

Water Purifier and Filter Market in Japan: Key Research Findings 2012

◆ Research Outline

Yano Research Institute has conducted a study on water purifier and filter market with the following conditions:

1. Research period: January to May, 2012
2. Research target: Manufacturers of water purifiers and filters
3. Research methodologies: Face-to-face interviews with expert researchers, surveys via telephone, and literature research

<What are water purifiers and filters?>

Water purifiers or water filters 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 Purifier and Filter Market for FY2011 Estimated to be ¥43.65 Billion, 101.3 % of Previous Year

The size of water purifier and filter market in FY2011 is estimated as 43.65 billion yen (based on shipment value of manufacturers), 101.3% of the previous year. The market has been driven by increasing shipment volume of low-priced water purifiers/filters including faucet-integrated types and pot types, and also by the relatively expensive built-in types and standing-on-sink types that are showing signs of recovery.

■ Declining Faucet-Connected Type and Steadily Growing Higher Graded, Stand-on-Sink Types

Water purifiers/filters have been raising the attention ever since consumers experienced the Great East Japan Earthquake. Especially products with higher purifying functions have been popular, which is driving the recovery in shipment volume. Such tendency is prominent in those products from businesses that have sales channels with abilities to explain their products well. Consumers seem to place importance on high purification performances when purchasing a product.

◆ **Report format:**

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Format: 145 pages in A4 format

Price: 115,500 yen (5,500 yen of consumption tax shall be charged for the sales in Japan.)

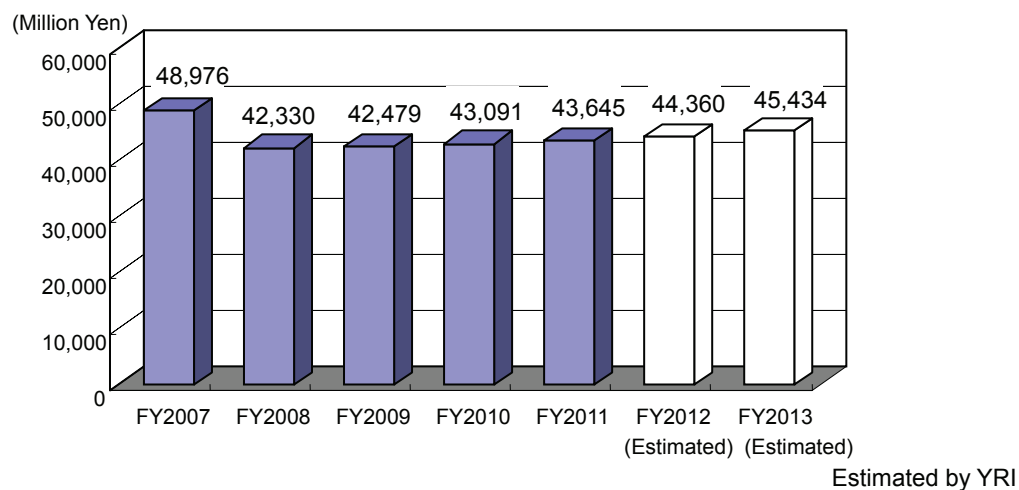
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■ **Figure 1 :Transition of Estimated Size of Water Purifier and Filter Market**



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 shipment values of cartridges are included.