

Water Purifiers Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Technology (RO, UF, Nanofiltration, Others (Activated Carbon, Sediment, etc.)), By Application (Residential, Commercial, Industrial), By Sales Channel (Retail, Direct, E-Commerce), By Region, Competition

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Abstracts

The global water purifiers market was valued at USD 42.12 billion in 2022 and is anticipated to experience robust growth in the forecast period with a CAGR of 10.07% through 2028. Water purifiers are devices or systems designed to remove impurities, contaminants, and unwanted substances from water, making it safe and suitable for consumption or other purposes. Water purifiers use various methods such as filtration, activated carbon, reverse osmosis, UV sterilization, and distillation to purify water and improve its quality. They are commonly used in households, offices, industries, and outdoor settings to ensure access to clean and healthy drinking water.

The global water purifier market has been experiencing significant growth in recent years, driven by factors such as increasing awareness about water pollution and the importance of clean drinking water. Water purifiers play a crucial role in removing contaminants and providing safe and clean drinking water to households and commercial establishments. One of the primary drivers of the global water purifier market is the increasing awareness about water contamination and its adverse effects on human health. With the rise in industrialization and urbanization, water sources are becoming polluted with chemicals, heavy metals, and microbial contaminants. This has led to a growing demand for water purifiers that can effectively remove these impurities and provide safe drinking water.

Key Market Drivers:

Increasing Awareness of Water Contamination:

Growing awareness among consumers about the presence of contaminants in drinking water has been a major driver for the water purifier market. Concerns about waterborne diseases, chemical pollutants, heavy metals, and other harmful substances have led to an increased demand for water purification systems.

Rising Health Consciousness:

The increasing focus on health and wellness has driven the demand for clean and safe drinking water. Consumers are becoming more conscious of the potential health risks associated with consuming impure water, leading to higher adoption of water purifiers as a preventive measure.

Infrastructure Challenges and Water Quality Issues:

In many regions, inadequate infrastructure and limited access to clean water have become significant challenges. As a result, consumers are turning to water purifiers to ensure the safety and quality of their drinking water, especially in areas with unreliable or contaminated water sources.

Government Regulations and Initiatives.

Stringent regulations imposed by governments regarding water quality and safety have fueled the demand for water purifiers. Governments worldwide are taking measures to improve water quality standards and encourage the use of water purification systems to meet these requirements.

Increasing Urbanization and Industrialization

Rapid urbanization and industrial development have resulted in increased water pollution levels. As urban populations grow and industrial activities expand, the need for reliable water purification solutions becomes even more critical, driving the demand for water purifiers.

Growing Disposable Income and Changing Lifestyles

Increasing disposable incomes and changing consumer lifestyles, particularly in emerging economies, have contributed to the growth of the water purifier market. As people become more financially capable and prioritize health and well-being, they are willing to invest in water purification systems to ensure the safety of their drinking water.

Key Market Challenges

Lack Of Awareness and Understanding

One of the main challenges in the global water purifier market is the lack of awareness and understanding among consumers. Many people are still unaware of the potential health risks associated with contaminated water and the benefits of using water purifiers. Educating consumers about the importance of water purification and the various technologies available is crucial to increase market penetration and adoption.

High Cost

Cost is another key challenge in the water purifier market. While there is a growing demand for clean water, the high cost of water purifiers can be a barrier for some consumers, especially in developing regions. The affordability and accessibility of water purifiers need to be improved to make them more accessible to a wider consumer base. The maintenance and operating costs of water purifiers can be a concern for consumers. Some purification technologies require frequent filter replacements or regular maintenance, which can add to the overall cost of using water purifiers. Developing cost-effective, low-maintenance solutions can help address this challenge and make water purifiers more sustainable in the long run.

Availability of Alternative Sources

Another challenge faced by the water purifier market is the availability of alternative sources of clean water. With the increasing popularity of bottled water and other packaged beverages, some consumers may opt for these alternatives instead of investing in water purifiers. The convenience factor and perceived safety of packaged water can pose a challenge to the market's growth. Highlighting the environmental impact of single-use plastics and promoting the sustainability of water purifiers can help overcome this challenge.

Regulatory & Standards

In addition, the global water purifier market faces regulatory challenges and varying standards across different regions. Regulations and certifications for water purifiers differ from country to country, making it challenging for manufacturers to meet multiple requirements. Harmonizing regulations and establishing international standards can streamline the market and facilitate global trade.

Infrastructure Limitations

Infrastructure limitations, particularly in rural and remote areas, can also pose challenges for the water purifier market. Lack of access to electricity or proper plumbing systems can hinder the installation and use of water purifiers in some regions. Developing innovative solutions that are suitable for off-grid and resource-constrained environments can help address this challenge.

Availability of Counterfeit Products

Counterfeit and low-quality products in the market pose a threat to consumer trust and market growth. Substandard water purifiers cannot only fail to provide adequate purification but also pose health risks. Strengthening regulations, increasing product quality control measures, and promoting consumer awareness about genuine and reliable brands can help tackle this challenge.

