

A Brief Analysis of Domestic Water Purifier Market Status and Marketing Plan

-- Taking Angel Water Purifier as an Example

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Abstract

China's water purification industry is also due to the current water pollution problems and outstanding potential, its development situation is unlimited, and China's domestic water purification market product sales increase year by year also proved this point! With the increase of water pollution, people attach great importance to water quality safety, consumption upgrade, etc., the water purifier burst out stronger energy. Among them, excellent water purifier products are emerging from the fierce competition. In the face of the current complex market competition environment, how should water purifier enterprises plan their own marketing strategy? Taking Angel water purifier as an example, this paper analyzes the current domestic water purifier market situation and marketing plan.

Keywords

Water purifier, Market situation, Marketing plan.

1. Market Status Analysis of Water Purifiers

Water for global health has become one of the most scarce resources. Among the top ten killer threats to human health announced by the World Health Organization (WHO) is unclean water. The United Nations notes that 1.1 billion people worldwide lack knowledge of safe drinking water and that 5 million people die each year from water-related diseases. The pollution of water environment in China is also quite serious, and the pollution of seven major water systems and major lakes is serious, and 90% of the river water quality flowing through the city does not meet the drinking water source standard.

The urgent need for human health means unlimited business opportunities. The current global consumption boom of healthy water products has been rapidly formed; as aquatic products in recent years is even more sudden, it is expected that the growth rate of health water industry will be more prominent for a long time to come.

Statistics from relevant institutions show that 70% of households in developed countries and regions, such as Britain, the United States, Japan and South Korea, have used water terminal purification systems. This purification system is directly connected with the municipal water pipe, through the cutting-edge spaceflight water purification technology, can make tap water to obtain high purity purification, to achieve the human body direct drinking effect. The general trend demand of the international market, in fact, is also the development direction of China's drinking water market; the popularization of the terminal purification system in Europe and the United States, Japan, South Korea, Taiwan and other countries is a sign of the huge market share of the water purification industry in China.

China's water purification industry is also due to the current water pollution problems and outstanding potential, its development situation is unlimited, and China's domestic water purification market product sales increase year by year also proved this point! It can be predicted that the household water

purifier, as the best choice to solve the water pollution, will have a very broad market in our country, and from the characteristics of the product, the water purifier is an environmental protection product directly related to people's life and health, the effect is obvious, combined with the rapid improvement of people's consumption level and health awareness, the water purifier will soon enter the public family. Experts predict that in the next few years, the domestic market for healthy drinking water demand in China has a market capacity of 50 billion yuan per year; and water purification equipment treatment will reach 500 billion per year. Water purification industry as a new home appliance industry, its market prospects and market potential is self-evident.

2. Market Trend Analysis

water purifier has become the "star product" in the kitchen. As an enabler and creator of quality life, water purifier plays an important role in the daily life of the public in recent years. In particular, with the intensification of water pollution, people attach great importance to water quality safety, consumption upgrade blessing, water purifier burst out more powerful energy. Among them, excellent water purifier products are emerging from the fierce competition.

For example, during the "golden nine silver ten" sales season, angel handed over a dazzling report card. Just past the "915 Kitchen Water Safety Day ", Angel in the Gome platform of national sales exceeded 50 million, a single channel to refresh the sales record of a single event. Angel's kitchen water purifier is the backbone of the sales record. Note that this product was just officially launched in August. So, in such a short time, Angier kitchen all-around water purifier can become a new generation of "network red water purifier "? Its popularity, but also shows the water purifier industry what kind of consumption trend?



3. Fit the consumer pain point, the future market space is huge

Water purifier, now has become the standard household / household appliances consumption. More and more families are incorporating water purifiers into the "quality life must buy list ". The reason why water purifier can show rapid development is mainly in two aspects.

On the one hand, the problem of water pollution is serious. From the global point of view, whether it is Europe, America, Japan and South Korea and other developed countries and regions, or China and other developing countries and regions, there are certain water pollution problems. This is because economic development results in pollution of water and groundwater from industrial, agricultural and domestic waste. Even if developed countries and regions adopt higher standards of tap water, water pollution still makes tap water quality decline.

According to the International Health Organization, there are 756 kinds of harmful substances in tap water, of which 20 are confirmed to be carcinogenic ,24 are suspected to be carcinogenic ,18 are cancer-promoting and 47 mutagenic. Drinking contaminated water for a long time will lead to poor physique, natural weakening of resistance, slowly lead to renal decline, cardiovascular and cerebrovascular diseases, leukemia, cancer and so on. The seriousness of the water pollution problem

has aroused the strong concern of the public and sought solutions. As a result, water purifiers, which can purify water quality, become the first choice for the public.

On the other hand, in the context of consumption upgrading, the public pay more attention to water quality safety. The consumption upgrade brings the change of the concept of mass consumption, from the single price orientation to the rational, healthy and quality new consumption. And it is under the guidance of the new consumption concept that people attach great importance to the "source of life"—— the safety of water which can improve the quality of life. Water purifier as the representative of health appliances, naturally favored by the public.



