

India Water Softeners Market Assessment, By Type [Salt-Based Water Softeners, Salt-Free Water Softeners], By Price Range [Mass/Economy, Premium], By End-user [Residential, Commercial, Industrial], By Region, Opportunities and Forecast, FY2019-FY2033F

Market Report | 2025-06-16 | 130 pages | Market Xcel - Markets and Data

AVAILABLE LICENSES:

- Single User License \$3500.00
- Multi-User/Corporate Licence \$4700.00
- Custom Research License \$7200.00

Report description:

India water softeners market is projected to witness a CAGR of 7.18% during the forecast period FY2026-FY2033, growing from USD 510.61 million in FY2025 to USD 889.36 million in FY2033F, driven by rising awareness of water quality issues, increasing health concerns, and growing industrial demand. The prevalence of hard water is widespread in numerous Indian states, including Rajasthan, Delhi-NCR, Karnataka, Maharashtra, and Gujarat, driving the India water softeners market demand. Increased TDS (Total Dissolved Solids), which leads to scaling of pipes and appliances, resulting in skin and hair issues, also propels market growth. Furthermore, the need for water softeners is rising in domestic and commercial markets, especially in urban India, where luxury residential projects, hotels, hospitals, and offices are installing these systems to enhance water quality and safeguard equipment.

Moreover, the textile, food and beverage, pharmaceutical, and automotive industries are increasingly adopting water softeners to avoid mineral deposits on equipment and adhere to water quality standards. Government programs such as the Jal Jeevan Mission and AMRUT (Atal Mission for Rejuvenation and Urban Transformation) are enhancing water supply and quality, driving the market. Advanced technology, such as IoT-based smart softeners that can be monitored in real-time and environmentally friendly salt-free models, is also drawing tech-savvy and eco-conscious consumers. For instance, in June 2024, Asahi Kasei Corporation launched a new membrane system designed to produce WFI (water for injection), which is a crucial sterile water used in preparing injections. This innovative membrane system offers an alternative to traditional distillation methods for creating WFI, utilizing the advanced design and development features of the Microza hollow-fiber membrane, specifically tailored for water treatment and the filtration of liquid products. Increased disposable incomes and growth in e-commerce platforms have also increased the accessibility of water softeners among middle- and upper-income households. The increase in the aftermarket service industry, such as

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

maintenance contracts and retrofit installations, is also driving market growth. As urbanization levels are on the rise, water quality is deteriorating, and consumer awareness is increasing, the India water softeners market is expected to grow at a steady rate over the next few years.

Increasing Hard Water Problems Drive the India Water Softeners Market Demand

The growing ubiquity of hard water in India is becoming a major catalyst for the market of water softeners. Most areas, especially Rajasthan, Delhi-NCR, Karnataka, Maharashtra, and Gujarat, experience hard water, which is greatly abundant with calcium and magnesium. This hard water, due to its mineral content, contributes to scaling in home appliances such as water heaters and washing machines, decreasing their efficiency and lifespan while escalating maintenance expenses. Aside from causing damage to infrastructure, hard water is driving increasing consumer awareness about its negative health consequences, such as skin irritation, hair loss, and worsening conditions, such as eczema. These issues are driving both residential and commercial consumers to adopt water softening technologies. The issue is most severe in urban cities where groundwater depletion is further aggravating water hardness levels, driving long-term demand for treatment solutions. As realization increases regarding the economic and health effects of hard water, increasing numbers of consumers are treating water softeners not as accessories but as essential investments, keeping the market for further growth within India's residential, commercial, and industrial segments. For instance, in December 2023, Samyang Corporation, a leader in the field of industrial water treatment materials, launched two new products and established a dedicated organization to leap forward as a comprehensive water solution company in the global market.