Key Market Trends

Rising Popularity of Water Purifiers

One of the key trends in the global water purifier market is the emergence of smart purifiers. With advancements in technology, smart purifiers are equipped with features such as real-time monitoring, automatic filter replacement notifications, and Wi-Fi connectivity. These smart features provide convenience and efficiency to consumers, ensuring that they always have access to clean water. The integration of Internet of Things (IoT) technology into water purifiers is expected to further enhance their functionality and appeal to tech-savvy consumers.

Another trend driving the market is the growing preference for portable and compact water purifiers. With the increase in outdoor activities, travel, and camping, consumers are seeking convenient solutions to purify water on the go. Portable water purifiers, such as personal water bottles with built-in filters or compact devices, offer mobility and

ease of use, making them popular among outdoor enthusiasts and frequent travelers.

The rising demand for home water filtration units is contributing to the market growth. Home water filtration units are installed directly at the point of use, such as the kitchen faucet or showerhead, providing filtered water for various purposes. These units offer convenience and cost-effectiveness compared to whole-house water purification systems, making them a preferred choice for many households.

There is a growing focus on sustainability and eco-friendly water purification solutions. Consumers are becoming more conscious of the environmental impact of disposable plastic bottles and are opting for sustainable alternatives. As a result, there is an increasing demand for water purifiers that eliminate the need for single-use plastic bottles by providing clean drinking water directly from the tap.

Segmental Insights

Technology Insights

The global water purifiers market is experiencing significant growth, driven by the increasing adoption of reverse osmosis (RO) technology. The demand for clean and safe drinking water, coupled with rising health concerns, is a primary factor contributing to the market's growth. RO technology, which effectively removes impurities and contaminants from water, is widely adopted in residential, commercial, and industrial sectors. The high efficiency and reliability of RO water purifiers have led to their popularity among consumers. Additionally, the growing awareness of waterborne diseases and the need for improved water quality has further fueled the demand for water purifiers. Furthermore, government initiatives promoting the use of water purification systems, especially in regions with inadequate access to clean water, are driving market growth. Supportive regulatory frameworks and the implementation of stringent water quality standards also play a crucial role in driving the adoption of water purifiers.

Application Insights

The residential sector plays a crucial role in fueling the global water purifier market. **Health and Safety Concerns:** People prioritize the health and safety of their families, and access to clean and safe drinking water is essential. Residential consumers are increasingly aware of the potential contaminants present in tap water, such as bacteria, viruses, heavy metals, chemicals, and microplastics. Water purifiers provide an effective

solution to address these concerns and ensure that households have access to safe and pure drinking water. Rapid urbanization has led to numerous challenges in providing clean and accessible water to urban households. Aging water infrastructure, industrial activities, and environmental pollution can result in compromised water quality. As a result, residential consumers in urban areas often rely on water purifiers to safeguard themselves against waterborne diseases and pollutants.

Sales Channel Insights

The global water purifiers market is experiencing significant growth, and online sales channels play a crucial role in driving this expansion. With the advancement of technology and the increasing popularity of e-commerce, consumers are increasingly turning to online platforms to purchase water purifiers. One of the key advantages of online sales channels is the convenience they offer. Consumers can easily browse through various brands and models, compare prices, read reviews, and make informed decisions from the comfort of their homes. Online platforms provide a wide range of options, allowing consumers to access a diverse selection of water purifiers from different manufacturers. Furthermore, online sales channels enable greater accessibility and reach. Consumers in remote areas or regions with limited access to physical retail stores can still purchase water purifiers through online platforms. This expands the market's reach and allows more people to benefit from clean and safe drinking water.

Regional Insights:

The Asia Pacific region plays a significant role in fueling the growth of the global water purifiers market. The region is witnessing rapid urbanization, population growth, and industrialization, which has led to increased water pollution and concerns over water quality. As a result, there is a growing demand for water purifiers to ensure access to clean and safe drinking water. One of the primary drivers of the water purifiers market in the Asia Pacific region is the increasing awareness of waterborne diseases and the importance of clean water for health and well-being. Governments, non-profit organizations, and industry players are actively promoting the use of water purifiers to address these concerns. This awareness campaign has resulted in a higher adoption rate of water purifiers across various sectors, including residential, commercial, and industrial.

Key Market Players

Kent Ro System Ltd

Coway Company Ltd.

Panasonic Corporation

LG Electronics Inc.

Eureka Forbes Limited

Amway Corporation

BWT Holding GmbH

A. O. Smith Corporation

Brita GmbH

Culligan International Company

Report Scope:

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

Global Water Purifiers Market, By Technology:

RO

UF

Nanofiltration

Others

Global Water Purifiers Market, By Application:

Residential

Commercial

Industrial

Global Water Purifiers Market, By Sales Channel:

Retail

Direct

E-Commerce

Global Water Purifiers Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global water purifiers market.

Available Customizations:

Global 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).

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