

# Home Water Filtration Systems Market - Global Outlook & Forecast 2021-2026

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Home Water Filtration Market Report

The global home water filtration market by revenue is expected to grow at a CAGR of 8.49% during the period 2021–2026.

The home water filtration systems market is expected to pose an absolute growth of 63.05%, with growth potential in APAC, Latin American, and the Middle East & African region in the upcoming years. The government initiatives towards health awareness are enforcing the adoption of purification and filtration systems across the residential sector.

The following factors are likely to contribute to the growth of the home water filtration market during the forecast period:

Booming DIY Water Filters

Rise in Awareness on Water-Borne Diseases

Growth in Smart Water Filters

Increasing Consumption of Packaged Drinking Water

The study considers the home water filtration systems market's present scenario and its market dynamics for the period 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends.

The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

## MARKET SHARE & SEGMENTS

The global home water filtration market includes a detailed segmentation by product type, end-use, distribution channel, geography.

### Segmentation by Product Type

Whole House

Under the Sink

Countertop

Pitchers & Dispensers

Faucet

Shower Mounted

Inline

### Segmentation by End-Use

Drinking

Cooking

Bathing

Laundry & Appliances

### Segmentation by Distribution Channel

Offline

Online

## GEOGRAPHICAL INSIGHTS

APAC and North America dominate the home water filtration market share. Inadequate sewage disposal mechanisms, low and ineffective public water treatment plants, and high incidence of waterborne diseases like typhoid are expected to propel the demand for filtration systems across APAC. In a highly competitive and fragmented country like China, customer needs & demands, source of distribution, and customer satisfaction are more crucial to sustain and gain a competitive edge in the upcoming years.

### Segmentation by Geography

#### APAC

China

Japan

Australia

India

Indonesia

#### North America

US

Canada

#### Europe

Germany

UK

France

Italy

Spain

Latin America

Brazil

Mexico

Middle East & Africa

South Africa

Saudi Arabia

Turkey

## COMPETITIVE LANDSCAPE

The home water filtration market is highly competitive with the presence of product innovation by several players. Some significant players dominating the market are Aquasana, Culligan, iSpring, Pentair, and APEC Water Systems. Collaborating the product with smart technology and mobile applications serve as a significant point of differentiation in the fragmented home water filtration systems market. Product penetration with customer awareness programs can be effective in growing economies for the vendors in the global market. The growth of offline water filtration systems and highly customer-friendly approaches are booming in the APAC and Latin American water purification market. Players are expected to achieve higher in the smart purifier market.

### Prominent Vendors

Aquasana

APEC Water Systems

iSpring Water Systems

Culligan

Pentair

#### Other Prominent Vendors

GE Appliances

3M

GHP Group

Express Water

Helen of Troy

Brita

LifeStraw

Aquagear

Big Berkey Water Filters

AquaHomeGroup

SpringWell Water Filtration Systems

Filtersmart

Aquafilter

SoftPro Water Systems

Woder

Soma

Waterdrop

DuPont

Whirlpool Corporation

Seychelle Water Filtration

Invigorated Water

Crystal Quest Water and Air Filtration

Atlas Filtri

Water Filter Company

Doulton Water Filter

PureGreen

AQUAPHOR

Sawyer Products

TAPP Water

Superior Water

#### KEY QUESTIONS ANSWERED:

1. How big is the home water filtration market?
2. What are the key trends shaping the home water filtration market?
3. Which region has the highest market share in the home water filtration systems market?

4. What are the key factors driving the home water filtration market?
5. Which end-user type has the highest adoption of the home water filtration systems?

