

# **Thailand Water Purifier Market, By Type (Counter-Top, Under Sink, Faucet Mount & Others {Floor Standing, Pitchers, etc.}), By Sales Channel (Retail, Distributor, Direct, E-Commerce, Others {Plumber, Contractor, etc.}), By End User (Residential, Commercial), By Region, Competition, Forecast & Opportunities, 2028F**

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## **Abstracts**

Thailand Water Purifier Market was valued at USD286.36 million in 2022 and is projected to grow at a CAGR of over 8.73% through 2028 due to the increased awareness of a health-conscious population and technological improvement. Furthermore, increased disposable income and changes in consumer preferences drive market growth throughout the forecast period.

### Thailand Water Purifier Market Scope

A water purifier is a tool that eliminates unwanted chemicals and microorganisms from the water of water bodies like rivers, lakes, and other sources of water that provide pure drinking water suitable for human use.

### Thailand Water Purifier Market Overview

Thailand's population is becoming increasingly conscious of the benefits of good health, hygiene, and sanitation. The public's understanding of the importance of drinking water that is fresh, clean, and safe is growing rapidly; it is expected to increase the country's water purifier market. The government has taken many initiatives to address the issues which are causing the country's water quality to deteriorate. Furthermore, the COVID-19 outbreak has highlighted the importance of drinking water that is clean and free of toxins

to avoid the spread of infection, which has increased the demand for water purifiers in Thailand.

The rise in the incidence of water-borne illnesses prompts consumers to focus on drinking clean water and taking preventive measures. With increasing industrialization and urbanization, water pollution has become a significant issue in Thailand, and this has led to a growing concern among the population about the safety of drinking water. This factor is expected to boost the market growth of the water purifier during the forecast period, as they are seen as an effective solution to ensure safe and clean drinking water in the country.

Another key driver of the water purifier market in Thailand is the government's initiatives to promote the use of water purifiers. The government has launched various campaigns and programs to raise awareness about the importance of water purification and encourage citizens to invest in water purifiers. The government has implemented regulations and guidelines to ensure that water purifiers meet certain standards and are safe for use.

The increasing demand for water purifiers in the residential sector is driving the growth of the market. As more and more households become aware of the importance of safe drinking water, they are investing in water purification systems to ensure that their families have access to clean and safe drinking water. In addition, the commercial sector, including offices, hotels, and hospitals, is investing in water purification systems to provide clean water to their employees and customers.

### Thailand Water Purifier Market Drivers

The increasing awareness of the importance of clean and safe drinking water in the country is the primary factor driving the demand for water purifiers in the country. With rising concerns about water pollution and the increasing awareness of the health risks associated with contaminated water, more and more households are investing in water purifiers. In Thailand, over 43 million people drink contaminated water, which causes illnesses such as diarrhea, typhoid, and dysentery. This water has been primarily affected by pollutants thrown into rivers and streams. When individuals consume water from these rivers and streams, harmful pollutants affect their health. As a result, consumer preferences are shifting towards safe, clean drinking water, necessitating the installation of water purifiers systems in the country, which would significantly boost the market growth.

However, growing urbanization is caused by a rise in water usage, which would lead to a surge in demand for water purifiers in the country. For instance, in 2021, Thailand's urban population accounted for 52.2% of the country's population, expanding at a 1.78% annual rate. The main drivers of expanding urbanization in Thailand include urban planning policies, industrialization, and economic advancements. The urban population has the purchasing power as well as the necessary resources to install a water purification system.

### Thailand Water Purifier Market Trends

The water purifier market in Thailand is experiencing several trends that are shaping its future growth. One of the most significant trends is the increasing popularity of advanced filtration technologies, such as reverse osmosis and UV sterilization. These technologies offer a higher level of water purification, removing impurities and bacteria that other filtration methods may miss. Apart from these filtration technologies, nanofiltration membranes are gaining popularity as a low-cost and high-efficiency method of water purification. Nanofiltration membranes feature smaller pore diameters (1-10 nanometers) than UF and microfiltration membranes, which improves water purifier efficacy by removing tiny harmful substances. For instance, in 2021, Coway (Thailand), has introduced a new water purifier named the 'NEO PLUS CHP-264L,' which was designed specifically for the Thai market. The package includes a low water level indicator, a child safety lock, and replaceable faucets.

