

# **United States Water Purifier Market, By Type (Counter-Top, Under Sink, Faucet Mount & Others {Pitchers, Dispensers, Floor Standing, etc,.}), By Technology (RO, UF, UV, Media and Nanofiltration), By Sales Channel (Retail, Distributor, Direct, E-Commerce, Others {Plumber, Contractor, etc.}), By Region, Competition Forecast & Opportunities, 2027F**

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## **Abstracts**

United States water purifier market stood at USD2583.82 million in the year 2021 and is anticipated to grow at a CAGR of 4.63% during the forecast period, 2023-2027, to achieve the market value of USD3398.49 million by 2027F. With increasing demands for purified drinking water and surging demand for ionized water for consumption, the United States water purifier market is expected to grow further in the upcoming five years. Increasing instances of water-borne diseases and communicable diseases that spread through water have influenced the consumers to opt for water purifiers and thus support the growth of the United States water purifier market in the next five years. Health-conscious and concerned population is generating the highest demands for kitchen appliances and aiding the growth of the United States water purifier market in the future five years. According to the Environmental Protection Agency (EPA), the public water system ensures that 90% of purity standards set are fit for consumption, although to ensure safety, customers also install water purifiers, which benefits the market growth. Studies show that the growing urbanization and increasing pollution levels affect water quality. Based on different geographies in the country and different levels of contaminants, the consumers are advised to choose their water purifier with specificity. Technological advancements like Bluetooth-enabled switches, sparkling water converters, water chillers, etc., further influence the consumers' choice to opt for the appliance, thereby substantiating the growth of the United States water purifier

market in the forecast years through 2027.

The United States water purifier market is segmented by type, technology, sales channel, regional distribution, and competitive landscape. Based on type, the market is further segmented into counter-top, under sink, faucet mount, and others. By technology, the market is fragmented into RO, UF, UV, Media, and nanofiltration, etc. Based on sales channel, the market is segmented into retail, distributor, direct, e-commerce, and others like plumber, contractor, etc. The market is also studied by region, distributed among the South region, West region, Mid-West region, and North-East region. Technology-based segment is anticipated to be led by RO technology and hold the largest revenue shares of the market in the upcoming five years on the grounds of basic technological utilization and ease of advancement further. Reverse osmosis or RO is a water purification technology that utilizes a semi-permeable membrane that uses simple physics of gradient flow to separate the contaminants from the pure water. The membrane is fit for the separation of chlorine, salt, dirt, and other microorganisms unwanted in the water to make it fit for consumption.

Helen of Troy Limited, The Clorox Company, Pentair PLC, A.O. Smith Corporation, Culligan International Company, Crystal Quest, Purepro USA Corp, 3M Purification Inc., Apex Water Filter Inc., Instapure Brands, Inc., form a partial list of market players active in the United States and generating significant market share for the United States water purifier market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022E

Forecast Period: 2023F-2027F

Objective of the Study:

To analyze the market size of United States water purifier market from 2017 to 2021.

To estimate and forecast the market size of United States water purifier market from 2022E to 2027F and growth rate until 2027F.

To classify and forecast United States water purifier market based on type, technology, sales channel, regional distribution, and competition landscape.

To identify dominant region or segment in the United States water purifier market.

To identify drivers and challenges for United States water purifier market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in United States water purifier market.

To identify and analyze the profile of leading players operating in United States water purifier market.

To identify key sustainable strategies adopted by market players in United States water purifier market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the US. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the US.

TechSci Research calculated the market size of United States water purifier market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

### Key Target Audience:

Water purifier manufacturers, suppliers, distributors, and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to water purifier

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

### Report Scope:

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

#### United States Water Purifier Market, By Type:

Counter-Top

Under Sink

Faucet Mount

Others

#### United States Water Purifier Market, By Technology:

RO

UF

UV

Media

Nanofiltration

United States Water Purifier Market, By Sales Channel:

Retail

Distributor

Direct

E-Commerce

Others

United States Water Purifier Market, By Region:

South Region

Mid-West Region

North-East Region

West Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United States 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

*United States Water Purifier Market, By Type (Counter-Top, Under Sink, Faucet Mount & Others {Pitchers, Dispen...*

Detailed analysis and profiling of additional market players (up to five).

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