

Residential Water Treatment Market: China

June 2023



Table of Contents

I. Definitions.....	4
II. Acronyms.....	5
III. Country Profile, China	6
IV. Major Data Points.....	7
V. Competitive Factors.....	8
VI. Consumer Behaviour.....	9
VII. Market Drivers/Impact.....	15
a. Concerns over water quality.....	16
b. Rising disposable incomes.....	17
c. Technology advancements.....	18
d. Increased product visibility with livestreaming.....	19
VIII. Market Restraints/Impact.....	20
a. High competition.....	21
b. COVID-19 led economic slowdown and restrained consumer spending.....	22
IX. Market Trends.....	24
X. Strategies Xiaomi, Midea and Philips	44
XI. Pricing Trends.....	50

Table of Contents

XII. Market Data.....	54
a. Revenue forecast, total market, 2022-2029.....	55
b. Revenue forecast, point-of-use CT & UTS, 2022-2029.....	56
c. Market share by point-of-use CT & UTS, by revenues, water treatment systems, 2022	57
d. Revenue forecast, point-of-use FM water treatment systems, 2022-2029.....	59
e. Revenue forecast, point-of-use replacement filters market, 2022-2029.....	60
f. Revenue forecast, point-of-entry water treatment systems, 2022-2029.....	61
g. Market share, by revenues, point-of-entry water treatment systems, 2022	62
h. Revenue forecast, point-of-entry replacement filters market, 2022-2029.....	64
i. Revenue forecast, pitcher water treatment systems, 2022-2029.....	65
j. Revenue forecast, pitcher replacement filters, 2022-2029.....	66
k. Point-of-use water treatment systems, technology by revenues, 2022.....	67
l. Point-of-use water treatment systems, pricing trends, by revenues, 2022.....	68
XIII. About Verify Markets.....	69
a. Disclaimer.....	72
b. Contact us	76

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.

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>

About Verify Markets



Verify Markets

About us

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.

Verify Markets

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

Secondary research was conducted. A list of key industry participants was put together.



Primary Research

Telephonic interviews were conducted. Most of the leading participants across North America were contacted.

Bottom-up

Bottom-up methodology was used to calculate the market size.



Drivers & Restraints

Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

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.



Disclaimer

Despite Verify Markets' best efforts, certain challenges were encountered, and certain assumptions had to be made. The extremely competitive nature of the Chinese water treatment systems 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



Verify Markets

Global Presence





Verify Markets

Have A Question?



Contact us and set up a time to speak with our analysts.



Verify Markets

Contact us: We're social



+1.210.595.9687



info@verifymarkets.com



Facebook/verifymarkets



twitter/verify_markets



LinkedIn/company/verify-markets