

Growth opportunities for water treatment chemicals market by end-use industry (municipal, power generation, pulp and paper, oil and gas, metal and mining, food and beverages, chemical processing, others), product type (coagulants and flocculants, corrosion inhibitors, scale inhibitors, biocides, pH stabilizers, foam control, others), and region 2016-2021: Trends, Forecast, and Opportunity Analysis, July 2016

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Abstracts

According to a new market report published by Lucintel, the future of the water treatment chemicals market looks good with opportunities in the oil & gas, power generation, metal & mining, and food & beverages segments. The global water treatment chemical market is expected to reach an estimated \$32.8 billion by 2021 with a CAGR of 3.4% from 2016 to 2021. The major drivers of growth for this market are improving water quality standard and increasing demand for clean water.

In this market, coagulants & flocculants, foam control, and scale inhibitors are the major product types. On the basis of its comprehensive research, Lucintel predicts that the demand for coagulants & flocculants water treatment chemicals is likely to experience the highest growth in the forecast period supported by stringent regulations in water quality and growing demand for clean water.

Within the water treatment chemicals market, the municipal segment is expected to remain as the largest market by value and volume. Depleting fresh water reserves and clean water demand in municipal applications which would spur growth for this segment

over the forecast period. Asia Pacific is expected to remain the largest market due to rapid economic growth, growing population along with urbanization, and industrialization. Asia Pacific and the rest of the world are expected to witness good growth over the forecast period because of growing demand for water treatment chemicals in oil and gas, power generation, and other end user sectors and growing awareness among manufacturers and consumers regarding the toxic effects of discharged and untreated wastewater in environment.

For business expansion, the report suggests innovation and new product development to enhanced performance with low loading level of water treatment chemicals and low environmental impact. The report further suggests the development of partnerships with customers to create win-win situations and development of low-cost solutions for the end user.

Emerging trends, which have a direct impact on the dynamics of the industry, include the municipal and industrial consumer's initiative towards the zero water discharge and long-term sustainable water treatment chemicals. Nalco-Ecolab, Danaher (Chemtreat), Kemira, BASF SE, and Kurita Water Industries Ltd. are among the major suppliers of the water treatment chemicals. Some companies are opting for M&A as a strategic initiative for driving growth.

Lucintel, a leading global strategic consulting and market research firm, has analyzed growth opportunities for the global water treatment chemicals market by end-use industry, product type, and region has come up with a comprehensive research report, "Growth Opportunities for the Global Water Treatment Chemicals Market 2016-2021: Trends, Forecast, and Opportunity Analysis." The Lucintel report serves as a spring board for growth strategy as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes a forecast for the global water treatment chemicals market by end-use industry, product type, and region as follows:

By end-use industry [Volume (M lbs / Kilotons) and \$M shipment analysis for 2010 – 2021]:

Municipal

Power Generation

Pulp and Paper

Oil and Gas

Metal and Mining

Food and Beverages

Chemical Processing

Others

By product type [Volume (M lbs. / Kilotons) and \$M shipment analysis for 2010 – 2021]:

Coagulants and Flocculants

Corrosion Inhibitors

Scale Inhibitors

Biocides

pH Stabilizers

Foam Control

Others

By region [Volume (M lbs. / Kilotons) and \$M shipment analysis for 2010 – 2021]:

North America

Europe

Asia Pacific

Rest of World

This report answers following 11 key questions:

- Q.1: What are some of the potential, high-growth opportunities for global water treatment chemicals market by product types, end-use industry, and regions?
- Q.2: Which segments will grow at a faster pace and why?
- Q.3: Which regions will grow at a faster pace and why?
- Q.4: What are the key factors affecting market dynamics? What are the drivers and challenges of the market?
- Q.5: What are the business risks and threats to the market?
- Q.6: What are emerging trends in this market and reasons behind them?
- Q.7: What are some changing demands of customers in the market?
- Q.8: What are the new developments in the market? Which companies are leading these developments?
- Q.9: Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
- Q.10: What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via materials / product substitution
- Q.11: What are M & A activities in the last 5 years in this market? What reasons can be attributed to these activities and how have they impacted the industry?

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

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