

MENA POU Water Purifier Market To Reach Around US\$ 785.0 million by the end of 2027 | CAGR: 7.6%

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Market Overview:

A POU water purifier is a device that uses carbon filters to remove contaminants from water. These filters are typically placed on the faucets and can be dispensed into more than one tap at a time. These devices are designed for light usage and can be installed at any location.



Competitive Landscape:

Major players operating in [MENA POU water purifiers market](#) include, 3M, Amway Global, Brita GmBH, Best Water Technology Group, Coway Co., Ltd., Culligan International Inc., Eureka Forbes Limited, Ion Exchange India Limited, Haier Strauss Water Co. Ltd, Halo Source Inc., Katadyn Group, Pentair Inc., Panasonic Corporation, and Philips Inc.

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Key Market Drivers:

Growing urban population is expected to propel growth of MENA POU water purifiers market over the forecast period. For instance, according to the study, 'Urban growth and water access in sub-Saharan Africa: Progress, challenges, and emerging research directions' published in 2017, urbanization in sub-Saharan Africa is growing at 4% annually, with the population living in urban areas projected to double by 2050.

Covid-19 Impact Analysis

In Saudi Arabia, from 3 January 2020 to 4:46pm CET, 18 January 2022, there have been 620,935 confirmed cases of COVID-19 with 8,908 deaths, reported to WHO. As of 16 January 2022, a total of 54,082,835 vaccine doses have been administered. Access to safe water and sanitation is plays a major role in mitigating the spread of the virus, which in turn is expected to boost demand for POU water purifier.

Key Takeaways

Increasing need for clean and safe water is expected to propel growth of MENA POU water purifiers market over the forecast period. For instance, according to the World Health Organization, by 2017, only half of the population residing in urban sub-Saharan Africa had access to safely managed drinking water that was free from contamination.

Major players operating in MENA POU water purifiers market are focused on adopting various marketing strategies to enhance their market share. For instance, in July 2021, Best Water Technology (BWT) become the official Water Technology Partner of Formula 1 and announced plans to make the paddock free of single-use plastic bottles by 2025.

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Important Features that are under Offering and Key Highlights of the Reports:

- Potential and niche segments/regions exhibiting promising growth.
- Detailed overview of Market
- Changing market dynamics of the industry
- In-depth market segmentation by Type, Application, etc.
- Historical, current, and projected market size in terms of volume and value
- Recent industry trends and developments
- Competitive landscape of Market
- Strategies of key players and product offerings

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□ SWOT Analysis is used to define, assess, and analyse market competition by focusing on the world's major manufacturers. The market is defined, described, and forecasted by type, application, and region.

□ Examine the potential and advantages of the global and major regional markets, as well as the opportunities and challenges, as well as the constraints and risks.

□ Determine whether market growth is being driven or hampered by trends and factors.

- Stakeholders will be able to assess market potential by identifying high-growth categories.
- Conduct a strategic analysis of each submarket's growth trends and contribution to the market.
- Competitive developments in the market include expansions, agreements, new product launches, and acquisitions.
- To develop a strategic profile of the major players and conduct a thorough analysis of their growth strategies.

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- In the next seven years, what innovative technology trends should we expect?
- Which sub-segment do you believe will grow the fastest over the next few years?
- By 2028, which region is predicted to have the largest market share?
- What organic and inorganic strategies are businesses employing to gain market share?

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