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

##### 4.1.3 Market Estimation Caveats

#### 4.2 Base Year

#### 4.3 Scope of the Study

##### 4.3.1 Market Segmentation by Product Type

##### 4.3.2 Market Segmentation by End-use

##### 4.3.3 Market Segmentation by Distribution

##### 4.3.4 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

#### 7.2 Covid-19 Impact

### **8 MARKET OPPORTUNITIES & TRENDS**

#### 8.1 Technological Advances in Smart Water Filters

#### 8.2 Booming DIY Water Filters

#### 8.3 Consumption of Packaged Drinking Water



## **9 MARKET GROWTH ENABLERS**

9.1 Rise in Awareness of Water-Borne Diseases

9.2 Significance of Ro Filtration Systems

## **10 MARKET GROWTH RESTRAINTS**

10.1 High Quality Tap Water in Developed Economies

10.2 Low Penetration & High Maintenance Costs

10.3 Complying with Standards & Certifications

## **11 MARKET LANDSCAPE**

11.1 Market Overview

11.2 Market Size & Forecast

11.3 Five Forces Analysis

11.3.1 Threat of New Entrants

11.3.2 Bargaining Power of Suppliers

11.3.3 Bargaining Power of Buyers

11.3.4 Threat of Substitutes

11.3.5 Competitive Rivalry

## **12 PRODUCT TYPE**

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Whole House

12.3.1 Market Overview

12.3.2 Market Size & Forecast

12.3.3 Market by Geography

12.4 Under-The-Sink

12.4.1 Market Overview

12.4.2 Market Size & Forecast

12.4.3 Market by Geography

12.5 Countertop

12.5.1 Market Overview

12.5.2 Market Size & Forecast

12.5.3 Market by Geography

## 12.6 Pitcher & Dispenser

12.6.1 Market Overview

12.6.2 Market Size & Forecast

12.6.3 Market by Geography

## 12.7 Faucet

12.7.1 Market Overview

12.7.2 Market Size & Forecast

12.7.3 Market by Geography

## 12.8 Shower-Mounted

12.8.1 Market Overview

12.8.2 Market Size & Forecast

12.8.3 Market by Geography

## 12.9 Inline

12.9.1 Market Overview

12.9.2 Market Size & Forecast

12.9.3 Market by Geography

## **13 END-USE**

### 13.1 Market Snapshot & Growth Engine

#### 13.2 Market Overview

#### 13.3 Drinking

13.3.1 Market Overview

13.3.2 Market Size & Forecast

13.3.3 Market by Geography

#### 13.4 Cooking

13.4.1 Market Overview

13.4.2 Market Size & Forecast

13.4.3 Market by Geography

#### 13.5 Bathing

13.5.1 Market Overview

13.5.2 Market Size & Forecast

13.5.3 Market by Geography

#### 13.6 Laundry & Appliances

13.6.1 Market Overview

13.6.2 Market Size & Forecast

13.6.3 Market by Geography

## **14 DISTRIBUTION**

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.3 Offline

14.3.1 Market Size & Forecast

14.3.2 Market by Geography

14.4 Online

14.4.1 Market Size & Forecast

14.4.2 Market by Geography

## **15 GEOGRAPHY**

15.1 Market Snapshot & Growth Engine

15.2 Geographic Overview

## **16 APAC**

16.1 Market Overview

16.2 Market Size & Forecast

16.3 Product Type

16.3.1 Market Size & Forecast

16.4 End-Use

16.4.1 Market Size & Forecast

16.5 Distribution

16.5.1 Market Size & Forecast

16.6 Key Countries

16.6.1 China: Market Size & Forecast

16.6.2 Japan: Market Size & Forecast

16.6.3 Australia: Market Size & Forecast

16.6.4 India: Market Size & Forecast

16.6.5 Indonesia: Market Size & Forecast

## **17 NORTH AMERICA**

17.1 Market Overview

17.2 Market Size & Forecast

17.3 Product Type

17.3.1 Market Size & Forecast

17.4 End-Use

- 17.4.1 Market Size & Forecast
- 17.5 Distribution
  - 17.5.1 Market Size & Forecast
- 17.6 Key Countries
  - 17.6.1 US: Market Size & Forecast
  - 17.6.2 Canada: Market Size & Forecast

