

# **Singapore Water Purifier Market, By Type ((Counter Top, Under Sink, Faucet Mount & Others (Floor Standing, Pitchers etc.)), By End Use (Residential and Commercial), By Sales Channel (Distributors, Multi-Branded Stores/Exclusive Stores, Online, Supermarkets/Hypermarkets, Others (Plumbers & Direct Sales, etc.)), By Region, Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Singapore Water Purifier Market was valued at USD49.51 million in 2022 and is projected to grow at a CAGR of 11.64% through 2028 and is anticipated to project robust growth in the forecast period. The market for water purifiers in Singapore is witnessing increasing demand for smart water purifiers equipped with features such as monitoring and controlling through smartphones.

### **Singapore Water Purifier Market Scope**

A water purifier is a device or system designed to improve the quality of water by removing impurities and contaminants. It is essential to ensure that individuals have access to clean, safe, and healthy drinking water. Water purifiers use various filtration technologies, such as reverse osmosis (RO), ultraviolet (UV) disinfection, activated carbon filters, and ion exchange, among others, to eliminate harmful substances and enhance the taste, odor, and overall quality of water.

### **Singapore Water Purifier Market Overview**

The increase in sales of water purifier products is significantly influenced by the increasing awareness and concern among Singaporeans about water quality and safety. Consumers are becoming more conscious of the potential contaminants in tap water and are seeking effective solutions to ensure the purity and healthiness of the water they consume.

The government has invested USD220 million to promote innovative efforts in water technology and resource circularity through the Research, Innovation, and Enterprise 2025 (RIE2025) Urban Solutions & Sustainability (USS) sector. The allocated funds will be utilized by the Center of Excellence to develop high-impact solutions in the field of water. Notably, NEWRI (Nanyang Environment & Water Research Institute) has successfully implemented nine innovative projects under RIE 2020, which have demonstrated both local and international applications, particularly in water purification. These achievements have attracted investments from international corporations in Singapore, resulting in increased demand in the market for water purifiers.

Moreover, consumers have a preference for energy-efficient water purifiers that minimize wastage and maximize the utilization of scarce resources. This trend has led to the development of advanced purification technologies, such as membrane filtration, activated carbon filters, and UV disinfection systems.

### Singapore Water Purifier Market Drivers

Singapore maintains regulations to ensure better water quality. A 2019 study conducted by CNA Insider examined water samples from 15 locations across various establishments, including eateries, shopping centers, public toilets, and HDB flats. The study reported no presence of bacteria in any of the samples. However, trace amounts of chemical disinfectants, such as chlorine and sulfate, were detected in the tap water, as they are commonly used for water treatment. As a result, individuals who are concerned about the quality of their drinking water often choose to purchase bottled water or invest in water purification systems to eliminate persistent contaminants. This heightened concern has led to an increased demand for water purifiers in Singapore's market.

Inadequately maintained aquatic facilities, including spa pools and water playgrounds, as well as Aerosol-Generating Systems (AGS) like cooling towers and decorative water fountains, can facilitate the spread of serious waterborne diseases. As a precautionary step, numerous Singaporeans are adopting measures such as installing water filters, boiling water, or utilizing water purifiers. This is primarily to reduce contamination arising

from factors such as stagnant water in service pipes, malfunctioning water tanks, corrosion, and the accumulation of mineral sediments. Consequently, this growing concern is significantly influencing the demand for water purifiers in the Singaporean market.

However, according to a report by the National Water Agency - Public Utilities Board (PUB), tap water in Singapore has an average pH of 8.2, indicating higher alkalinity compared to water in other countries. However, it is important to note that excessive consumption of alkaline water can lead to increased alkalinity levels, resulting in skin irritation and gastrointestinal issues. To address this concern and maintain optimal pH levels, the use of RO Water purifiers is beneficial because these purifiers not only effectively remove impurities from water but also provide naturally ionized structured water, which aids in detoxification and supports overall well-being. This understanding of the benefits of RO water purifiers is influencing the business landscape, driving the demand for such products in Singapore.

### Singapore Water Purifier Market Trends

Owing to the introduction of numerous new water purifiers with multi-functional features, such as an ice-making feature, a four-stage filtration system, volume control for the amount of water to be dispensed, and four temperature settings, the market for water purifiers in Singapore is seeing significant demand. For instance, Hydroflux offers water purifiers with ice-making features that include a four-stage filtration system and produce tulip-shaped crystal-clear ice. In addition, Wells Singapore unveiled a water purifier that features 180-degree body spin design elements and smart water release by human body detection sensor.

