

Water Purifier Market Report and Forecast 2025-2034

Market Report | 2025-08-13 | 161 pages | EMR Inc.

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Report description:

The global water purifier market attained a value of USD 53.57 Billion in 2024. The market is further expected to grow in the forecast period of 2025-2034 at a CAGR of 8.50% to reach USD 121.12 Billion in 2034.

Water Purifier Market Growth

Water purifier is a machinery used to extract impurities such as toxins, bacteria, chemical substances, damaging gases, and other dissolved solids from water. Thus, they help decrease the amount of particulate material from water and reduce the risk of waterborne diseases. As the drinking water levels decline, the demand for these purifiers have increased worldwide. Furthermore, increasing consumer awareness about safe potable water consumption has had a positive impact on sales of the product.

The escalating urbanisation and industrialisation in countries like India, China, and Brazil have led to a heightened release of pollutants into water bodies, favourably impacting the water purifier market outlook. For instance, the 2019 water pollution crisis in Chennai, India, highlighted the importance of water purification systems in ensuring access to clean drinking water.

Additionally, the increasing awareness about waterborne diseases and the benefits of purified water have contributed to the adoption of water purifiers. For example, the World Health Organisation (WHO) recommends the use of water purification systems to reduce the risk of waterborne illnesses.

Key Trends and Developments

Favourable government initiatives to provide access to clean water, introduction of portable purifiers, and increasing demand for smart purifiers are factors supporting the water purifier market expansion

June 2024

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Vitesy has introduced the Natede smart air purifier, which uses phytoremediation technology, where plants absorb pollutants and convert them into nourishment, and a washable photocatalytic filter to eliminate VOCs, bacteria, and odours from water.

June 2024

DrinkingMaker is set to launch DrinkingWater, a solar-powered air-to-water dispenser that can extract up to 19 litres of water per day from the air. The device also functions as an air purifier.

May 2024

Two Texas teenagers, Victoria Ou and Justin Huang, have won USD 50,000 for inventing a device that can filter up to 94% of toxic microplastics from water using ultrasonic technology.

August 2022

LG unveiled its new PuriCare Self-Service Tankless Water Purifier, a cutting-edge system designed for the Malaysian market. This innovative device uses tankless technology to deliver purified water directly from the source, ensuring a continuous supply of clean water.

Rising government initiatives

Government initiatives and awareness campaigns are playing a crucial role in driving the water purifier market growth. For example, the Government of India, with the support of the World Bank, is working to bring clean drinking water to villages across the country.

Rising demand for tech-efficient purifiers

The market is witnessing a surge in demand for advanced technology, particularly smart water purifiers with features like app connectivity and IoT integration. Kent RO Systems, a leading player in the market, has introduced smart water purifiers that can be controlled remotely via apps.

Growing demand for portable purifiers

Portable water purifiers are gaining popularity due to their ease of use and portability. For instance, in disaster-prone areas, portable purifiers help to provide a steady supply of clean drinking water. Companies like Brita are capitalising on this trend by offering portable purifiers.

Water Purifier Market Trends

Degraded water quality is a severe risk to health as it presents enormous health hazards that cause different waterborne diseases. Most public water supplies in metropolitan zones are not secure for drinking and require decontamination occurred from heavy metal, virus, cyst, bacteria, and other toxins. In the coming years, industrialisation is anticipated to increase, leading to rise in pollution, thus, increasing demand for water purifiers as well. Furthermore, the availability of advanced technologies and the expansion of the online sales platform have made water purifiers more accessible, further propelling market growth.

Water purifier Industry Segmentation

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The EMR's report titled "Water Purifier Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Technology Type

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

Market Breakup by Distribution Channel

- Retail Stores
- Direct Sales
- Online

Market Breakup by End Use

- Industrial
- Commercial
- Household
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Water Purifier Market Share

RO and UV purifying technologies have a dominant share as they consume less electricity and are more effective

RO purifiers hold major share in the market. They use reverse osmosis technology to remove impurities from water, making them highly effective in removing dissolved solids and other contaminants. As per water purifier market analysis, RO purifiers are widely used in households, where high-quality water is required.

