

# **UAE Water Purifiers Market, By Type (Countertop, Under Sink, Faucet Mount & Others (Filter Jug Types, etc.)), By Technology (RO, UF, UV, RO+UF+UV, and Others (RO+UF)), By End Use (Residential and Commercial), By Sales 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 UAE water purifier market is expected to be driven by the degrading quality of water and re-mineralization of the water for improved taste and growing health concerns. Additionally, it has become an essential appliance in every household, which has led to an increase in market demand during the forecast period.

The majority of people of the UAE are located along the Persian Gulf's coast. Even though the country is located on the coast and has ocean water all around it, there are no or negligible rivers or perennial streams from which a large volume of clean water can be sourced. The government initiates cleaning these islands and surrounding water pollution. For instance, in 2021, The Abu Dhabi Environment Agency collected approximately 200kg of fishing equipment, nets, and plastic from Al Bahrani Island and the surrounding waters. Similarly, more than 130kg of trash was recovered from the waters of Abu Dhabi's Lulu Island.

The main factor supporting the water purifier industry is a drop in the availability of potable water, commonly known as tap water or drinking water, coming from surface

and underground sources and is treated from microorganisms, bacteria, toxic chemicals, viruses, and fecal matter. The contamination happened due to the increased urbanization, destroyed natural habitat, and industrialization development leading to water pollution and exploitation of natural resources. Consumers are worried about the availability of clean drinking water because of the improper release of industrial waste into water bodies, such as lakes, rivers, and oceans, as well as the excessive use of agrochemicals. As a result, domestic water treatment solutions like water purifiers are now more widely used. In addition, industry participants are concentrating on domestic production to increase their market presence and profitability, particularly in Saudi Arabia and the UAE. They are also developing and enhancing advanced water purification technologies like Reverse Osmosis and activated carbon filtration.

Although the municipal water supply in the UAE is fine to consume, there is a possibility of contamination at various levels, including local pipe connections, local storage, and so on. As a result, to ensure that families have access to clean, hygienic drinking water and it is crucial to install their own domestic RO water filter.

#### Innovative Technology to Boost the Market

The major players are concentrating on integrating various technologies into water purifiers to ensure ease of operation and maintenance. For instance, in 2022, Bluewater launched premium residential and commercial water purifiers and sustainable bottles for the UAE and the GCC (Gulf Cooperation Council) market. This Bluewater water purifier's second-generation reverse osmosis technology, called Superior Osmosis, removes all known pollutants virtually from tap water, including lead, bacteria, pesticides, medical residues, chemicals, micro-plastics, and lime-scale. The advancement of technology is one factor that is propelling growth.

#### Rising Demand for Purifier Water to Boost the Market Growth

The demand for the water purifier market in the UAE will increase because of the growing demand for purified water with the rising health concerns caused by the country's poor water management supply chain. In order to fulfill the growing need for clean drinking water, the government of the nation plans to implement appropriate efforts for better water purification technologies, which further fuel the demand for the market of water purifiers to rise even more in the years to come.

#### Growing Awareness about Waterborne diseases to Boost the Market

Water impurities like chemicals, germs, pollutants, and suspended solids are removed from water by using water purifiers. To reduce the risk of contracting waterborne infections, people are installing water purifiers in their homes. Furthermore, the WHO estimates that approximately 80% of diseases are waterborne. Additionally, drinking clean water enhances the digestive system, maintains optimal energy levels, contributes to better skin health, and strengthens the body's overall immune system. Using clean and safe water while cooking preserves food and stabilizes the food supply.

## Market Segmentation

The water purifier market is segmented based on type, technology, end-use, and sales channel. Based on type, the market is divided into countertop, under sink, faucet mount & others (filter jug types, etc.)). Based on technology, the market is divided into RO, UF, UV, RO+UF+UV, and others (RO+UF, etc.)). Based on end uses, the market is segmented into residential and commercial. Based on sales channels, the market is fragmented into distributors/dealers, multi-branded stores, online, supermarkets/hypermarkets, and others (plumbers & direct sales, etc.))

## Company Profiles

Aquaguard UAE, Kent UAE, A. O. Smith Corporation, Midea Middle East, BRITA SE, Koninklijke Philips N.V., SO~SAFE PRODUCTS LLC, Livpure Private Limited, Sachisa Water Filters Technology LLC, Electrolux Appliances Middle East, are among the major market players in the platform that lead the market growth of the UAE water purifiers market.

