

Vietnam Table Mounted Water Purifiers Market By Price Segment (Low, Medium, High), By Technology (RO, UF, NF, and Others), By Sales Channel (Direct Sales, Multi Branded Stores, Online, and Others (Hypermarket/Supermarket, Exclusive Stores, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Vietnam Table Mounted Water Purifiers Market achieved a valuation of USD 275.25 million in 2022 and is poised for robust growth throughout the forecast period, projected to attain a Compound Annual Growth Rate (CAGR) of 9.33% up to 2028. The market for table-mounted water purifiers in Vietnam has demonstrated substantial growth recently. Escalating apprehensions about water quality and heightened consumer awareness about health considerations have propelled the demand for efficient and convenient purification solutions. The challenges faced by the country in ensuring clean tap water, particularly in urban regions, have further stimulated the adoption of table-mounted purifiers.

The expanding middle class and the rise in disposable incomes in Vietnam have significantly contributed to the market's growth, as consumers strive to enhance their quality of life. The compact and space-efficient design of table-mounted purifiers is in harmony with the urban lifestyle, making them a compelling choice for apartments and small households.

Key Market Drivers

Water Quality Concerns

The increasing recognition of water contamination and the health risks associated with impurities and pollutants in tap water have elevated the necessity for dependable purification solutions. Consumers are actively seeking means to ensure the safety and cleanliness of drinking water in their households. The urgency surrounding water quality concerns stems from the rising awareness of contaminants and pollutants in drinking water. Global awareness of the potential health hazards posed by impurities like heavy metals, chemicals, and microorganisms has escalated. The adverse impacts of subpar water quality on human health highlight the imperative need for effective purification methodologies. Consequently, individuals and communities are actively seeking dependable water treatment options to secure access to pure and safe drinking water. Addressing water quality concerns has emerged as a paramount priority to safeguard public health and well-being.

Urbanization and Space Constraints

Urbanization and the constraints of limited living space exert significant influence on Vietnam's table-mounted water purifier market. As cities undergo densification, living spaces have contracted, necessitating compact purification solutions. Table-mounted purifiers seamlessly integrate into smaller dwellings, catering to the urban way of life. This trend aligns with the contemporary demand for efficient appliances that save space. As urban populations expand and apartments become the norm, the desire for convenient and space-efficient water purification choices intensifies. Manufacturers are responding by designing sleek, compact purifiers that are appealing to urban households. As such, urbanization and the constraints of confined living spaces significantly contribute to the adoption of table-mounted water purifiers in Vietnam.

Government Initiatives

Government initiatives play a pivotal role in shaping Vietnam's table-mounted water purifier market. Regulatory efforts that focus on improving water quality and public health incentivize the adoption of purification solutions. Initiatives aimed at enhancing water infrastructure raise consumer awareness about the risks associated with contamination, thereby driving the demand for reliable purifiers. Regulations and incentives reinforce the significance of safe drinking water, thereby amplifying market growth. By encouraging proactive measures and establishing quality benchmarks, government actions cultivate a conducive environment for manufacturers to innovate and provide advanced purification technologies. Therefore, these initiatives exert a pivotal influence in driving the expansion of the table-mounted water purifier market in

Vietnam.

Health Consciousness

Health consciousness is a crucial driver within Vietnam's table-mounted water purifier market. As individuals increasingly prioritize their well-being, the demand for clean and safe drinking water experiences a corresponding uptick. The heightened awareness of waterborne illnesses and contaminants motivates consumers to seek trustworthy purification solutions. The quest for a healthier lifestyle propels the adoption of advanced water purifiers that ensure water safety. This trend aligns seamlessly with the modern consumer's proactive approach to personal health, thereby fueling a robust market for table-mounted purifiers equipped with innovative filtration technologies. The choices of health-conscious individuals significantly bolster the growth of Vietnam's table-mounted water purifier market.

