



Case Study – Water Filters Market

Market & Customer Insight Study for Water Filters in Malaysia

The challenge

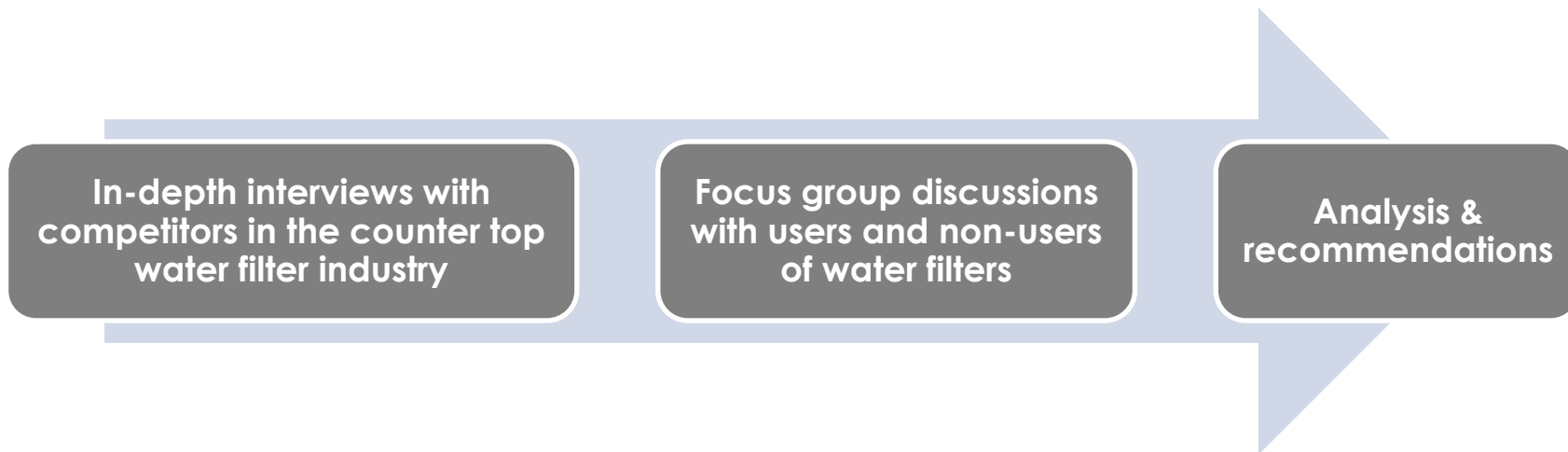
A global home products corporation sought to venture into the counter top water filters market in Malaysia.

The objectives of the study were to:

- Obtain a clear understanding on the market potential of the counter top water filters market
- Evaluate pricing structure, promotional strategies to market and operational factor considerations

The process

Spire conducted in-depth interviews with competitors in the counter top water filter industry in Malaysia and held focus group discussions with users and non-users of water filters.





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The results

The client launched the product in using Spire's suggested price range and had received good response.

Project deliverables included a report that addressed:

- **Market Potential**
 - Definition (product types and brands Available)
 - Competitive landscape
 - Market sizing by volume and value
 - Typical volumes by product types, price bandwidth and brands
- **Pricing Structure**
 - Pricing database
 - Pricing bandwidth
 - Pricing mapping and analysis
 - Pricing recommendations
- **Promotional strategies, techniques and recommendations**
- **Operational factor considerations and product warranty/ after-sales service**
- **Customer insight study**
 - Purchase drivers
 - Purchase process
 - Product preference
 - Customer feedback and willingness to pay