## Report Scope:

In this report, the UAE Water Purifier Market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### UAE Water Purifiers Market, By Type:

Countertop

Under Sink

Faucet Mount

Others

UAE Water Purifiers Market, By Technology:

RO

UF

UV

RO+UF+UV

Others

UAE Water Purifiers Market, By End Use:

Residential

Commercial

UAE Water Purifiers Market, By Sales Channel:

Distributors/Dealers

Multi-Branded Stores

Online

Supermarkets/Hypermarkets

Others

UAE Water Purifiers Market, By Region:

Dubai

Abu Dhabi

Sharjah

Ajman

Rest of UAE

Competitive Landscape:

Company Profiles: Detailed analysis of the major companies present in the UAE 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. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
  - 4.2.3. By Occupation
- 4.3. Preferred Way for Heating Water
- 4.4. Brand Awareness
- 4.5. Sources of Awareness
- 4.6. Factors Influencing Purchase Decision
- 4.7. Challenges Faced Post Purchase

## **5. UAE 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 Type Market Share Analysis (Countertop, Under Sink, Faucet Mount and Others (Filter Jug Types, etc.))
- 5.2.2. By Technology Market Share Analysis (RO, UF, UV, RO+UF+UV and Others (RO+UF))
- 5.2.3. By End Use Market Share Analysis (Residential and Commercial)
- 5.2.4. By Sales Channel Market Share Analysis (Distributors/Dealers, Multi-Branded Stores, Online, Supermarkets/Hypermarkets, and Others (Plumbers & Direct sales, etc.))
- 5.2.5. By Region Market Share Analysis
  - 5.2.5.1. Dubai Market Share Analysis
  - 5.2.5.2. Abu Dhabi Market Share Analysis
  - 5.2.5.3. Sharjah Market Share Analysis
  - 5.2.5.4. Ajman Market Share Analysis
  - 5.2.5.5. Rest of UAE Market Share Analysis
- 5.2.6. By Company Market Share Analysis

### 5.3. UAE Water Purifiers Market Mapping & Opportunity Assessment

- 5.3.1. By Type Market Mapping & Opportunity Assessment
- 5.3.2. By Technology Market Mapping & Opportunity Assessment
- 5.3.3. By End Use Market Mapping & Opportunity Assessment
- 5.3.4. By Sales Channel Market Mapping & Opportunity Assessment
- 5.3.5. By Region Market Mapping & Opportunity Assessment

## **6. UAE COUNTERTOP WATER PURIFIERS MARKET OUTLOOK**

### 6.1. Market Size & Forecast

- 6.1.1. By Value
- 6.1.2. By Volume

### 6.2. Market Share & Forecast

- 6.2.1. By Technology Market Share Analysis
- 6.2.2. By End Use Market Share Analysis
- 6.2.3. By Sales Channel Market Share Analysis

### 6.3. Product Benchmarking (Best Selling SKUs)

## **7. UAE UNDER SINK WATER PURIFIERS MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

#### 7.1.2. By Volume

### 7.2. Market Share & Forecast

#### 7.2.1. By Technology Market Share Analysis

#### 7.2.2. By End Use Market Share Analysis

#### 7.2.3. By Sales Channel Market Share Analysis

### 7.3. Product Benchmarking (Best Selling SKUs)

## **8. UAE FAUCET MOUNT WATER PURIFIERS MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

#### 8.1.2. By Volume

### 8.2. Market Share & Forecast

#### 8.2.1. By Technology Market Share Analysis

#### 8.2.2. By End Use Market Share Analysis

#### 8.2.3. By Sales Channel Market Share Analysis

### 8.3. Product Benchmarking (Best Selling SKUs)

## **9. MARKET DYNAMICS**

### 9.1. Drivers

#### 9.1.1. Rising issues of waterborne diseases

#### 9.1.2. Rising demand for purified water

#### 9.1.3. Emerging innovation of smart water purifier

### 9.2. Challenge

#### 9.2.1. High Maintenance cost

#### 9.2.2. Increasing high level of competition

## **10. IMPACT OF COVID-19 ON UAE WATER PURIFIERS MARKET**

### 10.1. Impact Assessment Model

#### 10.1.1. Key Segments Impacted

#### 10.1.2. Key Regions Impacted



## **11. MARKET TRENDS & DEVELOPMENTS**

- 11.1. Increasing demand for smart purifiers
- 11.2. Rising awareness about benefits of water purifiers
- 11.3. Increasing online purchase
- 11.4. Industries waste dumped into the water
- 11.5. Lack of fresh water sources

