Residential Water Treatment Devices: Middle East Industry Analysis and Opportunity Assessment 2015-2025

Description:
This report examines the ‘Middle East Residential Water Treatment Devices” market for the period 2015-2025. The primary objective of the report is estimation of the market potential of the residential water treatment devices market, examining the marketing efforts and to identify the market opportunities in the Middle East residential water treatment devices market over the forecast period.

Total population of the Middle East & Africa (MEA) stood at approximately 346 million in 2015 and is expected to grow at the rate of 2% per annum. The Middle East & Africa market is also witnessing mass migration of people to urban centers, leading to increased demand for water purifiers in these centers.

Economies of North Africa, on the other hand, have also been expanding at a healthy growth rates in the last few years, a factor which in turn is expected to further fuel growth of the overall residential water treatment devices market in the MEA region.

Water availability in these regions is estimated to be merely 1,200 m3/person/year, which is substantially lower than the global average of 7,000 m3/person/year. These factors are also prompting urban masses in Middle East countries to opt for water purifiers.

The report depicts the marketing strategies undertaken by the residential water treatment devices manufacturers, which are significantly driving the Middle East residential water treatment devices market currently. This study analyses, estimates and forecasts the Middle East residential water treatment devices market from the consumption perspective, in terms of revenue (US$ Mn) and volume (’000 Units), during the forecast period from 2015 to 2025. The report also highlights the projected impact of various drivers and restraints in the concerned regions during the forecast period.

Residential water treatment devices help eradicate undesirable chemicals, gases, suspended solids or biological contaminants from water, thus making it safe to consume. The residential water treatment devices market has been experiencing stable growth over the years due to: improved availability of purification and filtration devices, wide product choice, and growth in population, with the last factor having resulted in increased contamination of fresh water sources and rise in construction of new residential buildings.

To understand and assess the opportunities in this market, the report is categorically divided under various sections, such as market analysis, by country (which includes GCC countries (Kingdom of Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain and Oman) and Levant countries (Turkey, Cyprus, Egypt, Iraq, Israel, Jordan, Lebanon, Palestine and Syria)), by purification devices (into reverse osmosis, ultra violet and gravity/media) and by filtration devices (into water tap faucet, filtration faucet and others (includes water pitcher, solar ball, and filter water bottle)); and the competitive landscape (inclusive of competition dashboard and company profiles).

The report starts with an overview of the residential water treatment devices market in the Middle East region, its importance and key features. In the other sections, the author covers the key trends, drivers and inhibitors from the supply and demand perspective. It also covers the market opportunities in the Middle East residential water treatment devices market. Impact analysis of the key growth drivers and inhibitors, based on the weighted average model, is included in the report to better equip and arm clients with crystal clear decision making insights.

The next section of the report analyses the market based on purification and filtration devices, and presents the forecast in terms of value and volume for the next 10 years.

Regions covered in the report include:
- GCC
- Kingdom of Saudi Arabia
- UAE
To calculate the market size, the report considers various aspects based on secondary research. Furthermore, data points such as regional split and market split, by segment, and qualitative inputs from primary respondents have also been incorporated to arrive at appropriate market estimates.

The forecast presented here assesses the total revenue generated in the residential water treatment devices market. While forecasting the market, sizing the current market is considered to be the starting point, which forms the basis for the forecast, as to how the market is anticipated to take shape in the near future.

Given the characteristics of the market, we triangulated the data via different analyses, based on supply side, demand side and dynamics of the related markets. However, quantifying the market on the basis of the above-mentioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters, such as Year-on-Year (Y-o-Y) growth, to understand the predictability of the market and to identify the right opportunities in the residential water treatment devices market in the Middle East regions.

Another key feature of this report is the analysis of the Middle East residential water treatment devices market, by country, and its revenue forecast in terms of absolute dollar opportunity. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales perspective in the residential water treatment devices market.

Furthermore, to understand the key growth segments in terms of growth & performance of residential water treatment devices market in the Middle East region, the author developed the market attractiveness index. The resulting index should help providers identify the real market opportunities.

