

A close-up, high-speed photograph of water being poured into a glass. The water is captured in mid-pour, creating a dynamic splash with many small droplets and bubbles. The lighting is bright and clean, highlighting the clarity and movement of the liquid. A teal-colored horizontal band is overlaid across the middle of the image, containing the text.

**VERIFY MARKETS** |

**UKRAINE 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).



**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

## RESIDENTIAL WATER TREATMENT MARKET

	<p>CT: Counter Top</p> <p>POU: Point-of-Use</p>		<p>RO: Reverse Osmosis</p> <p>UV: Ultraviolet</p>	
<p>RWT: Residential Water Treatment</p> <p>POE: Point-of-Entry</p>		<p>FM: Faucet Mount</p> <p>UTS: Under-the-Sink</p>		<p>UF: Ultrafiltration</p> <p>CAGR: Compound Annual Growth Rate</p>

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