Gravity purifiers follow RO purifiers in terms of market share due to their simplicity and ease of use. They are commonly used in households, commercial settings, and industrial applications where water purification is necessary, but electricity is not readily available.

UV purifiers use ultraviolet light to kill bacteria, viruses, and other microorganisms, making them effective in removing biological contaminants from water. UV purifiers are commonly used in industrial applications where water purification is necessary to

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prevent waterborne diseases.

The market is dominated by the household segment; however, the commercial segment is growing by the expansion of industries that require large volumes of purified water.

The household segment is the largest end-user of water purifiers due to the rising disposable incomes and growing health consciousness among consumers. Households prefer point-of-use filters such as countertop, pitcher, and faucet-mounted filters due to their compact size and ease of installation. RO purifiers is the most popular technology used in household water purifiers as it is effective in removing impurities and contaminants from water, ensuring clean and safe drinking water for households.

However, the commercial segment in water purifier market report is expected to witness significant growth in the coming years due to the expansion of industries such as food and beverage, manufacturing, and processing, which require large volumes of purified water. Gravity and UV purifiers are the most popular technologies used in commercial water purifiers due to their ability to remove a wide range of contaminants and provide high water output.

Leading Companies in the Water Purifier Market

Market players are emphasising the development of advanced technologies and expanding their online sales platforms to increase accessibility of water purifiers

Kinetico Incorporated

Kinetico Incorporated was founded in 1970 and is headquartered in Ohio, United States. It offers a range of products, including water treatment products, water softeners, water filtration systems, and problem water treatment solutions.

Eureka Forbes

Eureka Forbes was established in 1982 and is based in Maharashtra, India. It offers water purification devices, vacuum cleaners, air purification systems, and home security products through direct sales, retail, e-commerce, franchises, rural markets, and an extensive service network.

KENT RO Systems Ltd

KENT RO Systems Ltd was founded in 1999 and is headquartered in Uttar Pradesh, India. It offers reverse osmosis purifiers, air purifiers, vacuum cleaners, vegetable and fruit purifiers, and water softeners. The company provides water purification solutions and healthcare products to its customers.

Whirlpool

Whirlpool was founded in 1911 and is headquartered in Michigan, United States. The company offers a wide range of home appliances, including refrigerators, washing machines, and air conditioners. The company also provides maintenance and repair services to its customers.

Other key players in the global water purifier market include Unilever, Panasonic Corporation, LG Electronics, A.O. Smith Water Technologies, Aquatech International LLC, and Mitsubishi Chemical Cleansui Corporation, among others.

Water Purifier Market Analysis by Region

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North America is the prominent market due to the high penetration of water treatment systems among consumers of the region

North America accounts for the largest water purifier market share, driven by increasing concerns about water quality and health awareness among consumers. For instance, research by the Environmental Working Group revealed that half of those surveyed believe their tap water is unsafe to drink. This has driven the demand for water purifiers in United States. Moreover, Kent RO Systems, a leading water purifier manufacturer from India, announced plans to enter the US market in 2024. The company will manufacture water purifiers in collaboration with Black & Decker in India and ship them to the US market. This move will provide NA consumers with more options to choose from.

Asia Pacific also dominates the water purifier market due to the population growth, which has led to concerns about water quality and access to safe drinking water. The Middle East is also largely dependent on water purification technologies due to the region's water scarcity issues, which is driving the adoption of water purifiers in the region. For instance, Unilever Plc launched the Pureit Revito series of water purifiers in July 2023, which allows consumers to save up to 70% of the water and infuses the purified water with essential minerals like calcium and magnesium. This innovative technology is expected to gain popularity across regions in the coming years and can drive market's growth further.

Water Purifier Market Report Snapshots

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