Few of the market players featured in the section include:

- Kent RO Systems Ltd.
- Eureka Forbes
- Britannic Water Treatment Company W.L.L
- Panasonic Corporation
- LG Electronics
- Pure It LLC
- Waterlife
- Coolpex Pure Water System
- Ultra Tec Water Treatment LLC
- AQUA PRO UAE

Contents:

1. Executive Summary
2. Research Methodology
3. Assumptions & Acronyms Used
4. Levant & GCC Residential Water Treatment Devices Market

4.1. Market Taxonomy and Definition

4.2. Market Overview


4.2.2. Levant & GCC Residential Water Treatment Devices Market- Scenario Forecast, 2015-2025 (US$ Mn)

4.2.3. Levant & GCC Residential Water Treatment Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025

4.2.4. Levant & GCC Residential Water Treatment Devices Market- Scenario Forecast, 2015-2025 ('000 Units)

4.3. Market Dynamics

4.3.1. Demand Side Drivers

4.3.2. Supply Side Drivers

4.3.3. Restraints

4.3.4. Market Trends

4.3.5. Technology Evolution and Adoption in the Region

4.3.6. Relative Market Position on Product Life Cycle and Opportunities

4.3.7. Levant & GCC Residential Water Treatment Devices Market, Value Chain

4.4. Regional Pricing Analysis

4.4.1. Levant & GCC Residential Water Treatment Devices Market, Pricing Analysis, By Purification Devices, 2014 & 2025

4.4.2. Levant & GCC Residential Water Treatment Devices Market, Pricing Analysis By Filtration Devices

4.5. Expert Views

5. Levant & GCC Residential Water Treatment Devices Market: By Device Type

5.1. Levant & GCC Residential Water Treatment Devices Market Value & Volume Forecast By Device Type

5.1.1. Levant & GCC Residential Water Treatment Devices Market Share by Value & BPS Analysis By Device Type, 2015 & 2025

5.1.2. Levant & GCC Residential Water Treatment Devices Market Volume, Y-o-Y Growth Comparison By Device Type, 2013-2025 (%)

5.2. Levant & GCC Residential Water Treatment Devices Market Analysis By Filtration Device Type

5.2.1. Levant & GCC Residential Water Treatment Devices Market Volume ('000 Units) By Filtration Device Type, 2013-2025

5.2.2. Levant & GCC Residential Water Treatment Devices Market Absolute $ Opportunity By Filtration Device Type, 2013-2025 (US$ Mn)

5.2.3. Levant & GCC Residential Water Treatment Devices Market Value (US$ Mn) Forecast By Filtration Devices, 2013-2025

5.2.4. Levant & GCC Residential Water Treatment Devices Market Volume ('000 Units) Forecast By Filtration Devices, 2013-2025

5.2.4.1. Levant & GCC Water Tap Faucet Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025

5.2.4.2. Levant & GCC Water Tap Faucet Devices Market Value Forecast and Absolute $ Opportunity, 2013-2025 (US$ Mn)

5.2.4.3. Levant & GCC Filtration Faucet Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025

5.2.4.4. Levant & GCC Filtration Faucet Devices Market Value Forecast and Absolute $ Opportunity, 2013-2025 (US$ Mn)

5.2.4.5. Levant & GCC Others Segment Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025

5.2.4.6. Levant & GCC Others Segment Devices Market Value Forecast and Absolute $ Opportunity, 2013-2025 (US$ Mn)

5.3. Levant & GCC Residential Water Treatment Devices Market: By Purification Devices

5.3.1. Levant & GCC Residential Water Treatment Devices Market Volume ('000 Units) By Purification Device Type, 2013-2025

5.3.2. Levant & GCC Residential Water Treatment Devices Market Absolute $ Opportunity By Purification Device Type, 2013-2025 (US$ Mn)

5.3.3. Levant & GCC Residential Water Treatment Devices Market Value (US$ Mn) Forecast By Purification Devices, 2013-2025

5.3.4. Levant & GCC Residential Water Treatment Devices Market Volume ('000 Units) Forecast By Purification Devices, 2013-2025

5.3.4.1. Levant & GCC Reverse Osmosis Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025

5.3.4.2. Levant & GCC Reverse Osmosis Devices Market Value Forecast and Absolute $ Opportunity, 2013-2025 (US$ Mn)
5.3.4.3. Levant & GCC Ultra Violet Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025
5.3.4.4. Levant & GCC Ultra Violet Devices Market Value Forecast and Absolute $ Opportunity, 2013-2025 (US$ Mn)
5.3.4.5. Levant & GCC Gravity Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025
5.3.5. Levant & GCC Residential Water Treatment Devices Market Attractiveness By Filtration Devices, 2015