Key Market Challenges

Competition and Innovation

Competition and innovation present formidable challenges in Vietnam's table-mounted water purifier market. As the market expands, manufacturers must consistently distinguish their products by incorporating advanced features, innovative filtration technologies, and appealing designs. Maintaining an edge necessitates a delicate equilibrium between catering to consumer demands for convenience and health benefits while also anticipating future trends.

Fierce competition requires continuous innovation, driving research and development efforts to create purifiers that stand out amidst a crowded landscape. Remaining ahead necessitates the ability to offer unique value propositions while keeping products affordable, which can strain resources. Furthermore, rapid technological advancements can lead to shortened product lifecycles, demanding accelerated innovation cycles.

Maintenance and Filter Replacement

Maintenance and filter replacement present significant challenges within Vietnam's table-mounted water purifier market. Although these tasks are essential for optimal performance, consumers may neglect or postpone them, resulting in diminished purification effectiveness and potential health risks.

Educating consumers about the significance of regular maintenance and timely filter changes is of paramount importance. Manufacturers need to design systems that facilitate user-friendly maintenance and provide clear indicators for filter replacement. Overcoming consumer complacency and fostering a culture of proactive upkeep requires consistent efforts.

Failure to address maintenance concerns could lead to dissatisfaction, tarnishing brand reputation and impeding market growth. Manufacturers must innovate solutions that streamline maintenance processes and ensure users understand the direct correlation between proper maintenance and the provision of safe, purified water.

Key Market Trends

Technological Advancements

Technological advancements are driving Vietnam's table-mounted water purifier market to unprecedented heights. Manufacturers are integrating cutting-edge features such as multi-stage filtration systems that efficiently eliminate a wide spectrum of contaminants, ensuring the delivery of safer and purer drinking water. UV purification technology is gaining traction due to its capability to neutralize bacteria and viruses, adding an extra layer of protection. Smart functionalities, including real-time monitoring and filter replacement alerts through mobile applications, cater to the tech-savvy consumer base.

Moreover, there's a trend towards preserving essential minerals during the purification process, ensuring that the water remains both clean and healthful. These advancements align seamlessly with the health-conscious preferences of consumers who seek purification methods that promote overall well-being. As the market embraces eco-friendly practices, certain purifiers incorporate sustainable materials and energy-efficient components. Ultimately, technological strides are enhancing not only the efficiency and effectiveness of table-mounted water purifiers but also addressing the evolving needs and preferences of consumers within Vietnam's dynamic market landscape.

Compact and Modern Designs

Compact and modern designs are propelling the evolution of Vietnam's table-mounted water purifier market. As urbanization intensifies, living spaces shrink, prompting consumers to seek appliances that harmonize with their contemporary lifestyles. Sleek, space-saving purifiers cater to this demand, seamlessly integrating into compact urban

homes. Aesthetic considerations are gaining prominence, influencing design choices that enhance interior aesthetics.

Manufacturers are responding with innovative designs that prioritize both functionality and visual appeal. The trend towards minimalistic and stylish exteriors complements modern home decor, making purifiers not just practical appliances but also design elements. As consumers increasingly view their living spaces as extensions of their identity, the emphasis on compact and modern designs is propelling creativity within the table-mounted water purifier market. The fusion of form and function in these designs is poised to reshape consumer expectations and preferences, driving the market towards more elegant and space-efficient solutions.

Smart Integration

Smart integration is a prevailing trend within Vietnam's table-mounted water purifier market, reshaping the manner in which consumers interact with and benefit from purification systems. With the surge in smart home technologies, purifiers are transcending the role of mere appliances; they are seamlessly integrating into connected living environments. From mobile app controls and real-time water quality monitoring to filter replacement notifications and voice command functionality, smart features amplify user experience and convenience.

