

India Water Purifier Market Future Outlook and Projections

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The report titled “India Water Purifier Market Outlook to FY’2025– Rising Water Contamination and Growing Penetration in Rural Areas to Drive Market Growth” provides a comprehensive analysis on water purifier industry in India. The report covers various aspects including the current water purifier scenario in India in value and volume, its segmentations viz, market structure, sales channel, technology, end users and region, import and export scenario, major trends and development, issues and challenges, government regulations and competition benchmarking. The report concludes with market projections for future of the industry including forecasted industry size by revenue and volume.

India Water Purifier Market Overview and Size:

Indian Water Purifiers Industry was incorporated in 1984 with launch of first water purifier by Eureka Forbes. The market growth was stagnant earlier due to low penetration of electricity and less purchasing power. However, the market growth has picked up in the last two decades. The market witnessed a double digit CAGR during FY’2014-FY’2019 both in terms of revenue and volume, due to increase in awareness about declining water quality and about benefits of using water purifier. The companies have made huge investments in marketing initiatives which has helped in increasing the product familiarity. The current water electric water purifier penetration in India was 8.7% in 2018 whereas for non electronic purifier it was 3.5%.

India Water Purifier Market Segmentation:

Market Structure

The market can be categorized on the basis of organized and unorganized. Unorganized market contributed more than 50% volume due to the low prices. However, the organized market has more than 50% in the revenue contribution.

Sales Channel

Offline Retail Channel has been contributing major share of revenues in the market. This is due to good network of distributors and retailers the companies have set up.

Direct Sales Revenue has declined a little over the years. The Online Sales have witnessed enormous growth during the review period.

Technology

RO is the most used water purifying technology in the market. It is followed by UV water purifiers and gravity purifiers respectively. However, in terms of volume Gravity purifiers are way ahead due to the low average selling prices.

End Users

Residential sector is the biggest end user in the India water purifier market. This is followed by the industrial end users and commercial end users respectively.

Region

Currently Western region dominates in terms of sales. This is followed by Northern region. The Southern Region has slightly higher sales than the Eastern Region.

Competitive Landscape of Major Players Operating in the India Water Purifier Market:

The water purifier market is slightly concentrated with top three players having almost 50% of the retail revenue in the market. Major players present in the market are Eureka Forbes Ltd, Kent RO Systems, Livpure, Pureit (HUL), Blue Star, LG Electronics, Tata Swach and others. There are about 25-30 organized participants in the market. The major competing parameters in the industry are brand image, price, serviceability, Average Product Maintenance Costs and Technological Advancements.

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The water purifier market is expected to experience medium level of growth owing to increase in customer education, declining prices, availability of more product variants, technological advancements and increase in rural presence. As of 2018, 1,783 lacs of households live in rural areas with penetration for electric water purifiers at 2.4%, thus next wave of demand will be from rural areas. The market will witness entry of new players and increase in small unorganized players. The image of product will change from a luxury product to the necessity product.

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