### VERIFY MARKETS

### NORTH AMERICAN DRINKING FOUNTAIN MARKET

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### **SCOPE OF RESEARCH**

#### NORTH AMERICAN DRINKING FOUNTAIN MARKET

The North American drinking fountain market has been gaining tremendous traction in the recent years. Since 2010, the advent of bottle fillers has added excitement to the category again as customer preferences have transitioned from code-criteria fulfillment purchases to one that considers convenience, efficiency, hygiene, hydration and environmental stewardship. Moreover, the market has experienced a great deal of technological innovation from what was a very stagnant category for the last couple decades.

This study aims to provide a detailed analysis of the North American drinking fountain market along with qualitative trending information for the year 2015.

The market numbers included in this report represent revenues generated by companies operating in the United States and Canadian drinking fountain market. The base year for the study is 2015 and the forecast period is from 2016 until 2022.

This study captures the following information on the North American drinking fountain market: Market Size, Growth Rate, Revenue Forecasts (2015-2022) Growth Drivers & Restraints Market Data Quotes by Key Industry Participants Market Share Analysis Market Trends

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### MARKET DEFINITIONS

#### NORTH AMERICAN DRINKING FOUNTAIN MARKET





TRADITIONAL DRINKING FOUNTAIN

A unrefrigerated water dispensing unit in a public place that is simply connected to a plumbing fixture that provides water. For the purposes of this research, traditional drinking fountains refer specifically to wallmounted, floor standing and recessed units with a bubbler.

#### WATER COOLER

A water cooler is a device that cools and dispenses water. For the purposes of this research, water coolers refer to a bottle-less traditional drinking fountain, that is hooked up to a water and supply with refrigeration.



A water dispenser that is focused specifically on refilling bottles. The unit can be standalone or combined with a water cooler or traditional drinking fountain. For the purposes of this research, bottle fillers refer to standalone units or attachments that are combined with traditional drinking fountains.

**BOTTLE FILLER** 

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#### WATER DISPENSER

A water dispenser a device that cools and dispenses water. The most common water dispensers are the ones that have the bottle on the top. For the purposes of this research, water dispensers refer to a bottle-less units that are hooked up to a to a water supply.

**Interviews with Key Market Participants:** The research methodology adopted while conducting this study involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the drinking fountain market. Furthermore, discussions with industry participants enabled us to provide a comprehensive view of the overall market. Next, the information was validated through our internal databases and market experts. Later, the collected information was structured and collated into this report.





# ABOUT VERIFY MARKETS



### ABOUT US

#### EXPERT ADVICE AND STRATEGY CONSULTING

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy, Consumer Products 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.





### **VERIFIED LEADER**

### METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets inhouse database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across all countries were contacted.

• Bottom up methodology was used to calculate the market size.

• Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

#### METHODOLOGY

**Profiles of Interviewees:** Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

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.

#### AWARDS

Verify Markets identifies companies that are leaders within a respective industry. These companies are given awards, which are selected by the consultant writing the report. Companies can promote their award publicly to boost brand awareness and confidence.

ERIFIED LEADER



### DISCLAIMER

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of drinking water fountain 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.



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### **VERIFY MARKETS**

#### MARKET COVERAGE

Water & Wastewater Treatment

Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

Oil & Gas

Building Technologies & Efficiency

**Consumer Products** 

Healthcare IT

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#### SERVICES

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#### **GLOBAL PRESENCE**





## ANY QUESTIONS? Contact us and set up a time to speak with our analysts.



### **CONTACT US**

#### WE'RE SOCIAL