This trend not only caters to the preferences of tech-savvy consumers for modern conveniences but also empowers them with real-time insights into water quality and system performance. As the adoption of smart devices and home automation escalates, manufacturers are harnessing this trend to offer sophisticated, digitally integrated purification solutions. The dynamic synergy between technology and water purification is reshaping Vietnam's market, ushering in a new era of accessible, efficient, and intuitive table-mounted water purifiers.

Segmental Insights

Technology Insights

In 2022, the Vietnam table-mounted water purifier market is categorized into distinct technological classifications, including RO (Reverse Osmosis) water purifiers, UF (Ultrafiltration) water purifiers, NF (Nanofiltration) water purifiers, and other variants. Notably, the RO water purifiers segment commands a significant market share. The prevalence of RO systems is particularly notable within domestic and commercial

environments across Vietnam. Renowned for their efficacy, RO technology serves as a cornerstone of water purification, effectively mitigating harmful nitrates and acting as a preventive measure against waterborne health hazards.

Simultaneously, NF purification technology holds a substantial market share, underscoring its adeptness in managing potentially hazardous elements, most notably chlorine. This technology-driven segmentation underscores the nuanced landscape of Vietnam's table-mounted water purifier market, where the dominance of RO and NF technologies significantly influences consumer preferences and industry trends.

Sales Channel Insights

In 2022, the Vietnam table-mounted water purifier market exhibits segmentation across distinct sales channels, including direct sales, multi-branded stores, online platforms, and others (hypermarkets, supermarkets, exclusive stores, etc.). Particularly, the online sector commands a significant majority of the market share, primarily attributed to the wide array of brands accessible through established retail outlets. It's worth noting that online sales channels are poised for considerable expansion in the aftermath of the COVID-19 pandemic.

This projected growth is underpinned by the escalating prevalence of smartphones and the convenience associated with online payments and doorstep delivery. As consumer behaviors adapt to the digital landscape, the online segment is poised for noteworthy expansion, reshaping market dynamics to align with the evolving preferences and conveniences of contemporary buyers.

Regional Insights

In 2022, North Vietnam emerged as the market leader, securing a substantial 43.67% of the total market share. This dominance is projected to persist over the next five years. It's noteworthy that specific areas within Northern Vietnam contend with elevated arsenic levels in their drinking water, posing health risks.

The surge in consumer awareness and amplified spending capabilities have emerged as pivotal drivers propelling the burgeoning demand within Vietnam's water purifier market. This growing cognizance of health concerns, coupled with an augmented consumer expenditure capacity, serves as the impetus behind the notable upswing in demand across the sector.

Key Market Players

Unilever Vietnam International Company Limited

3M Vietnam Co., Ltd

The Kangaroo Group

A.O. Smith Vietnam Company Limited

Sunhouse Vietnam Co., Ltd.

Karofi Group Joint Stock Company.

DuPont Vietnam Limited

Carpa Vietnam Trading Joint Stock Company

Best Water Technology

Water Supply and Sewerage Technology Development Joint Stock Company
(HTECH)

Report Scope:

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

Vietnam Table Mounted Water Purifiers Market, By Price:

Low

Medium

High

Vietnam Table Mounted Water Purifiers Market, By Technology:

RO

UF

NF

Others

Vietnam Table Mounted Water Purifiers Market, By Sales Channel

Direct Sales

Multi Branded Stores

Online

Others (Hypermarket/Supermarket, Exclusive Stores, etc.)

Vietnam Table Mounted Water Purifiers Market, By Region:

North Vietnam

Central Vietnam

South Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Table Mounted Water Purifiers Market.