## **18 EUROPE**

- 18.1 Market Overview
- 18.2 Market Size & Forecast
- 18.3 Product Type
  - 18.3.1 Market Size & Forecast
- 18.4 End-Use
  - 18.4.1 Market Size & Forecast
- 18.5 Distribution
  - 18.5.1 Market Size & Forecast
- 18.6 Key Countries
  - 18.6.1 Germany: Market Size & Forecast
  - 18.6.2 UK: Market Size & Forecast
  - 18.6.3 France: Market Size & Forecast
  - 18.6.4 Italy: Market Size & Forecast
  - 18.6.5 Spain: Market Size & Forecast

## **19 LATIN AMERICA**

- 19.1 Market Overview
- 19.2 Market Size & Forecast
- 19.3 Product Type
  - 19.3.1 Market Size & Forecast
- 19.4 End-Use
  - 19.4.1 Market Size & Forecast
- 19.5 Distribution
  - 19.5.1 Market Size & Forecast
- 19.6 Key Countries
  - 19.6.1 Brazil: Market Size & Forecast
  - 19.6.2 Mexico: Market Size & Forecast

## **20 MIDDLE EAST & AFRICA**

- 20.1 Market Overview
- 20.2 Market Size & Forecast
- 20.3 Product Type
  - 20.3.1 Market Size & Forecast
- 20.4 End-Use
  - 20.4.1 Market Size & Forecast
- 20.5 Distribution
  - 20.5.1 Market Size & Forecast
- 20.6 Key Countries
  - 20.6.1 South Africa: Market Size & Forecast
  - 20.6.2 Saudi Arabia: Market Size & Forecast
  - 20.6.3 Turkey: Market Size & Forecast

## **21 COMPETITIVE LANDSCAPE**

- 21.1 Competition Overview

## **22 KEY COMPANY PROFILES**

- 22.1 Aquasana
  - 22.1.1 Business Overview
  - 22.1.2 Product Offerings
  - 22.1.3 Key Strategies
  - 22.1.4 Key Strengths
  - 22.1.5 Key Opportunities
- 22.2 APEC Water Systems
  - 22.2.1 Business Overview
  - 22.2.2 Product Offerings
  - 22.2.3 Key Strategies
  - 22.2.4 Key Strengths
  - 22.2.5 Key Opportunities
- 22.3 iSpring Water Systems
  - 22.3.1 Business Overview
  - 22.3.2 Product Offerings
  - 22.3.3 Key Strategies
  - 22.3.4 Key Strengths
  - 22.3.5 Key Opportunities
- 22.4 Culligan

- 22.4.1 Business Overview
- 22.4.2 Product Offerings
- 22.4.3 Key Strategies
- 22.4.4 Key Strengths
- 22.4.5 Key Opportunities
- 22.5 Pentair
  - 22.5.1 Business Overview
  - 22.5.2 Product Offerings
  - 22.5.3 Key Strategies
  - 22.5.4 Key Strengths
  - 22.5.5 Key Opportunities

## **23 OTHER PROMINENT VENDORS**

- 23.1 GE Appliances
  - 23.1.1 Business Overview
  - 23.1.2 Product Offerings
- 23.2 3M
  - 23.2.1 Business Overview
  - 23.2.2 Product Offerings
- 23.3 GHP Group
  - 23.3.1 Business Overview
  - 23.3.2 Product Offerings
- 23.4 Express Water
  - 23.4.1 Business Overview
  - 23.4.2 Product Offerings
- 23.5 Helen of Troy
  - 23.5.1 Business Overview
  - 23.5.2 Product Offerings
- 23.6 Brita
  - 23.6.1 Business Overview
  - 23.6.2 Product Offerings
- 23.7 LifeStraw
  - 23.7.1 Business Overview
  - 23.7.2 Product Offerings
- 23.8 Aquagear
  - 23.8.1 Business Overview
  - 23.8.2 Product Offerings
- 23.9 Big Berkey Water Filters

