

# Swimming Pool Equipment and Maintenance Products, 2nd Edition

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## Abstracts

The U.S. market for swimming pool equipment and maintenance products includes liners, covers, heaters, filters, pumps, chemicals, lighting, cleaners, sweepers, vacuums, automated systems, controllers and safety equipment. Sales of these products in the United States have followed closely those of swimming pool sales. There are some discrepancies in the level and direction of growth between market segments; however, due to a variety of driving and inhibitory factors.

The U.S. market for swimming pool equipment and maintenance products was valued at over \$3.4 Billion in 2011. Although the market has not shown much growth over the past few years, SBI Energy expects sales will pick up a little in 2012 and by 2021 projects the market will have nearly doubled in value. Products associated with residential above-ground pools will likely experience the most growth, as these more economical pools are increasingly being chosen over their more costly counterparts.

With the recent recession, the United States has had to face its share of economic challenges; less money has been spent on luxuries, while consumers have had to spend more on necessities. Swimming pool sales have been affected, along with pool equipment and maintenance products. Commercial, public pools across the country have closed and construction of residential in-ground pools has slowed. Although the swimming pool market has suffered some, it is expected to slowly recover, as Americans resume their spending and as a variety of other factors come into play.

One factor fertilizing the market is America's heightened interest in fitness; in the past 20 years, the percentage of athletic club members has nearly doubled and this trend is expected to continue. Swimming pools are often part of the fitness equation – especially for baby boomers and the elderly looking for a low-impact gentle workout. Individuals in

need of a convenient place to exercise have helped to spur a demand for more apartment complexes, retirement centers, schools and other types of residential and community facilities, which sport gyms as well as swimming pools.

In order to save energy and support a healthy environment many consumers are looking to go green by installing solar powered pumps and heaters for their swimming pools. Solar power is especially suitable for swimming pools, as the majority of pools are located where there is plenty of sunshine. In response to consumer demand, researchers and developers are improving solar power technologies for swimming pools, already-existing companies are expanding their product lines into the solar realm and new companies dedicated solely to solar-power products for swimming pools are opening their doors.

The U.S. Market for Swimming Pool Equipment and Maintenance Products contains comprehensive historical data (2007-2011) and forecast data (2012-2021) for swimming pools and various pool equipment and maintenance products. This report identifies key trends and factors (such as the regulatory scene, new technologies, employment opportunities and economic drivers and challenges), which affect the size and direction of market growth in the United States. Profiles of more than one dozen major – or simply interesting – companies involved in the industry are also included in this report.

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

Scope of Report

Methodology

Introduction

The Evolution of the 'Swimming Pool'

In-ground Pools

Table 1-1 Approximate Costs of In-Ground Pools

Above-ground Pools

Market Size and Growth

Swimming Pool Equipment and Maintenance Products Market

Nearly 10 Million Swimming Pools in the United States in 2011

Figure 1-1 Total Swimming Pools in the U.S., Quantity, in Thousands (2007-2011)

U.S. Swimming Pool Market Valued at \$7.07 Billion in 2011

Figure 1-2 Total Value of the U.S. Swimming Pool Market, In Billion Dollars  
(2007-2011)

Equipment & Maintenance Products Valued Over \$3.4 Billion

About 17.4 Million Swimming Pools in the U.S. in 2021

Figure 1-3 Total Value of Swimming Pool Equipment and Maintenance Products in the  
U.S. In Million Dollars (2007-2011)

Figure 1-4 Total Projected Swimming Pools in the U.S., Quantity, in Thousands  
(2011-2021)

Total U.S. Swimming Pool Market Valued at \$10.73 Billion in 2021

Figure 1-5 Total Projected Value of the U.S. Swimming Pool Market, In Billion Dollars  
(2011-2021)

Equipment & Maintenance Products Valued Over \$6.1 Billion

Figure 1-6 Projected Value of Swimming Pool Equipment and Maintenance Products  
in the U.S. In Million Dollars (2011-2021)

California Lays Claim on Equipment and Maintenance Market

Figure 1-7 Swimming Pool Equipment and Maintenance Products in the U.S., Dollar  
Value, Top Twelve States , In Millions (2011)

Factors in Market Size and Growth

Pool and Pool Product Sales Seasonal

Economic Woes Weigh Heavily on Commercial Swimming Pools

Fitness Regimes Becoming More Commonplace

Proper Maintenance and Repair May Be Costly, but Is Necessary

Push for Eco-friendly Pool Equipment & Maintenance Products

Energy Efficient Equipment and Maintenance Products for Pools  
Technological Innovations and Schemes  
New Technologies for Swimming Pool Products Pour Forth  
Salt Systems Reduce Need for Harmful Chemicals  
Ozone Technology Is Effective Bacteria Killer  
Sonic Wave Technology Cleans Pools  
Architectural Membranes for Year-round Outdoor Pools  
Employment Opportunities  
Wide Range of Jobs in Pool Equipment and Maintenance Market  
472,013 Employed in Swimming Pool Products Market in 2011  
Close to 634,859 in Swimming Pool Products Market in 2021  
Figure 1-8 Employees in Swimming Pool Equipment and Maintenance Products  
Market (2007-2011)  
Figure 1-9 Employees in Swimming Pool Equipment and Maintenance Products  
Market (2011-2021)

