

# **Rainwater Harvesting Market Report by Harvesting Method (Above Ground, Underground), End-User (Commercial, Residential, Industrial), and Region 2024-2032**

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## **Abstracts**

The global rainwater harvesting market size reached US\$ 1,541 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2,275 Million by 2032, exhibiting a growth rate (CAGR) of 4.3% during 2024-2032. The increasing emphasis on eco-friendly practices, favorable government regulations and incentives encouraging water conservation, and escalating demand for alternative water sources are some of the major factors propelling the market.

Rainwater harvesting is a sustainable water management practice that involves collecting and storing rainwater from rooftops, surfaces, or catchment areas for later use. This method helps alleviate water scarcity by capturing and utilizing rainwater for various non-potable purposes, such as landscape irrigation, toilet flushing, and industrial processes. Rainwater is typically stored in tanks, cisterns, and underground reservoirs, and can reduce the dependence on traditional water sources, minimize runoff and erosion, and contribute to a more resilient and self-reliant water supply system, especially in regions prone to water shortages or with limited access to clean water.

The rising adoption of rainwater harvesting systems as a sustainable solution for conserving water resources due to the increasing concerns about water scarcity and the depletion of traditional water sources will stimulate the growth of the rainwater harvesting market during the forecast period. Moreover, several favorable government policies and regulations promoting water conservation and sustainable practices, encouraging residential, commercial, and industrial entities to integrate rainwater

harvesting into their water management strategies is propelling the market growth. Additionally, the growing awareness about the environmental impact and the desire for eco-friendly practices have augmented the demand for rainwater harvesting systems that decrease strain on local water supplies and minimize the burden on wastewater treatment plants. Besides this, the escalating potential for cost savings on water bills, especially in regions with high water costs, has accelerated the product adoption rate, thereby contributing to the market growth.

#### Rainwater Harvesting Market Trends/Drivers:

##### Rise in water scarcity concerns across the globe

The global water crisis, exacerbated by factors such as population growth, rapid urbanization, and climate change, underlines the pressing need for sustainable water management solutions. Rainwater harvesting emerges as a proactive approach to address water scarcity challenges. By capturing and utilizing rainwater, this practice reduces the reliance on conventional water sources, offering an alternative water supply for non-potable applications like irrigation, sanitation, and industrial processes. As regions face declining water reserves and increasing competition for water resources, rainwater harvesting provides a valuable means to augment available water supplies, promote efficient water use, and ultimately alleviate pressure on strained water networks.

##### Increase in regulatory support and incentives

Governments and municipalities worldwide are recognizing the significance of rainwater harvesting in achieving water conservation targets and promoting environmentally responsible practices. This recognition has led to the implementation of regulations that require or incentivize rainwater harvesting system integration in various sectors. Financial incentives, tax breaks, and rebates for rainwater harvesting system installations encourage individuals and businesses to adopt this practice, fostering market growth. Moreover, the need for compliance with stricter water regulations and sustainability certifications further accelerates the adoption of rainwater harvesting systems, positioning them as integral components of a forward-thinking water management strategy.

##### Rapid urbanization and infrastructure development

With the elevating levels of urbanization and climate-related risks, the concept of urban resilience has gained prominence globally. Rainwater harvesting contributes to this

resilience by enhancing a city's ability to withstand water-related challenges such as flooding, water quality issues, and supply disruptions. By integrating rainwater harvesting into green infrastructure designs, sustainable building projects, and flood management plans, cities can effectively manage stormwater runoff, replenish local aquifers, and reduce the strain on centralized drainage systems. This dual-purpose approach addresses water-related vulnerabilities and transforms rainwater from a potential problem into a valuable resource that strengthens urban sustainability and long-term resilience.

#### Rainwater Harvesting Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global rainwater harvesting market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on harvesting method and end-user.

#### Breakup by Harvesting Method:

Above Ground

Underground

Above ground represents the most widely used method of harvesting

The report has provided a detailed breakup and analysis of the market based on the harvesting method. This includes above ground and underground. According to the report, above ground represented the largest segment.

The above-ground rainwater harvesting method is gaining immense traction due to its simplicity, accessibility, and cost-effectiveness. This method involves the installation of catchment systems such as rooftop gutters, downspouts, and storage tanks that are situated above the ground surface. These systems are relatively easy to implement and require minimal modifications to existing infrastructure, making them attractive options for both residential and commercial properties. The visible nature of above-ground systems also fosters awareness and encourages higher product adoption rates among consumers.

Additionally, their versatility in various geographic locations, coupled with lower installation and maintenance costs compared to underground alternatives, positions above-ground rainwater harvesting systems as an accessible entry point for individuals, communities, and businesses aiming to embrace sustainable water practices while

contributing to the overall growth of the rainwater harvesting market.

#### Breakup by End-User:

Commercial

Residential

Industrial

Commercial sector holds the largest share in the market

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes commercial, residential, and industrial. According to the report, commercial sector accounted for the largest market share.