- 23.9.1 Business Overview
- 23.9.2 Product Offerings
- 23.10 AquaHomeGroup
  - 23.10.1 Business Overview
  - 23.10.2 Product Offerings
- 23.11 SpringWell Water Filtration Systems
  - 23.11.1 Business Overview
  - 23.11.2 Product Offerings
- 23.12 Filtersmart
  - 23.12.1 Business Overview
  - 23.12.2 Product Offerings
- 23.13 Aquafilter
  - 23.13.1 Business Overview
  - 23.13.2 Product Offerings
- 23.14 SoftPro Water Systems
  - 23.14.1 Business Overview
  - 23.14.2 Product Offerings
- 23.15 Woder
  - 23.15.1 Business Overview
  - 23.15.2 Product Offerings
- 23.16 Soma
  - 23.16.1 Business Overview
  - 23.16.2 Product Offerings
- 23.17 Waterdrop
  - 23.17.1 Business Overview
  - 23.17.2 Product Offerings
- 23.18 DuPont
  - 23.18.1 Business Overview
  - 23.18.2 Product Offerings
- 23.19 Whirlpool Corporation
  - 23.19.1 Business Overview
  - 23.19.2 Product Offerings
- 23.20 Seychelle Water Filtration
  - 23.20.1 Business Overview
  - 23.20.2 Product Offerings
- 23.21 Invigorated Water
  - 23.21.1 Business Overview
  - 23.21.2 Product Offerings
- 23.22 Crystal Quest Water and Air Filtration

- 23.22.1 Business Overview
- 23.22.2 Product Offerings
- 23.23 Atlas Filtri
  - 23.23.1 Business Overview
  - 23.23.2 Product Offerings
- 23.24 Water Filter Company
  - 23.24.1 Business Overview
  - 23.24.2 Product Offerings
- 23.25 Doulton Water Filter
  - 23.25.1 Business Overview
  - 23.25.2 Product Offerings
- 23.26 PureGreen
  - 23.26.1 Business Overview
  - 23.26.2 Product Offerings
- 23.27 AQUAPHOR
  - 23.27.1 Business Overview
  - 23.27.2 Product Offerings
- 23.28 Sawyer Products
  - 23.28.1 Business Overview
  - 23.28.2 Product Offerings
- 23.29 TAPP Water
  - 23.29.1 Business Overview
  - 23.29.2 Product Offerings
- 23.30 Superior Water
  - 23.30.1 Business Overview
  - 23.30.2 Product Offerings

## **24 REPORT SUMMARY**

- 24.1 Key Takeaways
- 24.2 Strategic Recommendations

## **25 QUANTITATIVE SUMMARY**

- 25.1 Market by Geography
- 25.2 Product Type
  - 25.2.1 Whole House
  - 25.2.2 Under-the-sink
  - 25.2.3 Countertop



- 25.2.4 Pitchers & Dispensers
- 25.2.5 Faucet
- 25.2.6 Shower-mounted
- 25.2.7 Inline
- 25.3 End-Use
  - 25.3.1 Drinking
  - 25.3.2 Cooking
  - 25.3.3 Bathing
  - 25.3.4 Laundry & appliances
- 25.4 Distribution
  - 25.4.1 Offline
  - 25.4.2 Online
- 25.5 APAC
  - 25.5.1 Product Type
  - 25.5.2 End-use
  - 25.5.3 Distribution
- 25.6 North America
  - 25.6.1 Product Type
  - 25.6.2 End-use
  - 25.6.3 Distribution
- 25.7 Europe
  - 25.7.1 Product Type
  - 25.7.2 End-use
  - 25.7.3 Distribution
- 25.8 Latin America
  - 25.8.1 Product Type
  - 25.8.2 End-use
  - 25.8.3 Distribution
- 25.9 Middle East & Africa
  - 25.9.1 Product Type
  - 25.9.2 End-use
  - 25.9.3 Distribution

