

Water Purification Systems Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Water Purification Systems Market was valued at USD 53.8 billion in 2023 and is projected to expand at a CAGR of 6.5% during the forecast period. The market's growth is propelled by escalating global demands for clean water and the urgent need for advanced water treatment technologies. Heightened concerns over water quality and contamination are primary drivers for the surging demand for dependable purification solutions. With industrialization and urbanization introducing pollutants into water sources, there's an urgent need for advanced filtration systems to guarantee safe drinking water.

Consequently, nations worldwide, both developed and developing, are channeling significant investments into water purification infrastructures to tackle these challenges and protect public health. The overall water purification systems industry is classified based on product, technology, end-use, distribution channel, and region. The market segments its products into POE-POU systems, filters, portable purifiers, central water purification systems, and others. Filters, commanding a market share of USD 22.1 billion in 2023, are projected to soar to USD 40.9 billion by 2032. Their versatility spans residential, commercial, and industrial domains, making them pivotal in enhancing water quality by eliminating contaminants like sediment, chlorine, and heavy metals.

While POE systems treat water at the building's entry, POU systems cater to specific outlet needs. The surge in outdoor pursuits like camping and hiking has amplified the demand for portable water purifiers, vital for ensuring safe drinking water in remote locales. Market technologies include reverse osmosis, activated carbon filtration, ultraviolet (UV) purification, distillation, ion exchange, and others. Dominating the 2023 landscape, activated carbon technology captured a 36% market share and is poised for continued growth.

Cotton, celebrated for its softness and breathability, is a preferred material for sports

bras, especially for low-impact activities and daily wear. Its reduced likelihood of causing skin irritation makes it appealing to those with sensitivities. Moreover, with cotton sports bras often priced lower than their synthetic counterparts, they present an attractive option for budget-conscious consumers. North America, with a market valuation of approximately USD 14.2 billion in 2023, is on track to reach USD 25.7 billion by 2032. Stringent water quality regulations in North America, enforced by agencies like the U.S. Environmental Protection Agency (EPA) and Environment and Climate Change Canada, mandate regular testing and treatment to ensure safe drinking water. These regulations not only drive the adoption of advanced purification technologies for compliance but also emphasize the importance of enhancing water quality.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Raw material analysis
- 3.5 Key news & initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Increasing global demand for clean water
 - 3.7.1.2 Increasing health and wellness awareness
 - 3.7.1.3 Advancements in textile technology
 - 3.7.1.4 Rapid urbanization and industrialization

- 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 High initial cost
 - 3.7.2.2 Regulatory compliances
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021-2032 (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 POE-POU Systems
- 5.3 Filters
- 5.4 Portable Purifiers
- 5.5 Central Water Purification Systems
- 5.6 Others (Traditional systems, etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TECHNOLOGY, 2021-2032 (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Reverse Osmosis
- 6.3 Activated Carbon Filtration
- 6.4 Ultraviolet (UV) Purification
- 6.5 Distillation
- 6.6 Ion Exchange
- 6.7 Others (Ceramic Filtration, etc.)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY EN-USE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 7.1 Key trends

- 7.2 Residential
- 7.3 Commercial
- 7.4 Industrial
- 7.5 Municipal

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION) (MILLION UNITS)

- 8.1 Key trends
- 8.2 Direct
- 8.3 Indirect

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Russia
 - 9.3.7 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
 - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Rest of Latin America
- 9.6 MEA

- 9.6.1 South Africa
- 9.6.2 Saudi Arabia
- 9.6.3 UAE
- 9.6.4 Rest of MEA

CHAPTER 10 COMPANY PROFILES

- 10.1 3M Company
- 10.2 Aquatech International LLC
- 10.3 Calgon Carbon Corporation
- 10.4 Culligan International Company
- 10.5 Danaher Corporation
- 10.6 Ecolab Inc.
- 10.7 GE Water & Process Technologies
- 10.8 H2O Innovation Inc.
- 10.9 Honeywell International Inc.
- 10.10 Kuraray Co., Ltd.
- 10.11 Pentair PLC
- 10.12 SUEZ Water Technologies & Solutions
- 10.13 Veolia Environnement S.A.
- 10.14 Xylem Inc.

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