6.1. GCC Economic Overview
6.2. GCC Residential Water Treatment Devices Market Value and Volume Analysis & Forecast
6.2.1. GCC Residential Water Treatment Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025
6.2.2. GCC Residential Water Treatment Devices Market Absolute $ Opportunity, 2013-2025
6.2.3. GCC Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
6.2.3.1. GCC Residential Water Treatment Devices Market Value Share and BPS Analysis By Filtration Devices, 2015 & 2025
6.2.3.2. GCC Residential Water Treatment Devices Market Growth Rate By Filtration Devices, 2013 - 2025
6.2.3.3. GCC Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
6.2.4. GCC Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
6.2.4.1. GCC Residential Water Treatment Devices Market Value Share and BPS Analysis By Purification Devices, 2015 & 2025
6.2.4.2. GCC Residential Water Treatment Devices Market Growth Rate By Purification Devices, 2013 - 2025
6.2.4.3. GCC Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
6.2.5. GCC Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Country, 2013-2025
6.2.5.1. GCC Residential Water Treatment Devices Market Value Share and BPS Analysis Country, 2015 & 2025
6.2.5.2. GCC Residential Water Treatment Devices Market Growth Rate By Country, 2013 - 2025
6.2.5.3. GCC Residential Water Treatment Devices Market Attractiveness Analysis By Country, 2015 - 2025
6.2.6. GCC Residential Water Treatment Devices Market - Country Outlook
6.3. Kingdom of Saudi Arabia Residential Water Treatment Devices Market
6.3.1. Kingdom of Saudi Arabia Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
6.3.2. Kingdom of Saudi Arabia Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
6.3.4. Kingdom of Saudi Arabia Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
6.3.5. Kingdom of Saudi Arabia Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
6.3.6. Kingdom of Saudi Arabia Residential Water Treatment Devices Market - Key Distributors and Retailers
6.3.7. Kingdom of Saudi Arabia Market-Impact Analysis of Driver & Restraints
6.4. United Arab Emirates Residential Water Treatment Devices Market
6.4.1. United Arab Emirates Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
6.4.2. United Arab Emirates Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
6.4.3. United Arab Emirates Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
6.4.4. United Arab Emirates Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
6.4.5. United Arab Emirates Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025

6.4.6. United Arab Emirates Residential Water Treatment Devices Market - Key Distributors and Retailers

6.4.7. United Arab Emirates Market-Impact Analysis of Driver & Restraints

6.4.8. United Arab Emirates Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025


6.5. Kuwait Residential Water Treatment Devices Market

6.5.1. Kuwait Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025

6.5.2. Kuwait Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025

6.5.3. Kuwait Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025

6.5.4. Kuwait Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025

6.5.5. Kuwait Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025

6.5.6. Kuwait Residential Water Treatment Devices Market - Key Distributors and Retailers

6.5.7. Kuwait Market-Impact Analysis of Driver & Restraints

6.5.8. Kuwait Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025

6.5.9. Kuwait Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025

6.6. Qatar Residential Water Treatment Devices Market

6.6.1. Qatar Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025

6.6.2. Qatar Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025

6.6.3. Qatar Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025

6.6.4. Qatar Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025

6.6.5. Qatar Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025

6.6.6. Qatar Residential Water Treatment Devices Market - Key Distributors and Retailers

6.6.7. Qatar Market-Impact Analysis of Driver & Restraints


6.7. Bahrain Residential Water Treatment Devices Market

6.7.1. Bahrain Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025

6.7.2. Bahrain Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025

6.7.3. Bahrain Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025

6.7.4. Bahrain Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025

6.7.5. Bahrain Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025

6.7.6. Bahrain Residential Water Treatment Devices Market - Key Distributors and Retailers

6.7.7. Bahrain Market-Impact Analysis of Driver & Restraints


6.8. Oman Residential Water Treatment Devices Market

6.8.1. Oman Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025


6.8.3. Oman Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025

6.8.4. Oman Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025

6.8.5. Oman Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025

6.8.6. Oman Residential Water Treatment Devices Market - Key Distributors and Retailers
6.8.7. Oman Market-Impact Analysis of Driver & Restraints