## **26 APPENDIX**

- 26.1 Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Home Water Filtration Systems Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Factors Influencing Adoption of Home Water Filters 2020
- Exhibit 4 Lifecycle Placement of Home Water Filters 2020
- Exhibit 5 Impact of COVID-19 on Global Home Water Filtration Systems Market 2020-2026
- Exhibit 6 Impact of Technological Advances in Smart Water Filters
- Exhibit 7 Impact of Booming DIY Water Filters
- Exhibit 8 Potential DIY Alternatives to Home Water Filtration Systems
- Exhibit 9 Impact of Consumption of Packaged Drinking Water
- Exhibit 10 Global Bottled Water Market 2015–2023 (\$ billion)
- Exhibit 11 Impact of Rise in Awareness of Water-borne Diseases
- Exhibit 12 Impact of Significance of RO Filtration Systems
- Exhibit 13 Impact of High Quality Tap Water in Developed Economies
- Exhibit 14 Factors Promoting High Quality Tap Water in EU Region 2020
- Exhibit 15 Impact of Low Penetration & High Maintenance Costs
- Exhibit 16 Impact of Complying with Standards & Certifications
- Exhibit 17 Value of Professional Certifications in Home Water Filtration Market
- Exhibit 18 Strategic Approaches of Home Water Filter Vendors
- Exhibit 19 Global Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 20 Five Forces Analysis 2020
- Exhibit 21 Incremental Growth by Product Type 2020 & 2026
- Exhibit 22 Global Home Water Filtration Systems Market by Product Type (\$ billion)
- Exhibit 23 Global Whole House Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 24 Global Under-the-sink Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 25 Global Countertop Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 26 Global Pitchers & Dispensers Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 27 Global Faucet Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 28 Global Shower-mounted Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 29 Global Inline Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 30 Incremental Growth by End-use 2020 & 2026

- Exhibit 31 Global Home Water Filtration Systems Market by End-use (\$ billion)
- Exhibit 32 Global Drinking Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 33 Global Cooking Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 34 Global Bathing Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 35 Global Laundry & Appliance Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 36 Incremental Growth by Distribution 2020 & 2026
- Exhibit 37 Global Home Water Filtration Systems Market by Distribution 2020 & 2026 (% share)
- Exhibit 38 Global Offline Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 39 Global Online Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 40 Incremental Growth by Geography 2020 & 2026
- Exhibit 41 Regional Contribution in Home Water Filtration Systems Market 2020 (% share)
- Exhibit 42 Incremental Contribution in Home Water Filtration Systems Market by Geography (\$ billion)
- Exhibit 43 Rural Households in India with Access to Improved Drinking Water Sources 2019–2020 (%)
- Exhibit 44 Home Water Filtration Systems Market in APAC by End-use 2020 (% share)
- Exhibit 45 Factors Influencing Consumption of Bottled Water over Tap Water in Australia (2020)
- Exhibit 46 APAC Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 47 Incremental Growth in APAC 2020 & 2026
- Exhibit 48 Home Water Filtration Systems Market in China 2020–2026 (\$ billion)
- Exhibit 49 Home Water Filtration Systems Market in Japan 2020–2026 (\$ million)
- Exhibit 50 Home Water Filtration Systems Market in Australia 2020–2026 (\$ million)
- Exhibit 51 Home Water Filtration Systems Market in India 2020–2026 (\$ million)
- Exhibit 52 Home Water Filtration Systems Market in Indonesia 2020–2026 (\$ million)
- Exhibit 53 Primary Water Sources for US Households 2020
- Exhibit 54 North America Home Water Filtration Systems Market by Product Type 2020 (\$ million)
- Exhibit 55 Primary Preferences for Adoption of Home Water Filters in Major Cities of Canada 2020
- Exhibit 56 North America Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 57 Incremental Growth in North America 2020 & 2026
- Exhibit 58 Home Water Filtration Systems Market in US 2020–2026 (\$ billion)
- Exhibit 59 Home Water Filtration Systems Market in Canada 2020–2026 (\$ million)
- Exhibit 60 Home Water Filtration Systems Market in Europe by Product Type 2020 (% share)

