

#### **Table of Contents**

١.	Definitions			
II.	Acronyms			
III.	Country Profile			
IV.	Major Data Points			
V.	Competitive Factors			
VI.	Consumer Behaviour9			
VII.	Marke	t Drivers/Impact	13	
	a.	Health and wellness trend	14	
	b.	Preference for advanced technology	15	
	С.	Social media advertising	16	
VIII.	Marke	t Restraints/Impact	17	
	a.	Good quality tap water	18	
	b.	Rising inflation		
	С.	High customer expectation	20	
	d.	Highly competitive market	21	
IX.	Reside	ntial Water Treatment Market: Market Trends	22	
X.	Residential Water Treatment Market: Pricing Trends		41	

### **Table of Contents**

XI.	Market	Data	45
	a.	Revenue forecast, total market, 2022- 2029.	46
	b.	Revenue forecast, point-of-use CT & UTS, 2022-2029	47
	c.	Market share by point-of-use CT & UTS, by revenues, water treatment systems, 2022	48
	d.	Revenue forecast, point-of-use FM water treatment systems, 2022-2029	49
	e.	Market share, by revenues, point-of-use FM water treatment systems, 2022	50
	f.	Revenue forecast, point-of-use replacement filters market, 2022-2029	51
	g.	Revenue forecast, pitcher water treatment systems, 2022-2029	52
	h.	Market share, by revenues, pitcher water treatment systems, 2022	53
	i.	Revenue forecast, pitcher replacement filters, 2022-2029	54
	j.	Point-of-use water treatment systems, technology by revenues, 2022	55
	k.	Point-of-use water treatment systems, pricing trends, by revenues, 2022	56
XII.	About \	Verify Markets	57
	a.	Disclaimer	60
	b.	Contact us	64

#### **Definitions**



Point of Entry (POE)

Point-of-entry or whole house systems treat all the water entering the home.



Counter Top (CT)

Counter top systems can either be placed on the kitchen counter or can be wall mounted (typically in Asia).



Under the Sink (UTS)

UTS systems are usually placed under the kitchen sink and do not clutter the kitchen counter.



Faucet mount (FM)

FM are small filters that go directly on the end of a faucet and are relatively easy to install. FM systems have low capacities and low flow rates as compared to pitchers and other types of water treatment systems.



**Pitcher** 

These systems are also known as jug filters. Water is filtered by gravity through a filter cartridge, mostly made up of carbon. Pitchers and faucet mount systems are cheap residential water treatment systems available to consumers.

The study also covers replacement filters.

### Acronyms



C1: Counter top OU: Point-of-



osmosis

UV: Ultraviolet



CAGR:
Compound
annual growth
rate

POE: Point-ofentry



FM: Faucet mount

UTS: Underthe-sink



UF: Ultrafiltration

NF: Nanofiltration

# **About Verify Markets**



#### **About us**

# Expert Advice and Strategy Consulting

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.

# Methodology

The methodology when formulating market trend projection is outlined below.

Historical trends were determined through secondary research and Verify Markets in-house database.

#### **Secondary Research Primary Research** Secondary research was Telephonic interviews were conducted. conducted. A list of key industry Most of the leading participants across North America were contacted. participants was put together. **Drivers & Restraints** Bottom-up Market drivers and restraints Bottom-up methodology were built into the forecasting model to was used to calculate the estimate the revenue growth and market market size. size figures.

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.



#### Disclaimer

Despite Verify Markets' best efforts, certain challenges were encountered, and certain assumptions had to be made. The extremely competitive nature of the Japan water treatment systems market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.

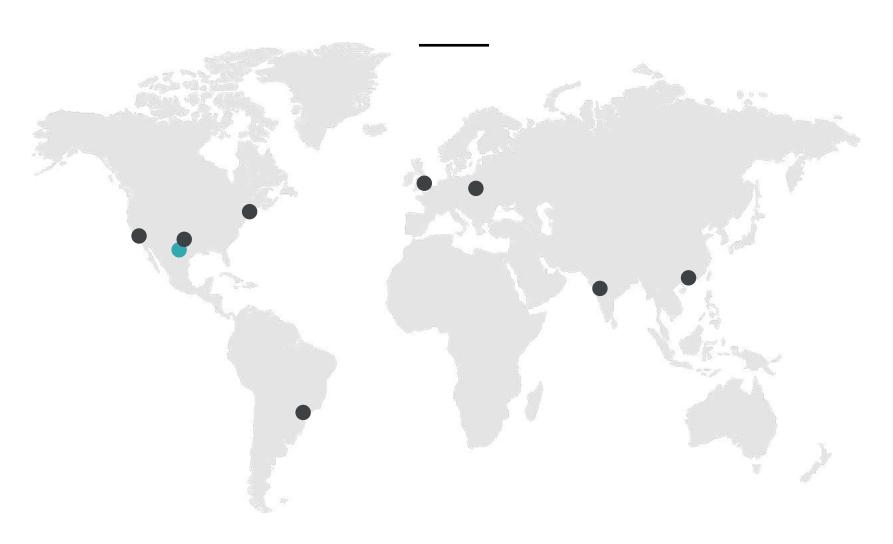
Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

# Capabilities

Water & Wastewater Competitive Intelligence Treatment Market Research Air Treatment **Custom Consulting Environmental Technologies** Strategic Planning Energy & Power Equipment White Papers Power Supplies & Batteries **Services** Markets Verified Leader Awards Oil & Gas Claim Validation Building Technologies & Strategy Workshops Efficiency **Customized Monthly Consumer Products** Healthcare IT Newsletters

# **Global Presence**





# **Have A Question?**

Contact us and set up a time to speak with our analysts.



# Contact us: We're social



+1.210.595.9687



info@verifymarkets.com



Facebook/verifymarkets



twitter/verify\_markets



LinkedIn/company/verify-markets