7. Levant & GCC Residential Water Treatment Devices Market: By Region-Levant Market Analysis
7.1. Levant Economic Overview
7.2. Levant Residential Water Treatment Devices Market Value and Volume Analysis & Forecast
7.2.1. Levant Residential Water Treatment Devices Market Volume ('000 Units) and Y-o-Y Growth Forecast (%), 2013-2025
7.2.2. Levant Residential Water Treatment Devices Market Absolute $ Opportunity, 2013-2025
7.2.3. Levant Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.2.3.1. Levant Residential Water Treatment Devices Market Value Share and BPS Analysis By Filtration Devices, 2015 & 2025
7.2.3.2. Levant Residential Water Treatment Devices Market Growth Rate By Filtration Devices, 2013 - 2025
7.2.3.3. Levant Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.2.4. Levant Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.2.4.1. Levant Residential Water Treatment Devices Market Value Share and BPS Analysis By Purification Devices, 2015 & 2025
7.2.4.2. Levant Residential Water Treatment Devices Market Growth Rate By Purification Devices, 2013 - 2025
7.2.4.3. Levant Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.2.5. Levant Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Country, 2013-2025
7.2.5.1. Levant Residential Water Treatment Devices Market Value Share and BPS Analysis Country, 2015 & 2025
7.2.5.2. Levant Residential Water Treatment Devices Market Growth Rate By Country, 2013 - 2025
7.2.5.3. Levant Residential Water Treatment Devices Market Attractiveness Analysis By Country, 2015 - 2025
7.3. Turkey Residential Water Treatment Devices Market
7.3.1. Turkey Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.3.2. Turkey Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.3.3. Turkey Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.3.4. Turkey Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.3.5. Turkey Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.3.6. Turkey Residential Water Treatment Devices Market - Key Distributors and Retailers
7.3.7. Turkey Market-Impact Analysis of Driver & Restraints
7.3.8. Turkey Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.3.9. Turkey Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.4. Cyprus Residential Water Treatment Devices Market
7.4.1. Cyprus Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.4.2. Cyprus Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.4.3. Cyprus Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.4.4. Cyprus Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.4.5. Cyprus Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.4.6. Cyprus Residential Water Treatment Devices Market - Key Distributors and Retailers
7.4.7. Cyprus Market-Impact Analysis of Driver & Restraints
7.4.8. Cyprus Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.4.9. Cyprus Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.5. Egypt Residential Water Treatment Devices Market
7.5.1. Egypt Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.5.2. Egypt Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.5.3. Egypt Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.5.4. Egypt Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.5.5. Egypt Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.5.6. Egypt Residential Water Treatment Devices Market - Key Distributors and Retailers
7.5.7. Egypt Market-Impact Analysis of Driver & Restraints
7.5.8. Egypt Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.5.9. Egypt Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.6. Iraq Residential Water Treatment Devices Market
7.6.1. Iraq Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.6.2. Iraq Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.6.3. Iraq Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.6.4. Iraq Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.6.5. Iraq Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.6.6. Iraq Residential Water Treatment Devices Market - Key Distributors and Retailers
7.6.7. Iraq Market-Impact Analysis of Driver & Restraints
7.6.8. Iraq Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.6.9. Iraq Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.7. Israel Residential Water Treatment Devices Market
7.7.1. Israel Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.7.2. Israel Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.7.3. Israel Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.7.4. Israel Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.7.5. Israel Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.7.6. Israel Residential Water Treatment Devices Market - Key Distributors and Retailers
7.7.7. Israel Market-Impact Analysis of Driver & Restraints
7.7.8. Israel Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.7.9. Israel Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.8. Jordan Residential Water Treatment Devices Market
7.8.1. Jordan Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.8.4. Jordan Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.8.5. Jordan Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.8.6. Jordan Residential Water Treatment Devices Market - Key Distributors and Retailers
7.8.7. Jordan Market-Impact Analysis of Driver & Restraints
7.9. Lebanon Residential Water Treatment Devices Market
7.9.1. Lebanon Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.9.2. Lebanon Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.9.3. Lebanon Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.9.4. Lebanon Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.9.5. Lebanon Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.9.6. Lebanon, Syria & Palestine Residential Water Treatment Devices Market - Key Distributors and Retailers
7.9.7. Lebanon Market-Impact Analysis of Driver & Restraints
7.9.8. Lebanon Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.9.9. Lebanon Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025
7.10. Palestine Residential Water Treatment Devices Market
7.10.1. Palestine Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.10.2. Palestine Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.10.3. Palestine Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.10.4. Palestine Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.10.5. Palestine Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.10.6. Palestine Market-Impact Analysis of Driver & Restraints
7.10.7. Palestine Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.11. Syria Residential Water Treatment Devices Market
7.11.1. Syria Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast, 2013-2025
7.11.2. Syria Residential Water Treatment Devices Market Value Share By Filtration Devices, 2015 & 2025
7.11.3. Syria Residential Water Treatment Devices Market Value Share By Purification Devices, 2015 & 2025
7.11.4. Syria Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Filtration Devices, 2013-2025
7.11.5. Syria Residential Water Treatment Devices Market Value (US$ Mn) and Volume ('000 Units) Forecast By Purification Devices, 2013-2025
7.11.6. Syria Market-Impact Analysis of Driver & Restraints
7.11.7. Syria Residential Water Treatment Devices Market Attractiveness Analysis By Purification Devices, 2015 - 2025
7.11.8. Syria Residential Water Treatment Devices Market Attractiveness Analysis By Filtration Devices, 2015 - 2025

8. Competitive Landscape
8.1. Competitive Dashboard
8.2. Company Profiles
8.2.1. KENT RO Systems Ltd.
8.2.2. Eureka Forbes
8.2.3. Britannic Water Treatment Company W.L.L
8.2.4. Panasonic Corporation
8.2.5. LG Electronics
8.2.6. Pure It L.L.C
8.2.7. Waterlife
8.2.8. Coolpex Pure Water System
8.2.9. Ultra Tec Water Treatment LLC
8.2.10. Water Life Technology LLC
8.2.11. Clearsource SARL
8.2.12. AQUA PRO UAE

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