- Exhibit 61 Europe Home Water Filtration Systems Market 2020–2026 (\$ billion)
- Exhibit 62 Incremental Growth in Europe 2020 & 2026
- Exhibit 63 Home Water Filtration Systems Market in Germany 2020–2026 (\$ million)
- Exhibit 64 Home Water Filtration Systems Market in UK 2020–2026 (\$ million)
- Exhibit 65 Home Water Filtration Systems Market in France 2020–2026 (\$ million)
- Exhibit 66 Home Water Filtration Systems Market in Italy 2020–2026 (\$ million)
- Exhibit 67 Home Water Filtration Systems Market in Spain 2020–2026 (\$ million)
- Exhibit 68 Home Water Filtration Systems Market in Latin America 2020–2026 (\$ million)
- Exhibit 69 Home Water Filtration Systems Market in Latin America by Country 2020 (% share)
- Exhibit 70 Incremental Growth in Latin America 2020 & 2026
- Exhibit 71 Home Water Filtration Systems Market in Brazil 2020–2026 (\$ million)
- Exhibit 72 Home Water Filtration Systems Market in Mexico 2020–2026 (\$ million)
- Exhibit 73 Consumer Opinions for Tap Water in Marrakech 2020
- Exhibit 74 CAGR of Home Water Filtration Systems Market in MEA by End-use (2021-2026)
- Exhibit 75 Middle East & Africa Home Water Filtration Systems Market 2020–2026 (\$ million)
- Exhibit 76 Incremental Growth in Middle East & Africa 2020 & 2026
- Exhibit 77 Home Water Filtration Systems Market in South Africa 2020–2026 (\$ million)
- Exhibit 78 Home Water Filtration Systems Market in Saudi Arabia 2020–2026 (\$ million)
- Exhibit 79 Home Water Filtration Systems Market in Turkey 2020–2026 (\$ million)
- Exhibit 80 Prominent Water Filter Vendors by Product Type 2020
- Exhibit 81 Differentiating Factors for Water Filter Adoption

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013-2020

Table 3 Global Home Water Filtration Systems Market by Product Type 2020–2026 (\$ billion)

Table 4 Global Whole House Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 5 Global Under-the-sink Market by Geography 2020–2026 (\$ million)

Table 6 Global Countertop Water Filters Market by Geography 2020–2026 (\$ million)

Table 7 Global Pitchers & Dispensers Market by Geography 2020–2026 (\$ million)

Table 8 Global Faucet Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 9 Global Shower-mounted Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 10 Global Inline Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 11 Global Home Water Filtration Systems Market by End-use 2020–2026 (\$ billion)

Table 12 Global Drinking Water Filters Market by Geography 2020–2026 (\$ million)

Table 13 Global Cooking Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 14 Global Bathing Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 15 Global Laundry & Appliance Water Filtration Market by Geography 2020–2026 (\$ million)

Table 16 Global Home Water Filtration Systems Market by Distribution 2020–2026 (\$ billion)

Table 17 Global Offline Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 18 Global Online Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 19 Global Home Water Filtration Systems Market by Geography 2020–2026 (\$ billion)

Table 20 APAC Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 21 APAC Home Water Filtration Systems Market by End-use 2020–2026 (\$

million)

Table 22 APAC Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 23 North America Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 24 North America Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 25 North America Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 26 Europe Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 27 Europe Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 28 Europe Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 29 Latin America Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 30 Latin America Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 31 Latin America Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 32 MEA Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 33 MEA Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 34 MEA Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 35 Aquasana: Major Product Offerings

