

# **Turkey Water Purifiers Market By Type (Floor-Standing, Countertop, Under Counter, Others (Filter Jug Type (Pitchers), Faucet-Mount Type)), By Technology (Membrane, Media, UV, Others (Ion Exchange, etc.)), By End Use (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Distributor/Dealer Sales, Online, Others (Plumbers, Direct Sales)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Turkey water purifiers market is anticipated to register an impressive CAGR during the forecast period as water purifiers become a necessity for every household in Turkey for accessing clean water, which is vital for everyone's health. People of Turkey are usually concerned about the quality of water as the chlorine addition by local water supply corporations is making the water unpleasant in taste and odor, which in turn is driving the demand for water purifiers in Turkey.

Water purifiers are devices that are used to remove undesirable chemicals, biological contaminants, gases, etc., to make the water look clearer, tastier, and smell better and healthier to drink. There are various types of water purifiers available in the market. Floor-standing water purifiers are free-standing water purifiers that can freely stand on the floor. Countertop water filters provide filtration and convenience since these systems can be installed directly over the kitchen counter. Similar in convenience to countertop filters, under-counter filters are installed below the counter, where they are hidden and

give extra countertop space. A water filter pitcher or jug helps to quickly remove pollutants from ordinary tap water to produce drinkable water. A faucet mount water purifier is a water purifier that can be installed on any tap to provide clean water.

In technologies, membrane technology removes the contaminating particles from the water or acts as a barrier to prevent contaminants. A membrane technology includes various filtration procedures of reverse osmosis, ultrafiltration, and nanofiltration. In UV technology, ultraviolet device neutralizes microorganisms such as bacteria, viruses, and fungi in water by dissolving their cell structures. The media technology helps in the removal of many particles from water or wastewater using media filtration and is relatively low maintenance.

According to a 2021 report by World Wildlife Fund (WWF) Turkey, Turkey's water use per capita has declined by 18% over the past 20 years, with current measurements revealing that it is between 1,000 and 1,700 cubic meters. Moreover, according to the 'water stress index,' Turkey can be categorized as a country that is experiencing water scarcity. Also, predictions for 2030 indicate that this amount will decline further in accordance with population growth, with only 1,120 cubic meters of water being available per person when the population reaches 100 million. Currently, the total water consumption in Turkey is 54 billion cubic meters per year, 73% of which is consumed by the agricultural sector, 16% by households, and industrial sectors using 11%.

### Rise in Water Borne Diseases is Driving Market Growth

The population in Turkey is particularly concerned about the declining quality of the water. The population in Turkey got more aware of waterborne diseases such as cholera, diarrhea, etc., by drinking unsafe and contaminated water. Water filtered by treatment plants established by government-owned businesses only serves 45% of Turkey's total population. With this, an urban population of Turkey is adopting water purifier installation in their homes to access safe and clean drinking water. Therefore, increasing health concerns and water-borne diseases are driving the demand for water purifiers in Turkey during the forecast period.

The increase in Demand for Clean and Bottle-Free Drinking Water is Driving Market Growth.

A water purifier is more cost-effective, practical, and environment-friendly than bottled water, which is why it is increasingly used in Turkish homes. Although using water bottles is an unsustainable choice and the rising price of water bottles is a concern.

Therefore, with the use of a water purifier, an individual can enjoy clean water directly from their tap. A water filter purifier provides clean drinking water without the need for an external power supply. For instance, in association with Aquaporin, the Turkish appliance company Vestel has introduced the Vestel Refine water purifier on its website and in its stores across Turkey. With this Vestel Refine purifier, which is powered by the Aquaporin Inside technology, Turkish Customers will have access to an effective and high-quality water purifier. Therefore, the advantage of water purifiers is increasing the demand for water purifiers in Turkey.

### The emergence of Smart Purification Drives Market Growth

A new trend in water purifier is smart purifiers with advanced technologies, which is driving the Turkey Water Purifiers Market as smart purifiers are convenient and are designed with several filtration stages, which is easy to operate. With the smart features, an individual can monitor water use and adjust settings according to requirements. Smart purifiers also give alerts and notifications when maintenance and other setting are required. For instance, AquaTru Connect Smart Countertop Reverse Osmosis Water Filter System helps in tracking water consumption and various other amazing features. With the rise in living standards among the consumers of Turkey, people are demanding smart purifiers, which are aiding growth opportunities. Therefore, the emergence of smart purifier is anticipated to boost the demand of the water purifier market during the forecast period.

### Market Segmentation

Turkey water purifier market is segmented on the basis of type, technology, end use, and sales channel. Based on type, the market is further divided into floor-standing, countertop, under counter, others (filter jug type (pitchers), faucet-mount type. based on technology, the market is categorized into membrane, media, UV, and others (ion exchange, etc.). Based on end use, the market is further bifurcated into residential and commercial. Based on sales channel, the market is further segmented into supermarkets/hypermarkets, multi-branded stores, distributor/dealer sales, online, others (plumbers and direct sales).

### Market Players

A.O. Smith Water Technologies, Vestel Ticaret Anonim Sirketi, Esli Industrial Products Paz. Singing. and Tic. Ltd. Sti.; Aquaporin A/S, Aquapro Industrial Co., Ltd., Ihlas Ev Aletleri ?malat Sanayi ve Ticaret A.?. (IHEVA), BRITA Turkey Water Solutions Ltd. Sti.;

Aquachem Industries Pvt. Ltd., Pure Aqua, Inc., Ecolife Technologies, Inc. (Waterdrop) are the major market players in Turkey Water Purifiers market.

Report Scope:

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

Turkey Water Purifier Market, By Type:

Floor-Standing

Countertop

Under Counter

Others

Turkey Water Purifier Market, By Technology:

Membrane

Media

UV

Others

Turkey Water Purifier Market, By End Use:

Residential

Commercial

Turkey Water Purifier Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Distributor/Dealer Sales

Online

Others

Turkey Water Purifier Market, By Region:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey 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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