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The Chinese water purifier market holds significant potential for investors due to a host of drinking water contaminants plaguing the water resources of the country. Barriers to entry are low and the market is largely unorganized. The growing domestic consumer base is likely to boost sales with the market expected to exhibit higher growth rates in future.

http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/water-purifier-market-in-china-2011.html

The report provides an overview of the water purifier market in China-beginning with an introduction section which offers a brief description of development of the market and the types of purifiers classified as per functionality and point of use. The market overview section provides an insight into the market and highlights the market size and growth. Import and export figures for purifiers, in value terms, have been provided in the next section. It also includes the regional distribution of exports and imports.

An analysis of the drivers explains the factors for growth namely high levels of water contamination, rising disposable income, health consciousness, inefficiency of alternate sources, weak current market penetration, Intellectual Property Rights protection and Government and NGO initiatives that popularize safe water practices. Key challenges include Chinaâ€™s bureaucratic framework, large counterfeit market and lack of proper health infrastructure contributing to substantial reputation risks.

The competition section provides an overview of the competitive landscape in the industry and includes profiles of the major players in the market including their financials.Market Research Book

For more information kindly visit :

Water Purifier Market in China 2011

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