

Water Dispenser Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Bottled, Bottle less), By Product Type (Floor Standing, Countertop, Wall Mounted), By Category (Natural Water Dispenser, Purified Water Dispenser, Carbonated Water Dispenser), By Distribution Channel (Direct/Distributor Sales, Multi Branded Stores, Online, Supermarkets/Hypermarkets, Exclusive Stores, etc.), By End Use (Residential, Corporate offices, Healthcare, Hospitality, Institution, and Others (Railways, Malls, Industries, etc.)), By Region, Competition

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Abstracts

The global water dispenser market is growing at a significant growth rate of 4.79% to reach USD 9,540.68 million in the forecast years due to the increasing consumer awareness regarding diseases associated with drinking contaminated water. Moreover, the rising demand for bottled water dispensers among consumers is further accelerating market growth.

A water dispenser is a device that supplies an unlimited amount of filtered, clean drinking water by connecting directly to an existing water source. Water dispensers typically provide hot, cold, and regular water.

The increase in the number of commercial buildings globally is positively impacting the

demand for water dispensers as they are mostly used in commercial spaces. For instance, according to the census bureau report of 2022, the number of commercial buildings in the United States was around 6 million, which is an increase of almost 4% from 2012. Moreover, there is rising awareness among consumers regarding health issues associated with drinking contaminated water.

Water dispensers have become increasingly popular in recent years due to the high demand for clean water in commercial and business areas. This is due to strict requirements to ensure the health of employers or employees on the job site, as well as the limited supply of water available in commercial locations. This has led to a surge in demand for bottled water dispensers, specifically in commercial areas. Additionally, the use of water dispensers in commercial settings is not limited to corporate offices and educational institutions but can also be applied in entertainment areas, retail malls, public transportation locations, and institutions.

The transmission of waterborne diseases is caused by a variety of microorganisms, including various viruses and bacteria, through contaminated water sources. Poor water quality is a result of industrial, animal, and human waste contamination, among other sources. The prevalence of these diseases is widespread and fatal worldwide. Hence, contaminated water and inadequate hygiene have been major contributors to their spread. Therefore, consumers have also come to understand the significance of spending more on drinking water treatment systems, where the government's efforts to raise public awareness of numerous waterborne diseases have fueled the demand for drinking water dispensers in different countries and positively impacted market growth.

Global Water Dispenser Market Trends

As people become more health conscious, they are increasingly turning to zero-calorie beverages. These drinks are seen as healthier alternatives to sugary drinks, providing a fizzy experience without calories or artificial sweeteners. Carbonated water dispensers can be installed in residential and commercial areas, allowing for immediate carbonation of tap water, thus eliminating the need to purchase carbonated water at a store. This is cost-effective in the long run. Furthermore, companies are also focusing on introducing new products to expand their consumer base.

With increasing concerns about plastic waste and environmental impact, consumers and businesses are seeking eco-friendly alternatives. Bottle-less water dispensers eliminate the need for single-use plastic bottles, contributing to reduced plastic waste. While traditional bottled water coolers require regular delivery and maintenance of water

bottles, bottle-less water dispensers are directly connected to a water supply, significantly reducing operational costs over time. Bottle-less water dispensers provide a continuous supply of filtered water, eliminating the need to store and handle heavy water bottles. This ensures a constant and reliable water source. Many bottle-less water dispensers come equipped with advanced filtration systems, ensuring the water is purified and safe for consumption. This appeals to health-conscious consumers and businesses concerned about the quality of their drinking water. As infrastructure and access to clean drinking water improve in developing regions, the demand for convenient and reliable water dispensing solutions is expected to increase, further driving the adoption of bottle-less water dispensers. Offices, institutions, and public places are increasingly opting for bottle-less water dispensers due to their efficiency, sustainability, and cost-effectiveness, making them a popular choice in commercial settings.

Global Water Dispenser Market Challenges

Water dispensers that provide chilled water typically use a refrigeration system to cool the water. This system requires electricity to operate and maintain the desired water temperature. The cooling capacity and efficiency of the refrigeration system directly impact the energy consumption of the dispenser. Some water dispensers offer a hot water option for making beverages or instant meals. These dispensers have a heating element that uses electricity to heat the water. Similar to cooling, the heating efficiency and insulation of the dispenser's hot water tank affect its energy consumption. Manufacturers and consumers alike have become more conscious of the energy efficiency of appliances, including water dispensers.

