

Vietnam Water Purifier Market, By Type (Floor Standing, Under Sink, Counter Top, Faucet Mount & Others {Tankless, Smart Purifiers, etc.}), By Technology (RO, UF, UV, Media & Others {Nanofiltration, etc.}), By Sales Channel (Retail, Distributor, Direct, E-Commerce, Others {Plumber, Contractor, etc.}), By Region, Competition Forecast & Opportunities, 2027F

Market Report | 2022-07-01 | 86 pages | TechSci Research

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Report description:

The Vietnam water purifier market stood at USD263.77 million in 2021 and is expected to grow at a CAGR of 9.88% in the forecast period, 2023-2027, to reach USD448.21 million by 2027. The market is driven by the factors such as growing health consciousness among consumers and a shortage of clean drinking water. Also, the availability of advanced and affordable water purifiers in the market and the emergence of online sales channels are expected to create lucrative growth opportunities for the Vietnam water purifier market in the forecast period.

Vietnam is located in the Southeastern part of Asia and is ranked in 15th position by population across the globe. Most of the population lives along the three main rivers of Vietnam: Thai Binh, Mekong Delta, and Dong Nai. Vietnam witnesses uneven rainfall throughout the year, and due to a lack of sufficient infrastructure, there is a shortage of drinking water in the country. The water is highly contaminated and requires the filtration process to make it suitable for drinking purposes. Consumers are getting aware of the health risks associated with drinking unclean water. People are willing to spend more to make the water healthy for drinking purposes. The need to drink clean drinking water and increased health awareness among consumers is expected to fuel the growth of the Vietnam water purifier market for the next five years.

The Vietnam water purifier market is segmented based on type, technology, sales channel, region, and competitive landscape. On the basis of regional analysis, Northern Vietnam led the market in 2021 and captured 43.67% of the overall market share. The region is expected to maintain its dominance for the next five years. The drinking water in parts of Northern Vietnam consists of high levels of arsenic which is harmful to the body. The rise in the awareness of the consumers and the increased expenditure

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capacity of consumers are driving the demand for the Vietnam water purifier market.

Major market players operating in the Vietnam water purifier market are Karofi Group Joint Stock Company, The Kangaroo Group, Sunhouse Vietnam Co., Ltd., AO Smith Vietnam Company Limited, Carpa Vietnam Trading Joint Stock Company, Unilever Vietnam International Company Limited, Water Supply, Drainage and Environment Technology Construction Development Joint Stock Company (HTEC), 3M Vietnam Co., Ltd, BMS Water Import Company Limited, DuPont Vietnam Limited.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022E

Forecast Period: 2023F-2027F

Objective of the Study:

- To analyze the historical growth in the market size of Vietnam water purifier market from 2017 to 2021.
- To estimate and forecast the market size of Vietnam water purifier market from 2022E to 2027F and growth rate until 2027F.
- To classify and forecast Vietnam water purifier market based on type, technology, sales channel, region, and competitive landscape.
- To identify dominant region or segment in the Vietnam water purifier market.
- To identify drivers and challenges for Vietnam water purifier market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Vietnam water purifier market.
- To identify and analyze the profile of leading players operating in Vietnam water purifier market.
- To identify key sustainable strategies adopted by market players in Vietnam water purifier market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across Vietnam. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers, who could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the Vietnam water purifiers market.

TechSci Research calculated the market size of the Vietnam water purifiers market using a bottom-up & top-down approach, wherein data for various product types was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and distribution channels for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

- Water purifier manufacturers, suppliers, distributors, and other stakeholders.
- Market research and consulting firms
- Government bodies such as regulating authorities and policy makers
- Organizations, forums, and alliances related to water purifiers market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as water purifier manufacturing companies, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Vietnam water purifier market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

- Vietnam Water Purifier Market, By Type:
 - o□Floor Standing

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- o□ Under Sink
- o□ Faucet Mount
- o□ Counter Top
- o□ Others

-□ Vietnam Water Purifier Market, By Technology:

- o□ RO
- o□ UF
- o□ UV
- o□ Media
- o□ Others

-□ Vietnam Water Purifier Market, By Sales Channel:

- o□ Retail
- o□ Distributor
- o□ Direct
- o□ E-Commerce
- o□ Others

-□ Vietnam Water Purifier Market, By Region:

- o□ Northern Vietnam
- o□ Southern Vietnam
- o□ Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam water purifier market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□ Detailed analysis and profiling of additional market players (up to five).

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