Growth of Residential and Commercial Real Estate Creates India Water Softeners Market Opportunities

The robust growth in India's commercial and residential real estate market is contributing significantly to the demand for water softeners in the country and introduces different market growth opportunities for market players. The growing urbanization and development of luxury housing projects, gated societies, and smart cities have led to water treatment being an integral part of contemporary infrastructure. Real estate builders are now increasingly incorporating water softening systems as premium features in luxury apartments and villas, especially in urban centers and tier-1 cities where hard water issues are common. The commercial segment, including hotels, hospitals, shopping malls, and office parks, is also driving market growth since these facilities emphasize the quality of water for both equipment safety and customer satisfaction. For instance, in May 2025, LG Chem, Ltd. launched LG NF9, a high rejection nanofiltration membrane designed for municipal and industrial applications that require selective contaminant removal with low energy consumption. Government schemes, such as the Smart Cities Mission and Housing for All are also driving construction activity and resulting in a consistent demand for water treatment solutions. This real estate-led demand is augmented by growing consumer awareness regarding water quality and making water softeners an integral part of quality residential and commercial developments throughout India.

Residential Users Dominates the India Water Softeners Market Share

The Indian water softeners market is experiencing strong growth, led mainly by increasing adoption by residential consumers. Urban homes in metro and tier-1 cities are investing more in water softening systems to fight against the destructive power of hard water on appliances, plumbing, and personal grooming. This home demand upsurge is a result of increasing health awareness, with users realizing the advantages of soft water for personal care of skin and hair and enhanced lathering of soaps and detergents. The phenomenon is prominent in dual-income, upper-middle-class households that highly value home wellness solutions and are willing to invest in water treatment equipment. To meet this demand, manufacturers are launching small, easy-to-use models built to be used in the home, as well as compelling financing arrangements that make these systems more affordable. The rise of nuclear families in cities and the growing interest in smart home technologies are also fueling residential uptake. With increasing disposable incomes and a higher awareness regarding water quality concerns, household users are likely to remain the prime driving force pushing the water softeners market in India.

For instance, in October 2024, the Government inaugurated the Cauvery Water Supply Scheme's 5th phase, which supplies about 775 million litres of drinking water to 5 million people in the city's outer areas. The government spent an additional amount on water softeners for household needs, such as cooking.

Impact of the U.S. Tariff on India Water Softeners Market

-□The recent imposition of U.S. tariffs on imported goods, including water treatment equipment, could have a mixed impact on India's water softeners market. While the direct effect may be limited since India's market is largely domestically driven.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Indian manufacturers exporting water softeners to the U.S. may face higher costs, reducing competitiveness. Companies relying on U.S. supply chains for components could see increased production costs, potentially leading to price hikes in India.
- The government's "Make in India" push could gain momentum, encouraging local manufacturing of water treatment systems.
- Indian exporters may explore new markets (Middle East, Africa, Southeast Asia) to offset U.S. tariff impacts.

Key Players Landscape and Outlook

The Indian water softeners market features a dynamic competitive landscape with established domestic brands and global players vying for market share. Leading Indian companies dominate the residential segment with advanced ion-exchange systems and smart solutions, while international brands maintain strong positions in premium and industrial segments. Emerging startups are disrupting the market with IoT-enabled and commercial-grade offerings, particularly in rapidly urbanizing Tier 2/3 cities. Key market trends include product innovations such as AI-based regeneration systems, strategic bundling with RO/UV purifiers, and expansion of e-commerce sales channels. The market outlook remains positive, driven by residential demand in urban areas and expanding industrial applications in sectors such as pharmaceuticals and textiles. While government water initiatives and green technology adoption present significant opportunities, challenges such as high upfront costs and competition from alternative solutions persist. The coming years will likely see market consolidation through mergers and acquisitions activity as global players seek to strengthen their India presence, even as domestic brands continue leveraging their distribution networks and local market understanding to maintain leadership positions across price segments.