Some water dispensers consume energy even when not actively dispensing water. This 'standby power' usage can add up over time, so energy-efficient designs that minimize standby power are essential. In many countries, energy labels and efficiency standards have been introduced to help consumers make informed choices about energy-consuming appliances. These labels indicate the energy efficiency of the water dispenser and help buyers compare different models. The energy consumption of a water dispenser can also be influenced by user behavior. For example, leaving the cooling or heating functions on when not needed or keeping the dispenser in constant use can lead to higher energy usage.

Market Opportunities

Bottle less water dispensers offer a significant opportunity for companies in the

global water dispenser market. One of the primary benefits of bottle-less water dispensers is their eco-friendliness. By eliminating the need for plastic water bottles, they help reduce plastic waste and its impact on the environment. While the initial setup cost of bottle less water dispensers might be higher than traditional bottled water dispensers, they prove to be more cost-effective in the long run. There is no need to purchase or store bottled water, which can result in significant savings over time, especially in high-usage environments. Bottle-less water dispensers provide an uninterrupted supply of water as they are directly connected to the water source. Moreover, users can access cold, hot, or room-temperature water with just the push of a button, making it suitable for various preferences and uses. As bottle-less water dispensers don't require the storage of large water bottles, they save space in homes, offices, and other environments. As consumers become more conscious of their carbon footprint and the quality of their drinking water, the demand for eco-friendly and efficient solutions like bottle-less water dispensers is likely to continue growing.

A well-designed and user-friendly website is the foundation of online sales and marketing tactics. The website serves as the central hub where customers can learn about products or services, explore offerings, and make purchases. Leveraging social media platforms to engage with the audience, share content, and promote products or services can be highly effective in reaching a broader customer base. Selling through e-commerce platforms and online can expose products to a larger audience and leverage their existing customer base. Encouraging and showcasing positive customer reviews and testimonials can enhance the brand's reputation and encourage potential customers to make a purchase. Online sales and marketing offer businesses the opportunity to reach a global audience, target specific demographics, and measure the effectiveness of their efforts more accurately. It's essential to stay up to date with the latest digital marketing trends and continuously adopt strategies to meet evolving customer preferences and behavior online.

Market Segmentation

The Global Water Dispenser Market is segmented on the basis of type, product type, category, distribution channel, end-use, region, and competitive landscape. Based on type, the market is segmented into bottled and bottle less. On the basis of product type, the market is fragmented into floor-standing, countertop, and wall mounted. Further, based on the category, the market is segmented into natural water dispensers, purified

water dispensers, and carbonated water dispensers. On the basis of distribution channels, the market is fragmented into direct/distributor sales, multi-branded stores, online, supermarkets/hypermarkets, exclusive stores, etc. Based on end use, the market is divided into residential, corporate offices, healthcare, hospitality, institution, and others, including railways, malls, industries, etc. Within North America, it is the United States which is dominating the market with a market size of USD1,158.23 million in 2022.

Company Profiles

Culligan International Company, Primo Water Corporation, Midea Group Co., Ltd., Whirlpool Corporation, Voltas Limited, AB Electrolux, Panasonic Corporation, Honeywell International Inc., Blue Star Limited, Avalon Water Coolers are some of the major players in the global water dispenser market.

Report Scope:

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

Water Dispenser Market, By Type:

Bottled

Bottle less

Water Dispenser Market, By Product Type:

Floor Standing

Countertop

Wall Mounted

Water Dispenser Market, By Category:

Natural Water Dispenser

Purified Water Dispenser

Carbonated Water Dispenser

Water Dispenser Market, By Distribution Channel:

Direct/Distributor Sales

Multi Branded Stores

Online

Supermarkets/Hypermarkets

Exclusive Stores, etc.

Water Dispenser Market, By End Use:

Residential

Corporate offices

Healthcare

Hospitality

Institution

Others (Railways, Malls, Industries, etc.)

Water Dispenser Market, By Region:

Asia-Pacific

China

Japan

India

South Korea

Indonesia

Vietnam

Malaysia

Australia

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

Italy

France

Spain

Netherlands

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global water dispenser 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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