

Water Purifier Market - Indian Industry Analysis, Size, Share, Growth, Trends and Forecast 2017 – 2021

According to “India Water Purifier Market Outlook, 2021”, India’s water purifier market was growing with a CAGR of 21.24% over last five years.

PUNE, INDIA, May 29, 2017 /EINPresswire.com/ -- [India Water Purifier Industry](#)

During the past decade, the Indian population has witnessed considerable improvement in accessing drinking water. However, the poor quality of the water supplied by the civic authorities still remains a huge challenge. Rising awareness about water-borne diseases, rising disposable income, mounting urbanization and low penetration level are exceedingly contributing to the demand for water purifiers in India. The market for water purifier in India is changing at a brisk rate. Technological advancements and various innovations in the country as well as the competitive pressures have been significantly changing the market.

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According to “India Water Purifier Market Outlook, 2021”, India’s water purifier market was growing with a CAGR of 21.24% over last five years. Based on technology, the market is segmented into RO, UV and offline water purifiers. As per sales revenues, RO water purifiers dominated the market in 2014, followed by UV filters and then gravity based offline purifiers. RO water purifiers are the costliest among all the three technologies; however rising awareness about its advantage over other purifiers are making it increasingly popular. For a long period Eureka Forbes had dominated the RO category but Kent has now overtaken the leading position. However, both the companies are at striking distance and trying hard to stay ahead by innovating and promising good after sales service. On the other hand, water purifiers with UV technology are fast declining due to less innovation. Offline water purifiers, which are the non-electrical water purifiers and require no electricity to pure the water, are expected to grow at a very rapid pace. “Offline water purifiers are the future of industry with huge potential, given the crippling power shortage that most of India experiences” said Anita Patil, Research Analyst. The growth of the offline segment will largely be attributed to low pricing and enhanced penetration across rural population and households. Moreover, this segment is a key focus area for water purifier manufacturers, due to the large target customer base it offers. Presently a combination of UV, ultrafiltration (UF) and RO systems are also available in the market. Apart from organized sector, unorganized players also have a considerable market share in the industry. Presence of unorganized sector tends to be more in RO and UV category rather than offline category. However, it is impossible for unorganized players to invest in R&D activities and compete with large players on innovation; hence unorganized sector is expected to decline in the next few years. Based on region, northern India is of great importance to domestic water purifier manufacturers as it accounts for the highest revenues sales, followed by Western and Sothern India. Maharashtra is reported to have the highest water purifier sales in the country followed by Delhi. There is huge potential for the market, both in rural and urban India. In fact, there has been an increasing trend of companies focusing on rural India, particularly with the low cost water purifiers.

Key Segments Covered

- Reverse Osmosis (RO) Water Purifiers
- Ultra-Violet (UV) Water Purifiers
- Offline Water Purifiers

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