

# Residential water treatment market: India



**verifymarkets**

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# Residential water treatment market

## Definitions



Point of entry  
(POE)

Point-of-entry or whole house systems treat all the water entering the home.



Counter Top (CT)

Counter top systems can either be placed on the kitchen counter or can be wall mounted (typically in Asia).



Under the sink  
(UTS)

UTS systems are usually placed under the kitchen sink and do not clutter the kitchen counter.



Faucet mount  
(FM)

FM are small filters that go directly on the end of a faucet and are relatively easy to install. FM systems have low capacities and low flow rates as compared to pitchers and other types of water treatment systems.



Pitcher

These systems are also known as jug filters. Water is filtered by gravity through a filter cartridge, mostly made up of carbon. Pitchers and faucet mount systems are cheap residential water treatment systems available to consumers.

The study also covers replacement filters.

# Residential water treatment market

## Acronyms

	<p>CT: Counter top</p> <p>POU: Point-of-use</p>		<p>RO: Reverse osmosis</p> <p>UV: Ultraviolet</p>	
<p>CAGR: Compound annual growth rate</p> <p>POE: Point-of-entry</p>		<p>FM: Faucet mount</p> <p>UTS: Under-the-sink</p>		<p>UF: Ultrafiltration</p> <p>NF: Nanofiltration</p>

# Residential water treatment market

## Channel definition

For the purposes of this research, sales channels are divided into four categories: Dealers/distributors, direct selling, online, and retail.

Dealers/  
distributors



Dealers and distributors include independent selling agents, wholesalers, and others who purchase goods directly from the manufacturers at wholesale prices.

Retail



Retail sales primarily include specialty stores, food, drug, mass merchandiser channels, home centers, hardware stores, and others.

Online



Online sales primarily include various e-commerce websites such as Amazon, eBay, Alibaba and company's own e-commerce websites.

Direct



Direct sales include multilevel marketing, company owned stores, and door-to-door sales.



# About Verify Markets

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# About us

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## Expert advice and strategy consulting

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



# Verified leader

## METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across the country were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

## METHODOLOGY

**Profiles of Interviewees:** Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

## AWARDS

Verify Markets identifies companies that are leaders within a respective industry. These companies are given awards, which are selected by the consultant writing the report. Companies can promote their award publicly to boost brand awareness and confidence.

# Disclaimer

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Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the residential water treatment market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process. Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

# Verify Markets

# capabilities

## Market Coverage

Water & Wastewater Treatment

Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

Oil & Gas

Building Technologies & Efficiency

Consumer Products

Healthcare IT

## services

Competitive Intelligence

Market Research

Custom Consulting

Strategic Planning

White Papers

Verified Leader Awards

Claim Validation

Strategy Workshops

Customized Monthly Newsletters

# Locations

## Global presence





**Any questions?  
Contact us and set up a  
time to speak with our  
analysts.**

# Contact

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