

World Water Purifier Market is Expected to Rise at a Remarkable CAGR During 2015 - 2022

OrbisResearch.com has published new research report on "World Water Purifier Market-Opportunities and Forecasts 2015-2022" to its database.

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/EINPresswire.com/ -- Water purifiers remove biological contaminants, suspended solids, toxins, harmful gases & chemicals, bacteria, fungi and other such impurities from contaminated water, making water safe for drinking. The penetration of water purifiers is relatively higher in developed regions while huge semi urban and rural areas in developing countries still remain untapped. Water purifiers emerged as a primary necessity for urban consumers in developing economies, since a decade, due increase in the level of water pollution. Countries such as India and China are likely to unfold attractive business opportunities in [water purifier market](#) in the coming years, due to huge customer base and high levels of water pollution.



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Rise in levels of disposable income of customers, increased incidences of waterborne diseases, industrial development leading to water pollution and rising concerns towards health are the primary growth facilitators of the water purifier market. However, increasing demand for packaged drinking water acts as a restraining factor, limiting the growth to a certain extent. Low market penetration in rural areas, is amongst the major challenges faced by the players due to lack of awareness towards health and sanitation.

World water purifier market is segmented on the basis of technology, end-user, channels of distribution and geography. Segmentation on the basis of technology includes gravity purifier, UV purifier and RO purifier. Based on the end-user, the segmentation includes commercial and residential users. Further, market segmentation on the basis of channels of distribution includes retail stores, direct sales and online. Geographically, the classification includes North America (U.S., Canada, Mexico), Europe (Western Europe, Russia & others), Asia-Pacific (China, Japan, South Korea, India & others) and LAMEA (Brazil, Middle East & others).

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Key players profiled in the report are Best Water Technology Group, Brita GmbH, Tata Chemicals, Panasonic, Amway Corporation, Aquasana, HaloSource Inc., GE Water & Process Technologies Inc., Eureka Forbes Limited and Kent RO System Ltd. Product launch has been the key strategy

adopted by these players to attract more number of customers and strengthen their foothold in the market. In 2016, Bluewater Group, a water purifier company, based in China launched three new products that are one of their own kind in terms of design, technology and affordability. Similarly, in 2015, Kent RO launched two new models namely Aura and Eternal, based on HEPA (High-Efficiency Particulate Air) in India, which helped the company to gain stronger foothold in the water purifier market.

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Hector Costello
Orbis Research
+1 (214) 884-6817
email us here

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