Residential Water Treatment Market: Kingdom of Saudi Arabia

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Definitions

Point of entry (POE)	Counter Top (CT)	Under the sink (UTS)	Faucet mount (FM)	Pitcher
Point-of-entry or whole house systems treat all the water entering the home.	Counter top systems can either be placed on the kitchen counter or can be wall mounted (typically in Asia).	UTS systems are usually placed under the kitchen sink and do not clutter the kitchen counter.	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.	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.

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Acronyms

CT: Counter top

POU: Point-of-use

RO: Reverse osmosis

UV: Ultraviolet

CAGR: Compound annual growth rate

POE: Point-of-entry

FM: Faucet mount

UTS: Under-the-sink

UF: Ultrafiltration

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Channel definition

For the purposes of this research, sales channels are divided into four categories: Dealers/distributors, retail, online, and direct selling.

Dealers/ distributors	Retail	Online	Direct
Dealers and distributors include independent selling agents, wholesalers, and others who purchase goods directly from the manufacturers at wholesale prices.	Retail sales primarily include specialty stores, food, drug, mass merchandiser channels, home centers, hardware stores, and others.	Online sales primarily include various e-commerce websites such as Amazon, eBay, Alibaba and company's own e-commerce websites.	Direct sales include multilevel marketing, company owned stores, and door-to-door sales.

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.

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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 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.

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Disclaimer

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

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

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Since most of the data is based on company personnel views, it is subject to fluctuation.

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We're social

+1.210.595.9687

INFO@VERIFYMARKETS.COM

FACEBOOK/VERIFYMARKETS

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