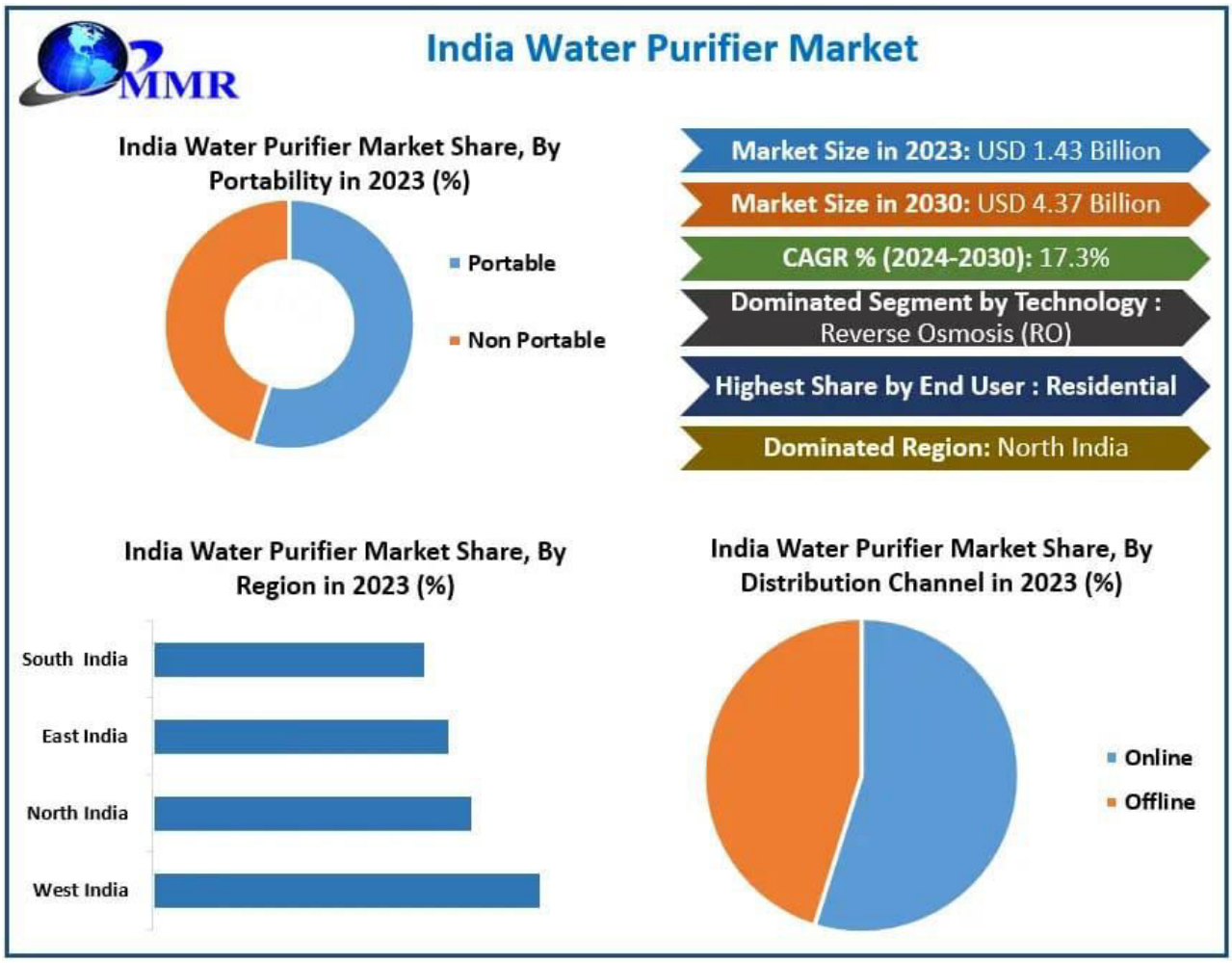
India Water Purifier Market Overview

Water purification is the process of removing unwanted chemicals, biological contaminants, suspended solids, and gases from contaminated water to make it preferable for its intended use. While the primary aim is to produce safe drinking water, purification also serves various other purposes such as meeting the standards required for medical and industrial applications. The methods utilized in water purification are diverse and include physical processes such as filtration, sedimentation, and distillation, which drives India Water Purifier Market growth. The biological methods such as slow sand filters and biologically active carbon; chemical techniques including flocculation and chlorination. Each method contributes to ensuring that the water meets the specific quality requirements for its designated use. As urbanization and industrial activities increase, the demand for reliable water purification solutions has also increased. Water purifiers have become beneficial for households and businesses, boosted by the need to ensure access to clean and safe drinking water. Technological advancements have resulted in the innovations of several purification methods, including ultraviolet (UV) purification, reverse osmosis (RO) and activated carbon filters. This provides for several needs and water quality issues. The India Water Purifier Market has a diverse range of products, from reasonable, basic models to high-end systems providing advanced filtration and purification features. India Water Purifier Key players are increasingly innovating, announcing smart water purifiers with features such as real-time water quality monitoring, and automatic filter cleaning. The growing awareness of waterborne diseases and contamination issues has increased the demand for effective water purification solutions.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India Water Purifier Market
India Water Purifier Market Share, By Portability in 2023 (%)
Portable
Non Portable
Market Size in 2023: USD 1.43 Billion
Market Size in 2030: USD 4.37 Billion
CAGR % (2024-2030): 17.3%
Dominated Segment by Technology : Reverse Osmosis (RO)
Highest Share by End User : Residential
Dominated Region: North India
India Water Purifier Market Share, By Region in 2023 (%)
South India
East India
North India
West India
India Water Purifier Market Share, By Distribution Channel in 2023 (%)
Online
Offline

India Water Purifier Market Dynamics