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

- 12.1. Competitive Rivalry
- 12.2. Bargaining Power of Buyers
- 12.3. Bargaining Power of Suppliers
- 12.4. Threat of New Entrants
- 12.5. Threat of Substitutes

## **13. SWOT ANALYSIS**

- 13.1. Strengths
- 13.2. Weaknesses
- 13.3. Opportunities
- 13.4. Threats

## **14. IMPORT EXPORT ANALYSIS**

- 14.1. Top 5 Import Countries
  - 14.1.1. By Value
- 14.2. Top 5 Export Countries
  - 14.2.1. By Value

## **15. POLICY & REGULATORY LANDSCAPE**

## **16. UAE ECONOMIC PROFILE**

## **17. COMPETITIVE LANDSCAPE**

- 17.1. Company Profiles
  - 17.1.1. Aquaguard UAE
    - 17.1.1.1. Company Details

- 17.1.1.2. Product & Services
- 17.1.1.3. Financials (As Reported)
- 17.1.1.4. Key Market Focus & Geographical Presence
- 17.1.1.5. Recent Developments
- 17.1.1.6. Key Management Personnel
- 17.1.2. Kent UAE
  - 17.1.2.1. Company Details
  - 17.1.2.2. Product & Services
  - 17.1.2.3. Financials (As Reported)
  - 17.1.2.4. Key Market Focus & Geographical Presence
  - 17.1.2.5. Recent Developments
  - 17.1.2.6. Key Management Personnel
- 17.1.3. A. O. Smith Corporation
  - 17.1.3.1. Company Details
  - 17.1.3.2. Product & Services
  - 17.1.3.3. Financials (As Reported)
  - 17.1.3.4. Key Market Focus & Geographical Presence
  - 17.1.3.5. Recent Developments
  - 17.1.3.6. Key Management Personnel
- 17.1.4. Midea Middle East
  - 17.1.4.1. Company Details
  - 17.1.4.2. Product & Services
  - 17.1.4.3. Financials (As Reported)
  - 17.1.4.4. Key Market Focus & Geographical Presence
  - 17.1.4.5. Recent Developments
  - 17.1.4.6. Key Management Personnel
- 17.1.5. BRITA SE
  - 17.1.5.1. Company Details
  - 17.1.5.2. Product & Services
  - 17.1.5.3. Financials (As Reported)
  - 17.1.5.4. Key Market Focus & Geographical Presence
  - 17.1.5.5. Recent Developments
  - 17.1.5.6. Key Management Personnel
- 17.1.6. Koninklijke Philips N.V.
  - 17.1.6.1. Company Details
  - 17.1.6.2. Product & Services
  - 17.1.6.3. Financials (As Reported)
  - 17.1.6.4. Key Market Focus & Geographical Presence
  - 17.1.6.5. Recent Developments

- 17.1.6.6. Key Management Personnel
- 17.1.7. SO~SAFE PRODUCTS LLC
  - 17.1.7.1. Company Details
  - 17.1.7.2. Product & Services
  - 17.1.7.3. Financials (As Reported)
  - 17.1.7.4. Key Market Focus & Geographical Presence
  - 17.1.7.5. Recent Developments
  - 17.1.7.6. Key Management Personnel
- 17.1.8. Livpure Private Limited
  - 17.1.8.1. Company Details
  - 17.1.8.2. Product & Services
  - 17.1.8.3. Financials (As Reported)
  - 17.1.8.4. Key Market Focus & Geographical Presence
  - 17.1.8.5. Recent Developments
  - 17.1.8.6. Key Management Personnel
- 17.1.9. Sachisa Water Filters Technology LLC
  - 17.1.9.1. Company Details
  - 17.1.9.2. Product & Services
  - 17.1.9.3. Financials (As Reported)
  - 17.1.9.4. Key Market Focus & Geographical Presence
  - 17.1.9.5. Recent Developments
  - 17.1.9.6. Key Management Personnel
- 17.1.10. Electrolux Appliances Middle East
  - 17.1.10.1. Company Details
  - 17.1.10.2. Product & Services
  - 17.1.10.3. Financials (As Reported)
  - 17.1.10.4. Key Market Focus & Geographical Presence
  - 17.1.10.5. Recent Developments
  - 17.1.10.6. Key Management Personnel

## **18. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 18.1. Key Focus Areas
- 18.2. Target Regions
- 18.3. Target Type
- 18.4. Target Sales Channel

## **19. ABOUT US & DISCLAIMER**

(Note: The companies list can be customized based on the client requirements.)

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