

Water Purifiers/Conditioners Market in Japan: Key Research Findings 2013

◆ Research Outline

Yano Research Institute has conducted a study on the domestic home water purifiers and water conditioners market with the following conditions:

1. Research period: December 2013 to February 2014
2. Research target: Manufacturers of water purifiers and water conditioners, related organizations
3. Research methodologies: Face-to-face interviews with expert researchers, surveys via telephone, and literature research

<What are water purifiers and water conditioners?>

Water purifiers and water conditioners in this research indicate those for home use. The survey targeted the following seven types: Faucet-connected type, faucet-integrated type, built-in type, stand-on-sink type, pot type (on a table), shower type, and alkali ion water generators. The figures are based on shipment values of water purifiers/filters themselves, and no shipment values of cartridges are included.

◆ Key Findings

■ Water Purifiers/Conditioners Market for FY2012 Ended Up As 41.5 Billion Yen, 98.6 % of Previous Year

Size of the water purifiers and water conditioners market in FY2012 was 41.5 billion yen (based on the shipment value of manufacturers), 98.6 % of the size of the previous year. Whereas those water purifiers such as faucet-integrated type and low-cost pot type sold steadily because many of them installed in newly-built housing, the sales of those high-end purifiers including built-in type and stand-on-sink type slowed down, causing the entire water purifier and filter market to shrink.

■ Installation of Faucet-Integrated Type and Built-In Type into Newly Built Housing on the Rise

Initial introduction of water purifiers within the kitchen of newly built houses are increasing year by year. Not only those faucet-integrated type but also built-in-type water purifiers have begun installed in many houses, because of its elegant design, diverse functions, and high-capacity water-purifying performance, especially in and later than FY2013.

■ Market Size in FY2014 Projected to Attain 46.0 Billion Yen, Installation of Water Purifiers Increasing in Newly-Built Houses

Size of the water purifiers and conditioners market in FY2013 rose to 44.8 billion yen, 108.0 % of the size of the previous year, based on the shipment value of manufacturers. The market in

FY2014 is anticipated to attain 46.0 billion yen, 102.7% of the size of the previous year. It is likely that the water purifiers continue to be installed in the newly-built houses. In addition, the efforts by the manufacturers of water conditioners in accelerating the sales promotion attracted more attention by consumers, bringing about increase of shipment volume.

◆ **Report format:**

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Format: 152 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

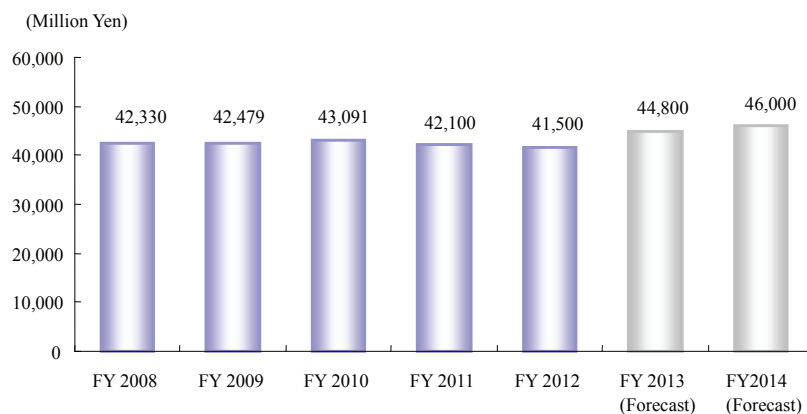
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■ **Figure 1 :Transition and Forecast of Water Purifiers/Conditioners Market Size**



Note:

1. Figures are based on shipment value of manufacturers.
2. The figures are based on shipment values of water purifiers/filters themselves, and no cartridges are included.