Available Customizations:

Vietnam Table Mounted Water Purifiers market report with the given market data, Tech Sci 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

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Customer Satisfaction

5. VIETNAM TABLE MOUNTED WATER PURIFIERS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Price Market Share Analysis (Low, Medium, High)
 - 5.2.2. By Technology Market Share Analysis (RO, UF, NF, and Others)

5.2.3. By Sales Channel Market Share Analysis (Direct Sales, Multi Branded Stores, Online, Others (Hypermarket/Supermarket, Exclusive Stores, etc.)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North Vietnam Market Share Analysis

5.2.4.2. Central Vietnam Market Share Analysis

5.2.4.3. South Vietnam Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Vietnam Table Mounted Water Purifiers Market Mapping & Opportunity Assessment

5.3.1. By Price Market Mapping & Opportunity Assessment

5.3.2. By Technology Industry Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. VIETNAM RO TABLE MOUNTED WATER PURIFIERS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Price Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

7. VIETNAM UF TABLE MOUNTED WATER PURIFIERS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Price Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

8. VIETNAM NF TABLE MOUNTED WATER PURIFIERS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Price Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

9. MARKET DYNAMICS

Vietnam Table Mounted Water Purifiers Market By Price Segment (Low, Medium, High), By Technology (RO, UF, NF,...)

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

11. POLICY & REGULATORY LANDSCAPE

12. VIETNAM ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Unilever Vietnam International Company Limited

13.1.1.1. Company Details

13.1.1.2. Products

13.1.1.3. Financials (As Per Availability)

13.1.1.4. Key Market Focus & Geographical Presence

13.1.1.5. Recent Developments

13.1.1.6. Key Management Personnel

13.1.2. 3M Vietnam Co., Ltd

13.1.2.1. Company Details

13.1.2.2. Products

13.1.2.3. Financials (As Per Availability)

13.1.2.4. Key Market Focus & Geographical Presence

13.1.2.5. Recent Developments

13.1.2.6. Key Management Personnel

13.1.3. The Kangaroo Group

13.1.3.1. Company Details

13.1.3.2. Products

13.1.3.3. Financials (As Per Availability)

13.1.3.4. Key Market Focus & Geographical Presence

13.1.3.5. Recent Developments

13.1.3.6. Key Management Personnel

13.1.4. A.O. Smith Vietnam Company Limited

13.1.4.1. Company Details

- 13.1.4.2. Products
- 13.1.4.3. Financials (As Per Availability)
- 13.1.4.4. Key Market Focus & Geographical Presence
- 13.1.4.5. Recent Developments
- 13.1.4.6. Key Management Personnel
- 13.1.5. Sunhouse Vietnam Co., Ltd.
 - 13.1.5.1. Company Details
 - 13.1.5.2. Products
 - 13.1.5.3. Financials (As Per Availability)
 - 13.1.5.4. Key Market Focus & Geographical Presence
 - 13.1.5.5. Recent Developments
 - 13.1.5.6. Key Management Personnel
- 13.1.6. Karofi Group Joint Stock Company
 - 13.1.6.1. Company Details
 - 13.1.6.2. Products
 - 13.1.6.3. Financials (As Per Availability)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel
- 13.1.7. DuPont Vietnam Limited
 - 13.1.7.1. Company Details
 - 13.1.7.2. Products
 - 13.1.7.3. Financials (As Per Availability)
 - 13.1.7.4. Key Market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. Carpa Vietnam Trading Joint Stock Company
 - 13.1.8.1. Company Details
 - 13.1.8.2. Products
 - 13.1.8.3. Financials (As Per Availability)
 - 13.1.8.4. Key Market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments
 - 13.1.8.6. Key Management Personnel
- 13.1.9. Best Water Technology
 - 13.1.9.1. Company Details
 - 13.1.9.2. Products
 - 13.1.9.3. Financials (As Per Availability)
 - 13.1.9.4. Key Market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments

13.1.9.6. Key Management Personnel

13.1.10. Water Supply and Sewerage Technology Development Joint Stock Company
(HTECH)

13.1.10.1. Company Details

13.1.10.2. Products

13.1.10.3. Financials (As Per Availability)

13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

14.1. Key Focus Areas

14.2. Target Technology

14.3. Target Sales Channel

15. ABOUT US & DISCLAIMER

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