

North America Home Water Filtration Unit Market Size, Share & Trends Analysis Report By Product (RO Based, UV Based), By Distribution Channel (Online, Offline), And Segment Forecasts, 2023 - 2030

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Abstracts

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North America Home Water Filtration Unit Market Growth & Trends

The North America home water filtration unit market size is expected to reach USD 3.71 billion in 2030, registering a CAGR of 7.4% from 2023 to 2030, according to a new report by Grand View Research, Inc. In recent years, the overall home water filtration market has gained immense traction as a result of changing lifestyles, especially in urban areas. In addition, the availability of filtered water all the time encourages the adoption of home water filtration units. The scarcity of drinking water has obligated the domestic authorities to provide the population with an adequate supply.

The penetration of water purification solutions in developed countries such as the U.S. and Canada is relatively high. Home water filtration is seen as a necessity, especially in metros and urban cities, due to the alarmingly high microbial and chemical contamination of surface water sources. Growing awareness among consumers about the ill effects of consuming contaminated water, along with the declining levels of potable water, has resulted in a significant shift in consumer preferences from conventional water purification methods such as boiling, addition of chlorines or iodine to technology-based systems.

The pandemic prompted lockdowns around the world, starting from the first quarter of 2020. In 2020 and 2021, the pandemic created significant business disruption and

economic uncertainty, which adversely impacted manufacturing operations, supply chains, and distribution channels. While the immediate impacts of the COVID-19 pandemic have been assessed, the long-term magnitude and duration of the disruption, including supply chain disruption and resulting impact on global business activity remain uncertain. Several brick-and-mortar stores suffered significant losses as a result of strict lockdowns and the need to maintain social distance in severely affected cities across the U.S.

The RO-based product segment accounted for the leading market share of more than 65.2% in 2022 and is expected to witness significant growth in the near future. RO water purification systems are widely used owing to their performance effectiveness, low electricity consumption, and advanced technological features. Increasing penetration of low-budget residential water purifiers is likely to stimulate global demand during the coming years.

The offline segment dominated the market and held a revenue share of above 67.1% in 2022. Consumers are more likely to purchase water purifiers from offline stores in the US. Numerous purifying technologies and designs are displayed in conferences, exhibitions, and events conducted by the water organization and water treatment trade shows.

The U.S. accounted for the largest revenue share of more than 65.2% in 2022. In North America, the primary markets for home water filtration are U.S, Canada, and Mexico. Hard water results in scaling due to the presence of minerals. This piles up on the inner surfaces of the pipeline, thereby clogging the plumbing and pipes in the appliance. Consumers are therefore increasingly investing in water filtration units to reduce electrical costs associated with hard water storage and filtration

To meet the rising product demand and set trends manufacturing companies focus on product innovations. Strategic initiatives such as mergers and acquisitions help key players to gain a foothold in developing economies.

North America Home Water Filtration Unit Market Report Highlights

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