4. Marketing Strategy Analysis -- An Example of Angel Water Purifier

Angel—one of the water purifier industry's leaders, has seen the trend years ago. In 1988, angel developed the first water purifier and became a participant in the national standard-setting of the clean drinking water industry. Angel's all-purpose kitchen water purifier and a number of water purifier products, are fully to meet the demands of quality of life. In turn, angel pushed the water purifier industry forward step by step.

From the development trend of water purifier industry, the prospect is still very broad. According to data released GfK the world's leading market research company, the penetration rate of water purifier use in China was only 13% in 2013, which rose to 20% in 2017, and is expected to reach 35% by 2020. However, the future development potential of China's water purifier is still very great for the penetration rate of more than 70% in the mature market such as Standard Europe, the United States, Japan and South Korea. It can be predicted that with the promotion of water purifier enterprises represented by Angel, the penetration rate will be further accelerated, and the market space of water purifier in the future will be huge.

4.1 Unique features favored, kitchen all-around water purifier to meet multi-scene needs

As a water treatment equipment to improve the living environment of the public, the market prospect and potential are self-evident. But in the process of water purifier industry moving forward, there are also some problems.

Among them, the most important problem lies in the serious homogeneity. Because of the popularity of the water purifier industry, the first half of this year compared with 2018 online water purifier small brand added 89, offline market new brand number of 20. But many water purifier brands do not

have core technology, resulting in only innovation in appearance, capacity and so on. This not only affects the choice of consumers, but is more difficult to meet their increasing needs.

And the kitchen all-powerful water purifier hot, in fact, Angier is acutely aware of new consumer demands, and developed a unique function. In addition to paying special attention to direct drinking water, today's consumers have higher requirements for kitchen water. This is because non-purified kitchen water, often contain rust, fine mud sand, microorganisms, residual chlorine and other impurities and even germs. When washing rice, vegetables and even washing dishes with unpurified water, some microbes and germs remain on ingredients and utensils that may slowly erode consumer health.

As a kitchen all-powerful water purifier, Angel kitchen all-powerful water purifier for drinking, washing vegetables, rice, washing dishes and so on, the kitchen water purification. This is mainly because the Angel Kitchen all-around water purifier has two large and small faucets. The two faucets contain two kinds of water quality, which can be divided into quality water supply. Among them, the big tap is tap water faucet, can provide clean water. Small tap for direct drinking faucet, can provide direct drinking water. Big tap with, small tap drink, let clean water, direct drinking water both its beauty.



Eventually, with its unique features, Angel Kitchen's all-around water purifier became a versatile person. 7 common scenes in the kitchen —— direct drinking, flushing, soup, washing dishes, rice washing, fruit washing, vegetable washing, are within the scope of the Angier kitchen all-around water purifier purification. To solve the "pain" of traditional kitchen water, Angier kitchen all-around water purifier can not only meet the needs of multi-scene, but also improve the overall quality of life, so Angier kitchen all-around water purifier by the consumer's favor.

4.2 Water purifier wins by technology

Angier kitchen all-around water purifier in addition to its own products are too hard, but also based on Angier's own brand image and technology accumulation. With more than 30 years of accumulation in water purification technology and strong innovation inside information, Angel constantly drive brand, technology optimization and upgrading. At the same time, Angel as an established water purifier enterprises, has been dedicated to the consumer service, and water purifier industry quality upgrading tide in line with.

In order to create an all-around water purifier in angel's kitchen, a competitive product, angel through a lot of market research, and analysis of the environment and habits of different consumers all-weather water, found that kitchen water is the most frequent use of the scene. For this reason, Angel invested a lot of manpower, material resources and funds, and finally developed the core technology of "full effect film" on the basis of its own deep technology. With this core technology, Angier Kitchen's all-around water purifier provides consumers with sub-scene drinking water solutions.



5. Conclusion

In the field of water purifier, continuous technological innovation is needed to provide healthy and safe drinking water and water environment. And Angier's innovative "full-effect membrane" technology breaks the technical barrier of reverse osmosis membrane, not only improve the filtration effect again, but also uphold the concept of environmental protection, recycling development. In April this year, Angier full-effect membrane technology experts review meeting, experts have always believed that "full-effect membrane than the traditional filter membrane safer and more stable ."

It is reported that the "full-effect membrane" contains a variety of core technologies are the industry's first, in the water purifier industry has subversive, epoch-making significance. In the "full-effect membrane" technology is highly recognized and affirmed by experts at the same time, Angel with independent innovation to promote the development of water purifier industry. The sales of all-powerful water purifiers in angel's kitchen are strong evidence of this. It can be predicted that to meet the consumer's pursuit of health, quality of life, Angel will continue to fight in the future.

In Angel's continuous efforts, the kitchen all-around water purifier has become a hot-selling "network red water purifier ". In fact, the sale of all-purpose water purifier in Angel kitchen has brought new ideas to the water purifier industry. That is, driven by technological innovation, the future consumption trend of water purifiers will be refined, personalized, scene-oriented development. At the same time, the brand value of water purifier will be further highlighted.

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