



The Domestic Water Filter Market in Australia

We deliver extensive brand analysis across an extensive range of product segments, providing rich insights into the consumer purchase journey, extent of pre-purchase research and brand perceptions and drivers that can help suppliers understand and evaluate their marketing strategies.

Household ownership rates, usual source of drinking water and detailed segment analysis have helped clients track market movements and trends over an extended period of time.

Our understanding of the market and our continued dedication to ensuring our research is relevant and dynamic helps our clients position themselves to advantage.

Key benefits & features

■ Independent research

BIS Oxford Economics is an independent firm with no financial interest in any of the industry sectors we research and analyse.

■ Consistent and comparable research methodology

Our consistent line of questioning across key variables allows time-series analysis.

■ Large sample size

We undertake an online survey at least 5,000 households; this ensures a robust sample size across product categories.

■ Unique insights

We incorporate a detailed analysis of household ownership and whole-of-population data across all product segments.

■ Excel data

We provide all table data in excel files to allow ease of use by clients.



■ National coverage

We conduct the survey in Sydney, Melbourne, Brisbane, Adelaide, Perth and regional areas of the Eastern States.

■ Weighted data

Survey data is weighted up to project results to all Australian households.



Private/customised questions

For clients requiring more tailored analysis, there is an opportunity to ask private questions. This allows for significant cost savings through economies of scale from a survey of this size. It is available at a fraction of the cost of a stand-alone project.

This opportunity is embraced by many clients as a tool to track progress on selected marketing campaigns and/or track metrics over time.



Scope

Scope of the report:

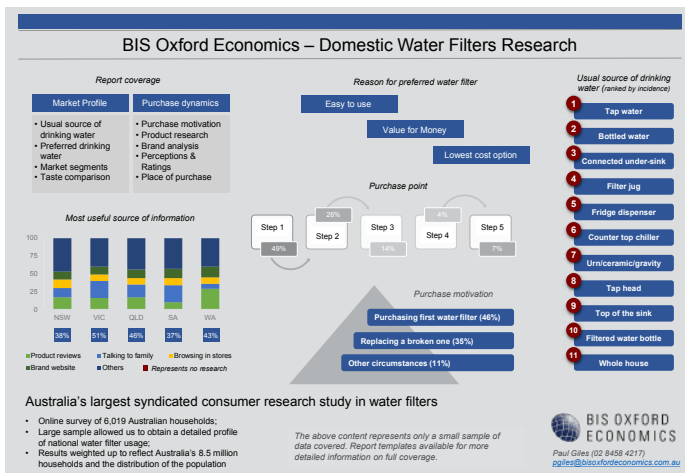
- **Household ownership.** Detailed analysis of household ownership rates and preferred sourced of drinking water.
- **Product segments.** Detailed segment analysis and rich insights including frequency of filter change.
- **Purchase process.** Reasons for purchase, pre-purchase research, purchase journey, purchase motivation.
- **Brand.** Market share, influence, recommendation, drivers, image and perception ratings.
- **Retailer/Supplier.** Price paid, place of purchase, online purchase analysis.
- **Product Specifics.** The report also contains additional segment specific analysis.



Market coverage

Water filter products covered:

- Under sink
- Sink top
- Attached to tap
- Whole house
- Filter jugs
- Filtered water bottles
- Counter top chillers
- Ceramic urn/gravity filters



Contact us

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