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Brazil Residential Water Treatment Equipment
Market to Record Significant Y-o-Y Growth Through
2026: South America Industry Analysis & Opportunity
Assessment, 2016 - 2026

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Could the contaminated waters of Rio de Janeiro's coastline spell the next global biohazard?

People planning their next vacation to Brazil should watch their feet (literally) before stepping onto the shores of Rio. The high levels of virus and bacterial infestations in Rio's waters could put Brazil at the top of the list of the 'most dangerous places to visit' in the world. There is a high level of awareness already among the Brazilian population with the government and local authorities taking the necessary steps to ensure the availability of infestation free, potable water to all citizens. This is perhaps the reason why the residential water treatment equipment market in Brazil is peaking in terms of revenue, making Brazil the dominant market in the South America residential water treatment equipment market.

The residential water treatment equipment market in South America is rapidly growing and the technology has a decent penetration rate in urban South America. Owing to deteriorating water quality and rising consumer expectations regarding the quality of drinking water, demand for water purifiers in the region is anticipated to increase. The South America residential water treatment equipment market has been estimated to be valued at more than US\$ 330 Mn by 2016 end and is expected to register a CAGR of 9.2% during the assessment period (2016-2026).

By value, the Brazil residential water treatment equipment market accounts for the maximum revenue share among all the South American country level markets, followed by Argentina and Venezuela. Brazil is expected to register a significant CAGR of 8.7% over the assessment period due to rapidly increasing urban population in the country.

Revenue generated from the Brazil residential water treatment equipment market was nearly US\$ 200 Mn in the year 2015

The Brazil residential water treatment market was valued at nearly US\$ 195 Mn in 2015 and is projected to be valued at more than US\$ 475 Mn by 2026. Water contamination particularly in the states of Espírito Santo, Minas Gerais, Rio de Janeiro and São Paulo is rapidly increasing owing to the rising industrialisation in these regions, leading to a great demand and rising adoption of water purifiers. The Brazil residential water treatment equipment market is growing with significant Y-o-Y growth and the market is projected to reach sales revenue in excess of US\$ 250 Mn by 2026.

Sales of RO based water purification equipment in Brazil is rapidly growing with an annual growth rate of 8.4% during the assessment period

In terms of volume, unit sales of RO purifiers in the Brazil residential water treatment equipment market stood at 345 thousand units in 2015 and is projected to reach up to 875 thousand units by 2026. Sales of RO purifiers in the region are primarily driven by rising preference for advanced products by high end urban customers, and sales are being accomplished through retail stores and online channels, with minimal direct marketing activities.

Product differentiation is the only opportunity driver for companies functioning in the Brazil residential water treatment equipment market

Cutthroat competition in the Brazil residential water treatment equipment market is not favourable until leading market players work on their strategies to bring in more product differentiation. Continuous innovation in product offerings will continue to be the main driver for companies who wish to retain their market share in the Brazil residential water treatment equipment market.

Brazilian manufacturers have primarily focused on UV and Gravity/Media based purifiers, and have introduced products that are also high on aesthetics. Significant adoption of such products have primarily come from top-notch customers residing in urban Brazil. With the introduction of water purifiers from Forbes Lux Group, Panasonic, LG, and Philips, the adoption of UV purifiers in Brazil is projected to increase during the forecast period.

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