Another trend is the growing preference for countertops and portable water purifiers. These types of purifiers are more compact and convenient, which is significant for smaller households that are constantly traveling. Countertop and portable water purifiers are more affordable than larger systems, making them an attractive option for budget-conscious consumers.

### Thailand Water Purifier Market Challenges

Thailand Water Purifier Market faces several challenges, including the competitive price. Despite the increasing demand for water purifiers, many consumers are still unable to afford them due to their high cost. This has resulted in a significant portion of the population relying on unfiltered water, which increases the risk of waterborne illnesses. Moreover, the market is highly competitive, with many local and international brands competing in the market, hampering the market expansion.

Furthermore, there is a lack of awareness among consumers regarding the importance

of water purification, and many individuals do not understand the benefits of using a water purifier. This lack of understanding has resulted in a reluctance to invest in water purifiers, which has significantly hindered the market growth throughout the expected years.

### Thailand Water Purifier Market Recent Development

In 2022, The company TSR (Thiensurat PCL) launched a “Flip water purifier .”The new model is designed for all areas, including houses, condos, and dormitories, and features 4-step clean water filtration technology that preserves mineral value.

In 2021, LG is, a home appliance manufacture, introduced the “LG PuriCare,” Thailand's tankless water purifier, to provide clean and hygienic water in the country.

In 2019, The company Bio-Pure launched the “Bio Pure N Series,” the modern edition of water filtration systems in the Bio-Pure range, which is considered a significantly advanced household water purification system.

### Thailand Water Purifier Market Opportunities

The rising tourism industry in Thailand presents an opportunity for manufacturers to expand their reach. With a number of tourists visiting Thailand every year, there is a growing demand for clean and safe drinking water in hotels, restaurants, and other tourist destinations. For instance, Thailand received around 11.15 million tourists in 2022. This presents an opportunity for manufacturers to provide their products to this growing market and expand their customer base. The market is growing rapidly due to the increasing awareness about water quality among businesses and organizations.

### Market Segmentation

The Thailand water purifier market is segmented based on type, sales channel, end user, region, and competition landscape. Based on type, the market is further fragmented into Counter-Top, under sinks, faucet mount, and others like floor standing, pitchers, etc. Based on the sales channel, the market is segmented into retail, distributor, direct, e-commerce, and others like plumber, contractor, etc. Based on the end user, the market is further divided into residential and commercial. The market

analysis also studies the regional segmentation divided among Bangkok, Northeast Region, Southern Region, Northern Region, and Eastern Region. Western Region, and Central Region.

## Company Profiles

Thiensurat Public Company Limited, Mazuma Thailand Co., Ltd., Functional International Public Company Limited, Coway (Thailand) Co., Ltd., By Cleansui Co., Ltd., Smart Electrical Supplies Co., Ltd (Clarte), Filter Mart Company Limited, Panasonic Management (Thailand) Co., Ltd., Aquacheme Co., Ltd., Filter Vision Public Company Limited, Amway Thailand Ltd., are among the major market players in the Thailand Water Purifier Market.

## Report Scope:

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

### Thailand Water Purifier Market, By Type:

Under Sink

Counter-Top

Faucet Mount

Others (Floor Standing, Pitchers, etc.)

### Thailand Water Purifier Market, By Sales Channel:

Retail

Distributor

Direct

E-Commerce

Others (Plumber, Contractor, etc.)

## Thailand Water Purifier Market, By End User

Residential

Commercial

## Thailand Water Purifier Market, By Region:

Bangkok

Northeast Region

Southern Region

Northern Region

Eastern Region

Western Region

Central Region.

## Competitive Landscape

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