The main factors that are driving the growth of the commercial segment include its potential for impactful water savings and sustainability initiatives. Businesses across numerous industries, including hospitality, manufacturing, and offices, are increasingly recognizing the economic and environmental benefits of rainwater harvesting. Commercial properties often have substantial roof areas and water demands, making them ideal candidates for large-scale rainwater collection. By integrating rainwater harvesting systems, commercial establishments can reduce reliance on municipal water supplies, thereby lowering water bills and operating costs.

Moreover, the adoption of sustainable practices like rainwater harvesting aligns with corporate social responsibility goals, enhancing brand reputation and attracting environmentally conscious consumers. Therefore, the rising influence of the commercial sector that amplifies awareness and adoption of rainwater harvesting, is propelling the market growth.

#### Breakup by Region:

North America

Asia Pacific

Europe

Middle East and Africa

Latin America

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Asia Pacific, Europe, Middle East and Africa and Latin America. According to the report, North America accounted for the largest market share.

North America held the biggest share in the market since the region has diverse climate patterns, including water scarcity concerns in arid areas and higher instances of intense rainfall events, which has accelerated the adoption of rainwater harvesting. Additionally, the rising environmental awareness and sustainable practices in North America prompt the residential, commercial, and industrial sectors to seek alternative water solutions, thereby propelling the market growth. Government incentives and regulations further stimulate the market growth, as various states and municipalities across the region offer rebates and mandates for rainwater harvesting system installations.

Moreover, the rapid growth of the construction industry and the shifting trend toward green building standards encourage the incorporation of rainwater harvesting into new projects, thus contributing to market growth. North America's proactive approach to water conservation, coupled with its robust market infrastructure, fosters innovation and expansion in the rainwater harvesting market, fueling its growth in the region.

#### Competitive Landscape:

Key players in the rainwater harvesting market are driving innovation through advanced technologies and solutions. Recent innovations include the integration of Internet of Things (IoT) sensors and smart monitoring systems into rainwater harvesting setups, enabling real-time data collection on water quality, storage levels, and system performance. Additionally, some players are developing modular and scalable rainwater harvesting systems tailored to diverse applications, from residential to industrial, providing flexibility and ease of installation. Furthermore, the rising collaborative efforts between rainwater harvesting providers and digital platforms offer online tools for system design, estimating water savings, and facilitating informed decision-making. Such innovations collectively enhance the efficiency, accessibility, and appeal of rainwater harvesting solutions in the market. We also expect the market to witness new entrants, consolidation of product portfolios, and a rise in strategic partnerships and collaborations among key players to drive healthy competition within the rainwater harvesting domain during the forecast period.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Kingspan Group

Watts Water Technologies, Inc.

Graf Group

WISY AG

Innovative Water Solutions LLC

D&D Ecotech Services

Rain Harvesting Supplies, Inc.

Water Field Technologies Pvt. Ltd

Stormsaver

Climate Inc

Water Harvesters

Heritage Tanks

Recent Developments:

In August 2020, Kingspan's Rokietnica plant in Poland installed rainwater harvesting. Up to this point, the team has successfully completed the installation of a substantial 20,000-liter rainwater collection tank. By constructing rainwater collecting systems, the company aims to accumulate a staggering 100 million liters of rainwater by the year 2030, thereby demonstrating a resolute commitment to responsible water resource management and a greener, more sustainable future.

In March 2021, Watts Water Technologies Inc. played a pivotal role in the establishment of an inclusive water system designed to provide clean and potable water to the inhabitants of a Vietnamese city. This transformative initiative received substantial backing from the company, underscoring their dedication to impactful corporate social responsibility. Collaboratively joining forces with the Planet Water Foundation, this partnership has enabled the creation of a potent solution to address the water needs of the affected region.

In August 2022, GRAF Group, a distinguished expert in sustainable water management, inaugurated its new facility in Neuried (Ortenaukreis). This establishment signifies the strategic expansion of this family-owned enterprise based in southern Baden. The plant's operations encompass the manufacturing of various products, notably sizeable containers designed for rainwater storage. This noteworthy initiative is a direct response to the surging demand prompted by the pressing realities of climate change. The growing emphasis on environmental stewardship and water conservation has led to an escalating need for such solutions.

## Key Questions Answered in This Report

### 1. What was the size of the global rainwater harvesting market in 2023?

2. What is the expected growth rate of the global rainwater harvesting market during 2024-2032?
3. What are the key factors driving the global rainwater harvesting market?
4. What has been the impact of COVID-19 on the global rainwater harvesting market?
5. What is the breakup of the global rainwater harvesting market based on the harvesting method?
6. What is the breakup of the global rainwater harvesting market based on the end-user?
7. What are the key regions in the global rainwater harvesting market?
8. Who are the key players/companies in the global rainwater harvesting market?



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