Demand for water purifiers in Vietnam is growing at a rapid pace on account of increasing industrialization, urbanization and deteriorating water quality. Increasing concerns over various water borne diseases along with growing discretionary income are among the major factors boosting demand for water purifiers in the country.

Moreover, rising content of harmful contaminants such as heavy metal ions, microbial contaminants including viruses and bacteria, in drinking water above permissible limits, is necessitating the installation of water purifiers in Vietnamese households. In addition, growing consumer awareness regarding consumption of contaminated water and its hazardous effects on health among the people living in urban, semi-urban and rural areas, is further leading to surge in demand for efficient water purification technologies in the country.

According to "Vietnam Water Purifier Market By Technology, By Sales Channel, Competition Forecast & Opportunities, 2011-2021", Vietnam water purifiers market is projected to grow at a CAGR of more than 12% over the next five years. Rising unchecked discharge of untreated effluents into the water bodies, is leading to contamination of water resources in the country, which is boosting demand for water purifiers in the country.

On the basis of technology, water purifiers have been categorized into three types - membrane based water purifiers, media based water purifiers and UV based water purifiers, with major share accounted for by membrane based water purifiers on account of their ability to purify contaminated water with higher efficiency. In 2015, North region of the country accounted for the largest share in the Vietnamese water purifiers market, due to large demand for water purifiers generated by Hanoi city, on the back of huge and growing industrialization base.

"Vietnam Water Purifier Market By Technology, By Sales Channel, Competition Forecast & Opportunities, 2011-2021" report elaborates following aspects related to Vietnam water purifiers market:

- Vietnam Water Purifiers Market Size, Share & Forecast
- Segmental Analysis - By Technology (Membrane, Media and UV), and By Sales Channel (Direct and Indirect)
- Changing Market Trends & Emerging Opportunities
- Policy and Regulatory Landscape
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of Vietnam water purifiers market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, water purifier manufacturers, vendors and dealers align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players
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Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research includes interviews with water purifier manufacturers/suppliers and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.
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