

BURNABY, BC, October 06, 2013 **/24-7PressRelease/** -- The water purifier industry in Turkey is still at an embryonic stage and the penetration of residential water purifiers in the country is extremely low. In addition, the major market for water purifiers is limited to industrial cities such as Izmir, Bursa, Istanbul and Ankara. In order to capitalize the untapped market, several European and American water purifier manufacturers have entered the market and are selling their products through distributors.

According to the recent report 'Turkey Water Purifier Market Forecast and Opportunities, 2018', published by TechSci Research, the market for water purifiers in Turkey is expected to grow at the CAGR of over 14% during 2013-2018.

The report presents well-researched facts and figures related to Turkey water purifier market. The report reveals that the market for water purifiers is majorly being dominated by electric systems. Electric systems include technologies such as RO, UV and Combination systems. It also adds that the market for water purifiers in Turkey is dominated by the urban regions.

'Turkey Water Purifier Market Forecast and Opportunities, 2018' report also presents the challenges and opportunities in the country in the background of economic development. According to the report Turkey has emerged as a regional manufacturing and trade hub because of its favorable geographic presence on the confluence of Asia and Europe. The country has abundant water resources, but the economic development has led to increase in urban population because of which the total demand for safe drinking water cannot be fulfilled. The increasing industrialization in the country is resulting in contamination of water sources. The increasing contamination is pushing the demand for bottled water and water purifiers across the country.

"The market for water purifiers in Turkey is set to grow as a result of the increasing marketing and after-sales service efforts undertaken by the industry players. The market for electric purifiers will continue to grow as a result of the increasing migration in the country's industrial regions," said Mr. Karan Chechi, Research Director, TechSci Research.

'Turkey Water Purifier Market Forecast & Opportunities, 2018' has evaluated the future growth potential of Turkey's water purifiers market and provides statistics and information on market structure, consumer behavior trends. The report includes projections and demand forecasting. The TechSci Research report is intended to provide cutting-edge market intelligence and help decision makers to make sound investment evaluation. Besides, the report also identifies and analyzes the emerging trends along with essential drivers, challenges and opportunities available in the water purifiers market in Turkey.

Turkey Water Purifier Market Set to Grow at Over 14% CAGR till 2018 Finds TechSci Research

Written by Australian Business

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