Driver: Government policies and programs to Boost Market Growth The India Water Purifier Market is substantially driven by the government's inclusive policies and programs aimed at enhancing water quality and availability across the nation. Central to these efforts is the government's rural e-governance initiative, Common Service Centres (CSCs), which is launching a pilot project to offer clean and safe drinking water in 50 villages. This initiative follows Prime Minister Narendra Modi's announcement to ensure clean drinking water for all by 2024. CSC collaborating with village-level entrepreneurs (VLEs) to establish water filtration plants in up to 1 lakh villages. This ambitious project initially focused on deploying advanced water filtration technologies developed by the Bhabha Atomic Research Centre (BARC), involving techniques for brackish water desalination and fluoride detection. By leveraging ethnic technologies and engaging local entrepreneurs, the program aims to provide water purification solutions at economical prices, satisfying the government's social responsibilities while increasing rural business opportunities. National Water Mission (NWM), established as part of the National Action Plan on Climate Change, boosts the India Water Purifier Market. The NWM's objectives involve conserving water, minimizing wastage, and ensuring equitable distribution through integrated water resources management. It underscores increasing water use efficiency to promote citizen and state actions for water conservation and meeting in vulnerable areas. Several strategies outlined by the NWM include developing comprehensive water databases, encouraging integrated basin-level management, and enhancing water conservation efforts. These goals are supported by a range of initiatives, from community-level water security models to

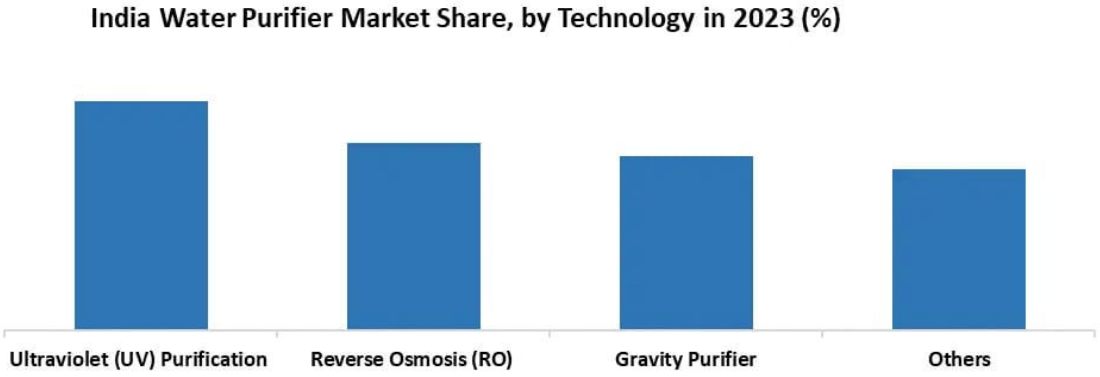
collaborative research programs. 1.For instance, the Department of Science & Technology (DST) in India supports R&D activities to provide safe drinking water at an affordable cost. This uses innovative technologies such as nano-material filtration and real-time water quality monitoring systems. Collaborative efforts with international organizations, such as the Indo-UK program on water quality research, strengthen these initiatives by exploring advanced water treatment technologies and sensor-based monitoring. The DST's efforts also include developing low-cost electrode technologies and mobile water purification units for drought-affected regions, demonstrating the government's commitment to addressing water challenges through diverse and sustainable solutions.

