### Saudi Arabia Water Purifiers Market, By End User:

Residential

Commercial

#### Saudi Arabia Water Purifiers Market, By Distribution Channel:

Distributors/Dealers

Multi-Branded Stores

Online

Supermarkets/Hypermarkets

Others

#### Saudi Arabia Water Purifiers Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia

*Saudi Arabia Water Purifiers Market By Type (Counter Top, Under Sink, Faucet Mount & Others (Filter Jug Types,...*

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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