Table 36 APEC Water Systems: Major Product Offerings

Table 37 iSpring Water Systems: Major Product Offerings

Table 38 Culligan: Major Product Offerings

Table 39 Pentair: Major Product Offerings

Table 40 GE Appliances: Major Product Offerings

Table 41 3M: Major Product Offerings

Table 42 GHP Group: Major Product Offerings

Table 43 Express Water: Major Product Offerings

Table 44 Helen of Troy: Major Product Offerings

Table 45 Brita: Major Product Offerings

Table 46 LifeStraw: Major Product Offerings

Table 47 Aquagear: Major Product Offerings

Table 48 Big Berkey Water Filters: Major Product Offerings

Table 49 AquaHomeGroup: Major Product Offerings

Table 50 SpringWell Water Filtration Systems: Major Product Offerings

Table 51 Filtersmart: Major Product Offerings

Table 52 Aquafilter: Major Product Offerings

Table 53 SoftPro Water Systems: Major Product Offerings

Table 54 Woder: Major Product Offerings

Table 55 Soma: Major Product Offerings

Table 56 Waterdrop: Major Product Offerings

Table 57 DuPont: Major Product Offerings

Table 58 Whirlpool Corporation: Major Product Offerings

Table 59 Seychelle Water Filtration: Major Product Offerings

Table 60 Invigorated Water: Major Product Offerings

Table 61 Crystal Quest Water and Air Filtration: Major Product Offerings

Table 62 Atlas Filtri: Major Product Offerings

Table 63 Water Filter Company: Major Product Offerings

Table 64 Doulton Water Filter: Major Product Offerings

Table 65 PureGreen: Major Product Offerings

Table 66 AQUAPHOR: Major Product Offerings

Table 67 Sawyer Products: Major Product Offerings

Table 68 TAPP Water: Major Product Offerings

Table 69 Superior Water: Major Product Offerings

Table 70 Global Home Water Filtration Systems Market by Geography 2020–2026 (\$ billion)

Table 71 Global Home Water Filtration Systems Market by Product Type 2020–2026 (\$ billion)

Table 72 Global Whole House Home Water Filtration Market by Geography 2020–2026 (\$ million)

Table 73 Global Under-the-sink Home Water Filtration Systems by Geography 2020–2026 (\$ million)

Table 74 Global Countertop Home Water Filtration Systems by Geography 2020–2026 (\$ million)

Table 75 Global Pitchers & Dispensers Market by Geography 2020–2026 (\$ million)

Table 76 Global Faucet Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 77 Global Shower-mounted Home Water Filtration Market by Geography 2020–2026 (\$ million)

Table 78 Global Inline Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 79 Global Home Water Filtration Systems Market by End-use 2020–2026 (\$ billion)

Table 80 Global Drinking Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 81 Global Cooking Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 82 Global Bathing Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 83 Global Laundry & Appliance Water Filtration Market by Geography 2020–2026 (\$ million)

Table 84 Global Home Water Filtration Systems Market by Distribution 2020–2026 (\$ billion)

Table 85 Global Offline Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 86 Global Online Home Water Filtration Systems Market by Geography 2020–2026 (\$ million)

Table 87 APAC Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 88 APAC Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 89 APAC Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 90 North America Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 91 North America Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 92 North America Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 93 Europe Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 94 Europe Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 95 Europe Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

Table 96 Latin America Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 97 Latin America Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 98 Latin America Home Water Filtration Systems Market by Distribution



2020–2026 (\$ million)

Table 99 MEA Home Water Filtration Systems Market by Product Type 2020–2026 (\$ million)

Table 100 MEA Home Water Filtration Systems Market by End-use 2020–2026 (\$ million)

Table 101 MEA Home Water Filtration Systems Market by Distribution 2020–2026 (\$ million)

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