

# **Water Purifier Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Faucet Mount, Under Sink, Counter Top, Others), By Technology (RO, UF, Media, Nanofiltration, Others), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The global water purifier market is set for significant expansion, anticipated to grow from USD 47.91 Billion in 2025 to USD 68.77 Billion by 2031, exhibiting a 6.21% Compound Annual Growth Rate (CAGR). Water purifiers are advanced filtration devices specifically designed to remove biological pathogens, suspended solids, and harmful chemical contaminants from untreated water, guaranteeing that the output adheres to strict safety standards for consumption.

The global market's momentum is largely driven by increasing public consciousness of waterborne illnesses and the degradation of freshwater resources, exacerbated by industrial pollution and rapid urbanization. This intensified concern over contamination significantly boosts the adoption of both residential and commercial water treatment solutions. For example, a 2025 report by the Water Quality Association indicated that 58% of U.S. households expressed worry about their tap water's safety, demonstrating the pivotal role consumer apprehension plays in fueling demand for effective purification systems. Despite this positive growth trajectory, a notable impediment to market expansion is the substantial upfront and maintenance costs associated with sophisticated filtration technologies such as reverse osmosis, which often limits their widespread accessibility, particularly in price-sensitive developing countries where the need for clean water is most acute.

## Market Driver

A primary catalyst for the global water purifier market, fundamentally reorienting consumer priorities toward safety, is the increasing prevalence of waterborne diseases and associated health concerns. As freshwater reserves become increasingly compromised by biological pathogens and contaminants, the immediate need for effective treatment solutions intensifies across residential and commercial sectors alike. This urgency is further highlighted by recurring severe disease outbreaks, which necessitate robust point-of-use and point-of-entry systems to ensure secure potable water supplies. The World Health Organization reported in September 2025, within its 'Global situation report for cholera, 2024', that 60 countries documented over 560,000 cholera cases in 2024, emphasizing the critical public health risks that directly drive the adoption of dependable purification infrastructure.

Concurrently, the enforcement of stringent government regulations on water quality is compelling a systemic shift towards advanced filtration technologies, including reverse osmosis and ion exchange. Regulatory bodies are implementing rigorous standards to control emerging contaminants like per- and polyfluoroalkyl substances (PFAS), obliging manufacturers to upgrade system capabilities to achieve compliance. An update from the Independent Lubricant Manufacturers Association in May 2025 noted that the U.S. EPA confirmed its decision to maintain enforceable maximum contaminant levels for PFOA and PFOS at 4 parts per trillion. Such mandates directly stimulate market value by necessitating high-performance solutions. Supporting the broader market expansion fueled by these dynamics, A.O. Smith Corporation's January 2025 '2024 Annual Report' indicated a 13% increase in local currency sales in its India segment for 2024, showcasing strong regional demand.

## Market Challenge

The significant capital outlay and ongoing operational expenses linked to advanced filtration technologies present a substantial obstacle to the global water purifier market's expansion. While systems employing reverse osmosis and ultraviolet purification offer superior contaminant removal capabilities, their premium pricing models effectively restrict access for a considerable portion of the target market, particularly in developing economies sensitive to cost. This financial burden extends beyond the initial purchase, as the total cost of ownership is heavily influenced by recurring expenditures for membrane replacement, specialized filter cartridges, and energy consumption, thereby creating a deterrent that prevents health-conscious consumers from becoming actual

buyers.

This affordability gap directly impedes market penetration by slowing adoption among lower-to-middle-income demographics who often prioritize immediate financial liquidity over long-term health investments. The quantifiable impact of this financial resistance is significant in limiting the acquisition of new users. According to the Water Quality Association in 2025, maintenance requirements and related upkeep costs deterred 12% of non-owners from purchasing water treatment systems, illustrating how the anticipated complexity and expense of maintenance can negate the market driver of increasing health awareness, leaving a tangible segment of demand unaddressed.

## **Market Trends**

The emergence of subscription-based and Water-as-a-Service business models is fundamentally reshaping market dynamics by removing the hurdle of high upfront capital costs. This approach transforms the consumer's financial obligation from a substantial initial expenditure into a more manageable, recurring operational expense, effectively bridging the affordability gap in cost-sensitive regions. By packaging hardware installation with continuous maintenance and filter replacements, manufacturers can ensure optimal system performance while securing predictable, long-term revenue streams. This shift is gaining considerable momentum as households increasingly favor convenient, service-inclusive solutions over traditional product ownership. Coway Co., Ltd.'s 'Financial Results for Q2 FY2025', released in August 2025, reported net rental account additions reaching 160,000, which highlights the growing consumer preference for these flexible, service-oriented consumption models.

In parallel, the integration of IoT and smart connectivity for real-time monitoring is evolving water purifiers from passive appliances into proactive health management systems. Modern consumers increasingly seek detailed insights into their water quality, which in turn drives the adoption of devices equipped with sensors capable of tracking Total Dissolved Solids (TDS) levels and filter integrity dynamically. This technological advancement enhances user trust by replacing speculative manual maintenance with data-driven predictive alerts, ensuring continuous safety compliance. The commercial success of this tech-forward strategy is evident in recent financial outcomes; A.O. Smith Corporation's '2024 Annual Report' in February 2025 noted a 10% increase in sales within its North America Water Treatment segment, a growth directly attributed to the escalating demand for products that combine advanced technology with contemporary functional aesthetics.

## Key Market Players

Coway Co., Ltd.

Unilever PLC

Eureka Forbes Limited

Kent RO Systems Ltd.

Amway Corporation

Culligan International Company

Best Water Technology

Panasonic Corporation

Whirlpool Corporation

A. O. Smith Corporation

## Report Scope

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

### Water Purifier Market, By Type

Faucet Mount

Under Sink

Counter Top

Others

### Water Purifier Market, By Technology

RO

UF

Media

Nanofiltration

Others

#### Water Purifier Market, By Distribution Channel

Supermarkets/Hypermarkets

Multi-Branded Stores

Online

Others

#### Water Purifier Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Water Purifier Market.

## **Available Customizations:**

*Water Purifier Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Fau...*

Global Water Purifier Market report 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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