**The future development trend of the water purifier industry**

The domestic water purifier market has been developed for more than ten years, and the future development space is still very large.Industry experts pointed out that the development of the water purifier industry will gradually show five trends

1. Green environmental water purifier is highly respected.

Green water purifiers are more and more popular among people, especially with the improvement of national quality, and the awareness of environmental protection in energy conservation is becoming more and more intense, coupled with water pollution, smog, automobile exhaust, formaldehyde and other direct Threats have caused people to pay special attention to the environmental and health functions of water purifiers. Therefore, the future green water-saving water purifier has become the focus of people's attention

2. The integration of industrial chains and complementary trends

Due to the industry reshuffle, some water purifier enterprises that have neither core value nor technical research and development are gradually being eliminated by the market, and another form of elimination is the combination of industry chains under the influence of market economy. Complementary. After the reorganization, the water purifier industry chain can respond more flexibly to various market shocks, and rely on a big brand to have an important change in production, marketing and channels

3. Deeply plowing the rural market into necessity

4, Individual needs to promote product innovation

The pursuit of fashion, publicity, and enjoyment of the new consumer groups, the personality requirements of water purifier consumption is growing, this market environment, urging the design elite of the water purifier industry, open the brain, create more Fashion, more value-for-money products, so in the future Wei water purifier market, whoever masters the main driving force of innovation, whoever gets the first competitiveness of the market. High value-added water purifiers are occupying the market highlands.

5, Companies are more focused on mining market segments

Small but fine, small and beautiful" has become a problem that more and more water purifier companies are beginning to think about, focusing on making enterprises more vital and innovative. Under the innovation, they have formed the characteristics of their own industry, such as some enterprises focus on super Filtration, some companies focus on reverse osmosis, etc. This is the inevitable result of the current water purifier industry market segmentation

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