For instance, in April 2025, LG Chem, Ltd. launched QuantumFlux UF Membranes Fact Sheet, outstanding features and benefits of high-performance Ultrafiltration (UF) membrane products. QuantumFlux UF Membranes offer a diverse range of UF membranes with various module configurations, tailored to meet a wide array of water treatment requirements.

Table of Contents:

1. Project Scope and Definitions
2. Research Methodology
3. Impact of U.S. Tariffs
4. Executive Summary
5. Voice of Customers
 - 5.1. Respondent Demographics
 - 5.2. Brand Awareness
 - 5.3. Factors Considered in Purchase Decisions
 - 5.4. Challenges Faced Post Purchase
 - 5.5. Preferred Distribution Channel
 - 5.6. Frequency of Purchase
6. India Water Softeners Market Outlook, FY2019-FY2033F
 - 6.1. Market Size Analysis & Forecast
 - 6.1.1. By Value
 - 6.1.2. By Volume
 - 6.2. Market Share Analysis & Forecast
 - 6.2.1. By Type
 - 6.2.1.1. Salt-Based Water Softeners
 - 6.2.1.2. Salt-Free Water Softeners
 - 6.2.2. By Price Range
 - 6.2.2.1. Mass/Economy
 - 6.2.2.2. Premium
 - 6.2.3. By End-user
 - 6.2.3.1. Residential
 - 6.2.3.2. Commercial
 - 6.2.3.3. Industrial

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.4. By Region
 - 6.2.4.1. North
 - 6.2.4.2. East
 - 6.2.4.3. West and Central
 - 6.2.4.4. South
 - 6.2.5. By Company Market Share Analysis (Top 5 Companies and Others - By Value, FY2025)
 - 6.3. Market Map Analysis, FY2025
 - 6.3.1. By Type
 - 6.3.2. By Price Range
 - 6.3.3. By End-user
 - 6.3.4. By Region
 - 7. Demand Supply Analysis
 - 8. Import and Export Analysis
 - 9. Value Chain Analysis
 - 10. Porter's Five Forces Analysis
 - 11. PESTLE Analysis
 - 12. Pricing Analysis
 - 13. Market Dynamics
 - 13.1. Market Drivers
 - 13.2. Market Challenges
 - 14. Market Trends and Developments
 - 15. Case Studies
 - 16. Competitive Landscape
 - 16.1. Competition Matrix of Top 5 Market Leaders
 - 16.2. SWOT Analysis for Top 5 Players
 - 16.3. Key Players Landscape for Top 10 Market Players
 - 16.3.1. KENT RO Systems Limited
 - 16.3.1.1. Company Details
 - 16.3.1.2. Key Management Personnel
 - 16.3.1.3. Key Products Offered
 - 16.3.1.4. Key Financials (As Reported)
 - 16.3.1.5. Key Market Focus and Geographical Presence
 - 16.3.1.6. Recent Developments/Collaborations/Partnerships/Mergers and Acquisition
 - 16.3.2. Eureka Forbes Limited
 - 16.3.3. Ion Exchange (India) Limited
 - 16.3.4. 3M India Limited
 - 16.3.5. Livpure Smart Homes Private Limited
 - 16.3.6. A. O. Smith India Water Products Private Limited
 - 16.3.7. Whirlpool of India Limited
 - 16.3.8. 3D Aqua Water Treatment Company
 - 16.3.9. WTE Infra Projects Private Limited
 - 16.3.10. Blue Mount Udyog Private Limited
- *Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.
17. Strategic Recommendations
18. About Us and Disclaimer

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

India Water Softeners Market Assessment, By Type [Salt-Based Water Softeners, Salt-Free Water Softeners], By Price Range [Mass/Economy, Premium], By End-user [Residential, Commercial, Industrial], By Region, Opportunities and Forecast, FY2019-FY2033F

Market Report | 2025-06-16 | 130 pages | Market Xcel - Markets and Data

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Muti-User/Corporate Licence	\$4700.00
	Custom Research License	\$7200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-06-25

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com