With the increasing competition in the Singapore water purifier market, so many brands are introducing smart water purifiers with features like smartphone control and monitoring, automatic filter replacement reminders, real-time water quality alerts, etc., to increase their market share and draw more customers. For instance, Pure Water Dispenser has introduced the 'Nano' smart water purifier, which has a number of features like Wi-Fi and Bluetooth connectivity and can be managed via a smartphone app. Additionally, this water purifier has a four-temperature system with hot, warm, room temperature, and cold settings. It also has an energy-saving mode and a semi-automatic self-cleaning feature, which has increased market demand during the anticipated period.

### Singapore Water Purifier Market Challenges

Consumers' dependency on tap water is one of the main challenges facing Singapore's water purifier industry. Because the country's natural water resources are low, it has relied significantly on water supplies from neighboring Malaysia. To meet the requirements, the government has developed an advanced sewage treatment system involving a network of tunnels and high-tech plants, and it claims that the recycled wastewater meets World Health Organization (WHO) and United States Environmental Protection Agency drinking water standards, with no other filtering required, as a result of which the Singaporean government is heavily influencing its citizens to drink tap water.

Additionally, water purifiers must be serviced frequently in order to keep working properly, which raises the cost of maintenance since new filters must typically be installed every six to twelve months and cost between USD70 and USD100 per piece. Additionally, the removal of chlorine in some water filters may cause the recurrence of bacteria if they are not properly maintained. The preference for water purifiers has limitations because of the increased cost of changing filters twice a year, making this one of the most significant challenges in the Singapore water purifier market.

### Singapore Water Purifier Market Recent Development

In 2021, Namiton Pte. Ltd. introduced the hollow fiber nanofiltration membrane (HFNM) water purifier with membrane technology innovation. The new technology removes 99.99% of suspended particles, bacteria, viruses, heavy metals, and other potentially hazardous elements from water while maintaining trace minerals that are beneficial to the human body.

### Market Opportunities

Companies that produce water purifiers continuously concentrate on introducing new products to meet the shifting needs of consumers in order to stay competitive and grow their business. However, a lot of Singaporean companies sell ice-making water purifiers. For instance, in April 2023, the JIKSOO Rich water purifier was introduced by SK Magic Singapore. It is equipped with an advanced filtering system and is able to remove a maximum number of contaminants, including chlorine, heavy metals, and bacteria. Moreover, the water purifier can make up to 12 kg of ice every day using its advanced ice-making technology and is expected to increase market demand during the

anticipated period.

Moreover, in order to meet consumer demand, businesses are developing innovative marketing approaches. For example, the company 'Wells Singapore' collaborated with the home interior platform 'Qanvast' to provide water purifiers at a discounted price at the Wells showroom before 30 November 2022.

## Market Segmentation

The Singapore water purifier market is segmented based on type, end-use, sales channel, region, and competitive landscape. Based on type, the market is fragmented into the counter top, under sink, faucet mount & others (floor standing, pitchers, etc.). Based on end use, the market is divided into residential and commercial. Further, based on sales channel, the market is segmented into (distributors, multi-branded stores/exclusive stores, online, supermarkets/hypermarkets, and others (plumbers & direct sales, etc.)). On the basis of region, the market is divided into central, northeast, east, west, north.

## Company Profiles

Novita Sg Pte Ltd, Philips Singapore Pte Ltd., Sterra Tech Pte. Ltd., Filtech, Aqua Kent Singapore, Wells Singapore, Ruhens SG (Home Hedge Pte Ltd), Hydroflux Marketing Pte Ltd, Panasonic Asia Pacific Pte. Ltd, and BRITA Hong Kong Limited, are some of the major players in the Singapore water purifier market.

## Report Scope:

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

### Singapore Water Purifier Market, By Type:

Counter Top

Under Sink

Faucet Mount

Others (Floor Standing, Pitchers, etc.)

Singapore Water Purifier Market, By End Use:

Residential

Commercial

Singapore Water Purifier Market, By Sales Channel:

Distributors

Multi Branded Stores/Exclusive Stores

Online

Supermarkets/Hypermarkets

Others (Plumbers & Direct Sales, etc.)

Singapore Water Purifier Market, By Region:

Central

North-East

East

West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Singapore Water Purifier 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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