Programs such as Arsenic & Metal Removal by Indian Technology (AMRIT) provide affordable and effective solutions for areas affected by arsenic contamination, showcasing the application of advanced materials developed by institutions such as IIT Madras. These government policies and programs are pivotal in driving the growth of the India Water Purifier Market by promoting innovative technologies, enhancing accessibility, and ensuring that safe drinking water reaches even the most underserved communities. High cost associated with advanced water purification technologies to hamper Market Advanced purification systems including reverse osmosis (RO) units, ultraviolet (UV) filters, and advanced membrane technologies, come with significant upfront costs. This is a significant burden for many consumers, particularly in low-income and rural areas. The expense does not end with the early purchase; maintenance and operational costs such as regular replacement of filters and membranes, strain household budgets. For lower-income households, this financial commitment is prohibitive, restraining

their ability to invest in high-quality water purification solutions. Many people are forced to rely on less effective and potentially unsafe alternatives, thereby cooperating with their access to clean drinking water. This economic barrier affects individual households and impacts the broader goal of enhancing public health and water quality across the country. The high costs remain a significant obstacle, hindering India Water Purifier Market growth and restraining the availability of advanced technologies to a broader population.

India Water Purifier Market Segment Analysis

Based on the Technology, the market is segmented into Ultraviolet (UV) Purification, Reverse Osmosis (RO), Gravity Purifier and Others. Reverse Osmosis (RO) held the largest India Water Purifier Market share in 2023 and is expected to continue its dominance over the forecast period. Reverse Osmosis (RO) technology has a superior ability to address the diverse and severe water contamination issues prevalent in the country. More than 37.7 million Indians are affected annually by waterborne diseases and significant concerns over the quality of municipal and groundwater sources, RO systems provide a comprehensive solution. RO purifiers are highly active in removing a wide range of impurities, including dissolved contaminants including arsenic, fluoride, and lead, which are common in groundwater. They also address issues arising from pesticide and chemical contamination in river water and the rusting of old pipelines that can introduce additional pollutants. RO technology works by forcing water through a semipermeable membrane, effectively filtering out harmful bacteria, viruses, and dissolved solids, thus providing safe and clean drinking water. The added features of RO purifiers, such as multiple purification processes combining RO with UV (Ultraviolet) and UF (Ultrafiltration), along with TDS (Total Dissolved Solids) control, improve their effectiveness. The enclosure of UV LEDs in storage tanks ensures that water remains pure, while the technology's capability to reduce water wastage and retain essential minerals makes it highly desirable. KENT is a leading brand in this space, having over 5 million satisfied consumers, the popularity of RO purifiers. This is driven by their advanced technology, quality certifications, and extensive service support, making them the ideal choice for households and offices across India.

