

# **Europe Water Softeners Market by Type (Salt-Based and Salt-Free Water Softeners) Process (Ion exchange, Conditioning, and Reverse Osmosis) and End-use {(Residential, Industrial, and Commercial (Office Buildings, Hotel & Restaurants, Hospitals & Nursing Homes and Others)}: Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

The Europe water softeners market was valued at \$463.9 million in 2016 and is projected to reach \$849.8 million by 2026, growing at a CAGR of 6.2% from 2019 to 2026. Water Softeners reduces the calcium and magnesium levels by filtering the water through resin or zeolite, a bead-like substance covered with positively charged sodium ions. Increasing consumption of water across the globe is the major factors driving the Europe water softener market. In addition, increase in industrial activities, and world population drives the European market for the water softeners. However, presence of alternate treatment technologies is expected to hamper the market growth.

By type, the Europe water softeners market is bifurcated into salt-based water softener and salt-free water softener. The increase in use of salt-based water softener in residential application drives the growth of the salt-based water softener market. By process, the market is categorized into ion exchange, conditioning, and reverse osmosis. By end use, the market is divided into residential, industrial, and commercial. The rise in requirement of clean and safe drinking water in residential areas also boosts the growth of the water softener market. Country wise, the market is analyzed across Netherland, France, UK, Italy, Germany, Spain, and rest of Europe.

Spain, France, and the Netherlands are the top investment regions in the Europe water

softeners market. The market growth, innovation, technologies, and leading competitors boost the adoption of water softener. Water softener players adopt strategies to compete in customer attractiveness and distribution channels. Strict government guidelines to control contamination in drinking water, as well as rise in awareness toward public health is predicted to increase adoption of water softener in these regions.

The key players profiled in this report include A. O. Smith Corporation, Cumulus Nederland BV, Delta Water Technology, Enmetec GmbH, Hatenboer-Water BV, Kinetico UK Ltd., Lenntech, Lubron Waterbehandeling B.V., Pentair PLC, Pollet Water Group (Euraqua Europe is subsidiary) and SUEZ Water Technologies & Solutions.

## KEY BENEFITS FOR STAKEHOLDERS

Porter's five forces analysis helps analyze the potential of buyers and suppliers and the competitive scenario of the industry for strategy building.

This report outlines the current trends and future scenario of the water softeners market from 2016 to 2026 to understand the prevailing opportunities and potential investment pockets.

Major countries in each region are mapped according to their individual revenue contribution to the global/regional market.

The key drivers, restraints, and opportunities and their detailed impact analysis are elucidated in the study.

The profiles of the key players along with their key strategic developments are enlisted in the report.

## KEY MARKET SEGMENTS

By Type

Salt-Based

Salt-Free

By Process

Ion exchange

Conditioning

Reverse Osmosis

By End-Use

Residential

Commercial

Office Buildings

Hotel & Restaurants

Hospitals & Nursing Homes

Others

Industrial

By Country

Europe

Netherland

France

UK

Italy

Germany

Spain

Rest of Europe

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