Water Purifier Market Research Report - Global Forecast till 2025

Overview

The Global Water Purifier Market is expected to grow at a CAGR of 9.55% in terms of value during the forecast period. The water purifier is a purification system used to remove the suspended solids, chemicals, undesirable materials, and gases to make water fit for special purpose. The water purifier market is mainly driven by various factors such as growing awareness about the water-borne diseases and technological advancement of purifiers. High equipment and maintenance cost may restrain the water purifier market growth.

The global water purifier market, by region, has been segmented as North America, Europe, Asia-Pacific, and Rest of the World. Geographically, in 2017, the global water purifier market was led by Asia-Pacific in terms of revenue followed by Europe and North America region.

In terms of value, North America is the second largest market for water purifiers and is projected to grow at a significant rate during the forecast period. Factors that drive the market for water purifiers include increased demand of household products, scarcity of clean water, and growing population.

In the global water purifier market, Europe is one of the key regions in terms of revenue. European countries such as Germany, France, and the UK are the leading markets for water purifiers in Europe. Among these countries, in 2017, Germany accounted for the largest share followed by UK and France.

Segmentation

The global water purifier market is segmented based on product, devices, end-user, and region. On the basis of product, the global water purifier market is segmented into RO water purifier, UV water purifier, and activated carbon filters. On the basis of devices, the global water purifier market can be divided into wall mounted, countertop, tabletop, faucet-mounted, and under-the-sink (UTS). On the basis of end-user, the global water purifier market can be divided into residential and commercial.

On the basis of product, in 2018, the RO water purifier segment held the largest market share in terms of value followed by UV water purifier and activated carbon filter. Reverse Osmosis (RO) technology works for removal of contaminants from water by pushing the water through a semi-permeable RO membrane which allows the passage of only water molecules, and rejects almost all dissolved salts, organics, and bacteria. Hence, demand for RO water purifier is growing especially from household sector, which is likely drive the market growth.

On the basis of devices, the tabletop segment is projected to grow at a significant rate in terms of value during the forecast period. Tabletop units are more preferred in the residential sector, mainly for the middle-income group. Such types of water purifier are budget-friendly and eliminate the need for any advanced installation. Moreover, they can easily be placed on surfaces such as slab and tables. Such factors drive the growth of tabletop water purifiers in global market.

On the basis of end-user, in 2017, the global water purifier market was led by the residential segment in terms of value. The residential segment is expected to grow at a rapid pace during the forecast period due to the increasing population and rapid urbanization across the world. There has been a shift in the population to urbanized areas, especially in developing nations. This transition has increased the demand for pure water for drinking and cooking, driving the growth of the water
Regional Analysis

On the basis of region, the global water purifier market is segmented into North America, Europe, Asia-Pacific (APAC), and the rest of the world (RoW).

Global Water Purifier Market, by Region, 2017

Source: MRFR Analysis

Asia-Pacific dominated the global water purifier market and is projected to witness a rapid growth in terms of value during the forecast period, owing to the growing commercial sector, rising preference towards purified water, and government initiatives. China is the largest market for water purifiers in Asia-Pacific. The major factor that has driven the China market are growing economy, emerging domestic players, increasing export and import trade in China.

Rest of the World includes regions such as South America and the Middle East & Africa. Rising disposable income coupled with improved lifestyle drives the growth of the market in terms of value for water purifiers in RoW.

Synopsis

The global water purifier market is segmented based on product, devices, end-user, and region. In 2017, the global market was led by Asia-Pacific followed by Europe and North America, where Europe is projected to witness a significant growth in terms of value from 2018 to 2025.

Key Competitors

The key players of the global water purifier market are 3M (US), BWT AG (Austria), Pentair Plc. (UK), Hindustan Unilever Limited (HUL) (UK), COWAY CO., LTD (South Korea), Culligan (US), EcoWater Systems LLC (US), Mitsubishi Chemical Corporation (Japan), Brita LP (US), Toray Industries, Inc. (Japan), Koninklijke Philips N.V. (the Netherlands), Enmetec GmbH (Germany), Panasonic Corporation (Japan), Carrier Midea India (India), A. O. Smith India Water Products Pvt. Ltd. (US), Eureka Forbes (India), KENT RO Systems Ltd. (India), Livpure Pvt. Ltd. (India), Shenzhen Angel Drinking Water Equipment Co., Ltd. (China), and Ningbo Lamo Drinking Water Equipment Co., Ltd. (China).

Market Segmentation

- By Product – RO Water Purifier, UV Water Purifier, and Activated Carbon Filters
- By Devices – Wall Mounted, Countertop, Tabletop, Faucet-mounted, and Under-the-sink (UTS)
- By End-User – Residential and Commercial

Key Questions Addressed by the Report

- What was the historic market size (2016) (USD Million)?
- Which segmentation (Product/Devices/End-User) is driving market?
- What will be the growth rate by 2025?
- How are the key players in this market?
Infographic Summary:

Global Water Purifiers Market is expected to reach USD XX Million by 2025 with 9.55% CAGR.

Global Water Purifiers Market Share, By Region, 2017:
- Europe XX%
- Asia Pacific 41.56%
- Rest of the World XX%
- North America XX%

**MARKET DRIVERS**
- Rising Awareness of Water-borne Diseases
- Technological Advancement in water purifiers

**MARKET RESTRAINT**
- High Costs of Equipment and Maintenance

**MARKET OPPORTUNITY**
- Increase in Per Capita Disposable Income of Asia-Pacific Countries

**KEY PLAYERS**
- Panasonic
- 3M
- Mitsubishi Chemical
- Philips
- Toray

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