

# Water Purifier Market Size Worth US\$ 108.3 Billion during 2024-2032, With a CAGR of 8.85% | IMARC Group

BROOKLYN, NEW YORK, USA, December 4, 2023 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Water Purifier Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032," provides an extensive analysis of the industry, including water purifier market share, trends, and growth opportunities. The report also covers competitor and regional analysis and the latest advancements in the global market. The [global water purifier market size reached US\\$ 55.0 Billion in 2023](#). Looking forward, IMARC Group expects the market to reach US\$ 108.3 Billion by 2032, exhibiting a growth rate (CAGR) of 8.85% during 2024-2032.



Global Water Purifier Market

## Water Purifier Market Overview:

Water purifiers are devices that remove impurities, contaminants, and harmful substances from water, making it safe for drinking and other uses. These purifiers employ various technologies, including reverse osmosis, ultraviolet filtration, and activated carbon, each with distinct characteristics. Reverse osmosis systems, for example, use a semipermeable membrane to remove ions and larger particles from water, while UV filters use ultraviolet light to kill bacteria and viruses without altering the water's taste or odor.

Activated carbon filters effectively remove chlorine and other chemical traces. The working mechanism of these purifiers varies based on the technology but generally involves a series of steps to filter and cleanse water. The properties of water purifiers can include portability, varying filtration capacities, and energy efficiency, tailored to different consumer needs. Their

advantages are manifold, ranging from providing access to clean and safe drinking water, which is essential for health, to reducing the reliance on bottled water, thus aiding in environmental conservation.

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#### Global Water Purifier Market Trends:

The global water purifier market is witnessing robust growth, primarily driven by the increasing awareness regarding the health hazards associated with contaminated water. In line with this, the growing health consciousness among consumers worldwide is further propelling the demand for effective water purification solutions. Moreover, the escalating levels of water pollution due to industrial waste and environmental degradation are making water purification not just a choice but a necessity for safe living.

In line with this, technological advancements in water purification methods are enhancing the efficiency and convenience of these devices, thereby attracting a wider consumer base. Besides this, government initiatives promoting clean drinking water are also significantly contributing to the market's growth. Also, the rising standards of living, coupled with increased spending power, are enabling more households to invest in advanced water purification systems. The market is further driven by the growing popularity of smart purifiers with features like real-time water quality monitoring and filter replacement alerts.

Furthermore, the expansion of distribution networks and the growing accessibility of water purifiers through online and offline retail channels are making these devices more available to a diverse range of consumers. This is complemented by aggressive marketing campaigns and educational programs that emphasize the importance of drinking purified water. Additionally, the increasing demand for portable water purifiers among travelers and outdoor enthusiasts is opening new avenues for market expansion. Apart from this, the market is benefiting from the continuous research and development activities aimed at introducing more efficient and cost-effective water purification technologies.

Explore the Full Report with Charts, Table of Contents, and List of Figures:  
<https://www.imarcgroup.com/water-purifier-market>

#### Competitive Landscape with Key Players:

- LG Electronics Inc.
- Unilever PLC/NV
- Panasonic Corporation
- Kinetico Incorporated
- Aquatech International LLC

- GE (General Electric) Appliances
- A.O. Smith Corporation
- Whirlpool Corporation
- Eureka Forbes Ltd.
- Pentair PLC
- Kaz USA, Inc.
- Mitsubishi Rayon Cleansui Co., Ltd.
- Kent RO Systems Ltd
- Tata Chemicals Ltd.
- Koninklijke Philips N.V.
- EcoWater Systems LLC
- 3M Company
- Ion Exchange Ltd

Key Market Segmentation:

Breakup by Distribution Channel:

- Retail Stores
- Direct sales
- Online

Breakup by Technology Type:

- Gravity Purifiers
- RO Purifiers
- UV Purifiers
- Sediment Filter
- Water Softener
- Others

Breakup by End-User:

- Industrial
- Commercial
- Household

Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)

- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

#### Key Highlights of the Report:

- Market Performance
- Market Outlook
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

Note: If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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