



VERIFY MARKETS | TAIWAN RESIDENTIAL WATER TREATMENT MARKET

DEFINITIONS

RESIDENTIAL WATER TREATMENT MARKET



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).

The study also covers replacement filters.



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.

ACRONYMS

RESIDENTIAL WATER TREATMENT MARKET



CT: Counter Top

POU: Point-of-use



RWT: Residential
Water Treatment

POE: Point-of-
entry



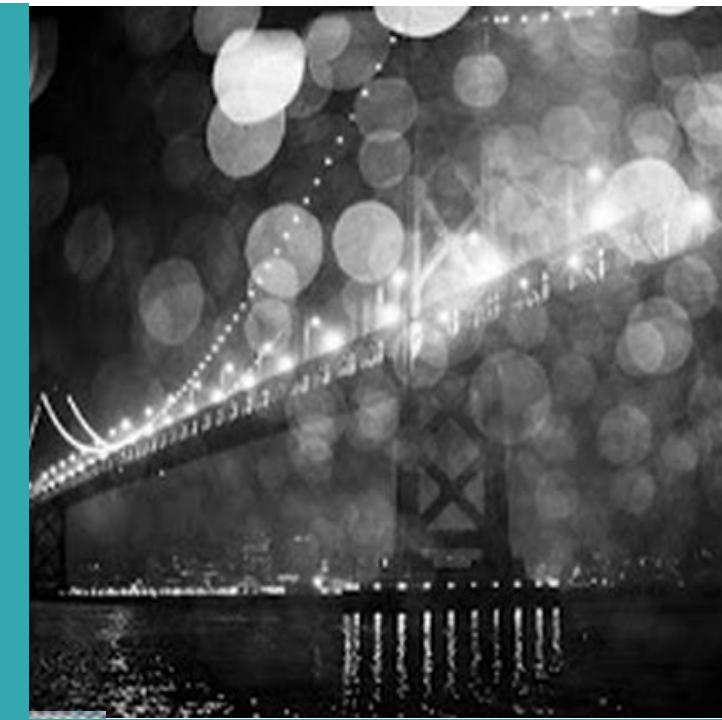
FM: Faucet Mount

UTS: Under-the-
sink



RO: Reverse
Osmosis

UV: Ultraviolet



UF: Ultrafiltration

CAGR: Compound
Annual Growth
Rate

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