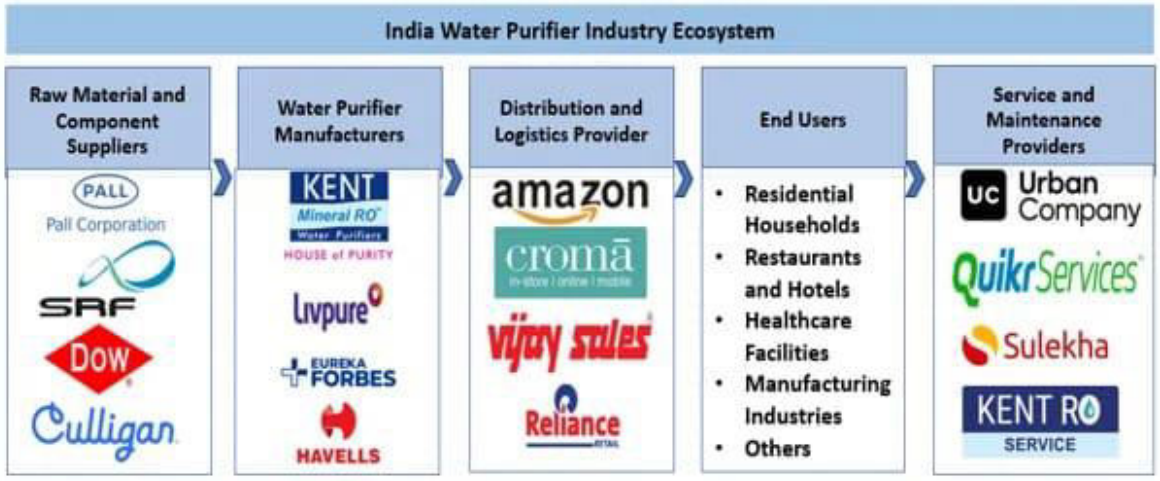


Based on the End User, the market is segmented into Commercial, Residential and Industrial. Residential is expected to dominate the India Water Purifier Market over the forecast period. Water purification has evolved expressively from these rudimentary methods. Modern water purifiers, leveraging advanced technologies, offer a more effective solution to ensure water safety. The advent of technologies such as UV purification, Reverse Osmosis (RO), activated carbon filtering, distillation, ion exchange, and electro-deionization has transformed how we ensure water quality. RO purifiers offer comprehensive purification by removing a wide range of impurities, including dissolved solids, bacteria, and viruses. They are the ideal choice for their effectiveness in delivering pure, safe drinking water and addressing common water quality issues in various regions. As the primary end users in the India Water Purifier Market, residential consumers prioritize the degree of purification and cost. RO systems, with their advanced filtration capabilities, meet these requirements by providing high-quality water while also accommodating various budget levels. The demand for such efficient and reliable purification solutions reflects a broader commitment to health and safety, making residential water purifiers essential in modern households.

India Water Purifier Market Regional Insights

North India is expected to dominate the India Water Purifier Market during the forecast period. North India has severe water quality issues, particularly in densely populated and industrially active areas such as Delhi, Uttar Pradesh, and Haryana. High levels of contamination from industrial pollutants and inadequate treatment infrastructure in these states make advanced water purification important. This region's rapid urbanization and industrialization have enlarged the requirements for reliable water purification solutions, as residents and businesses alike seek to ensure access to safe drinking water amidst growing environmental challenges. North India's economic growth contributes expressively to the markets as disposable incomes increase, and consumers are more motivated to invest in high-quality water purifiers. This economic development enables a broader segment of the population to afford advanced purification technologies, boosting India Water Purifier Market demand. Government initiatives and infrastructure projects aimed at improving water quality also play a pivotal role. Several state and national programs focus on improving water purification infrastructure, which boosts the adoption of water purifiers in urban as well as rural areas. The mixture of these factors severe water contamination issues, economic development, and supportive government policies create a strong India Water Purifier Market environment in North India. 1. For Instance, The Har Ghar Jal Programme, launched by the Ministry of Jal Shakti under the Jal Jeevan Mission (JJM), represents one of the world's largest drinking water initiatives. Its primary objective is to ensure that every rural household has affordable and consistent access to safe drinking water through tap connections. As of February 23, 2024, 74.58% of the targeted 19.27 crore

households have received functional household tap connections. The budgetary allocation for JJM has increased significantly, with a compound annual growth rate (CAGR) of 48% from FY2020 to FY2025 BE, reaching ₹70,162.9 crore in FY2025 BE. The Centre released ₹60,713 crore in FY2024 to 29 states/UTs, a substantial increase from the previous year's ₹54,744 crore. Notably, ten states/UTs have achieved 100% tap water coverage, highlighting the program's progress and impact.



India Water Purifier Market, key players

1. Eureka Forbes Ltd.
2. Kent RO Systems Limited
3. Hindustan Unilever Limited
4. Tata Chemicals Limited
5. Livpure Pvt. Ltd.
6. Panasonic India Pvt. Ltd.
7. LG Electronics India. Pvt. Ltd.
8. Blue Star Limited
9. Ion Exchange India Ltd.
10. Okaya Power Pvt Ltd. 11. Arow Technologies
11. Aquapot
12. MGR Technologies
13. Tata Chemicals Limited
14. Hi-Tech Sweet Water Technologies Private Limited
15. LG Electronics India Pvt. Ltd.
16. Pureit
17. AO Smith
18. Ion Exchange (India) Limited
19. Havells India Limited
20. Usha International Limited

Frequently Asked Questions:

1] What is the growth rate of the India Water Purifiers Market?

Ans. The India Water Purifiers Market is growing at a significant rate of 17.3% during the forecast period.

2] Which region is expected to dominate the India Water Purifiers Market?

Ans. North India is expected to dominate the India Water Purifiers Market during the forecast period.

3] What is the expected India Water Purifiers Market size by 2030?

Ans. The India Water Purifiers Market size is expected to reach USD 4.37 Bn by 2030.

4] Which are the top players in the India Water Purifiers Market?

Ans. The major top players in the India Water Purifiers Market are Eureka Forbes Ltd., Kent RO Systems Limited, Hindustan Unilever Limited, Tata Chemicals Limited, Livpure Pvt. Ltd., Panasonic India Pvt. Ltd., LG Electronics India Pvt. Ltd. and Others.

5] What was the India Water Purifier Market size in 2023?

Ans: The India Water Purifier Market size was USD 1.43 Bn in 2023.

India Water Purifier Market size was valued at USD 1.43 Bn in 2023 and is expected to reach USD 4.37 Bn by 2030, at a CAGR of 17.3 %.