## **CHAPTER 2 INTRODUCTION**

The Evolution of the 'Swimming Pool'  
A Glimpse Outside the U.S.  
Table 2-1 Approximate Costs of In-Ground Pools  
In-ground Pools  
Above-ground Pools  
Vinyl Liners  
Pumps  
Filters  
Heaters  
Table 2-2 Pool Heater Pump Costs  
Sweepers and Vacuums  
Controllers & Other Automated Systems  
Chemical Products  
Lighting  
Pool Covers  
Alarms  
Leak Detection Equipment  
Safety Equipment  
Pool Insurance  
Pool Cleaning and Maintenance Services

## CHAPTER 3 MARKET SIZE & GROWTH

Swimming Pool Equipment and Maintenance Products Market

Nearly 10 Million Swimming Pools in the United States in 2011

Residential In-ground Pools Claim More than Half of Market

Figure 3-1 Total Swimming Pools in the U.S., Quantity, in Thousands (2007-2011)

Figure 3-2 Total Residential In-ground Swimming Pools in the U.S. Quantity, in Thousands (2007-2011)

Almost 4.24 Million Residential Above-ground Pools in 2011

Over 278,000 Commercial Swimming Pools in 2011 in the U.S.

Figure 3-3 Total Residential Above-ground Swimming Pools in the U.S. Quantity, in Thousands (2007-2011)

Figure 3-4 Total Commercial Swimming Pools in the U.S. Quantity, In Thousands (2007-2011)

Residential Above-ground Swimming Pools Dominate Market

Figure 3-5 Total Swimming Pool Market Volume in the U.S. % Share, by Pool Type In Quantity (2007)

Figure 3-6 Total Swimming Pool Market Volume in the U.S. % Share, by Pool Type In Quantity (2011)

U.S. Swimming Pool Market Valued at \$7.07 Billion in 2011

Figure 3-7 Total Value of the U.S. Swimming Pool Market In Billion Dollars (2007-2011)

Residential In-ground Swimming Pools Valued at \$3.52 Billion

Figure 3-8 Total Value of the Residential In-ground Swimming Pool Market in the U.S. In Billion Dollars (2007-2011)

Figure 3-9 Total Value of the Above-Ground Swimming Pool Market in the U.S. In Billion Dollars (2007-2011)

Above-ground Residential Pools Valued at \$.54 Billion in 2011

Commercial Swimming Pools Valued at \$3.01 Billion in 2011

Figure 3-10 Total Value of the Commercial Swimming Pool Market in the U.S. In Billion Dollars (2007-2011)

Swimming Pool Market Value Share Shifts Slightly in 2011

Figure 3-11 Total Swimming Pool Market Value % Share, By Pool Type In Dollars (2007)

Figure 3-12 Total Swimming Pool Market Value % Share, by Pool Type In Dollars (2011)

Figure 3-13 Total Value of Swimming Pool Equipment and Maintenance Products in the U.S. In Million Dollars (2007-2011)

Equipment & Maintenance Products Valued Over \$3.4 Billion

Liners and Covers Valued at \$202.3 Million in 2011

Figure 3-14 Total Value of Swimming Pool Liners and Covers in the U.S. In Million Dollars (2007-2011)

Figure 3-15 Total Value of Swimming Pool Pumps and Filters in the U.S. In Million Dollars (2007-2011)

Swimming Pool Pumps & Filters Valued at More than \$1.8 Billion

Electric Swimming Pool Heaters Valued at \$154.3 Million in 2011

Figure 3-16 Total Value of Electric Swimming Pool Heaters in the U.S. In Million Dollars (2007-2011)

Solar Power Heating Equipment Valued at \$78,033 in 2011

Figure 3-17 Total Value of Solar Power Heating Equipment for Swimming Pools in the U.S. In Dollars (2007-2011)

Swimming Pool Chemical Products Valued at \$960 Million

Figure 3-18 Total Value of Swimming Pool Chemical Products in the U.S. Including Green Chemicals In Million Dollars (2007-2011)

Figure 3-19 Total Value of Swimming Pool Sweepers and Vacuums in the U.S. In Million Dollars (2007-2011)

Swimming Pool Sweepers and Vacuums Valued Over \$99 Million

Swimming Pool Lighting Valued at Nearly \$26 Million in 2011

Figure 3-20 Total Value of Swimming Pool Lighting in the U.S. In Million Dollars (2007-2011)

Pool Controllers & Automated Systems Reach \$61.72 Million

Figure 3-21 Total Value of Swimming Pool Controllers and Automated Systems in the U.S. In Million Dollars (2007-2011)

About 17.4 Million Swimming Pools in the U.S. in 2021

Figure 3-22 Total Projected Swimming Pools in the U.S. Quantity, in Thousands (2011-2021)

Figure 3-23 Total Number of Projected In-ground Residential Swimming Pools in the U.S. Quantity, in Thousands (2011-2021)

Over 9,157,000 Residential In-ground Swimming Pools in 2021

Over 7.9 Million Residential Above-ground Pools in 2021

About 348 Thousand Commercial Pools in the U.S. in 2021

Figure 3-24 Total Projected Above-ground Residential Swimming Pools in the U.S. Quantity, in Thousands (2011-2021)

Figure 3-25 Total Projected Commercial Swimming Pools in the U.S. Quantity, in Thousands (2011-2021)

Residential Above-Ground Swimming Pools Gain Share by 2021

Figure 3-26 Total Swimming Pool Market Volume in the U.S. % Share, by Pool Type In Quantity (2011)



Figure 3-27 Total Swimming Pool Market Volume in the U.S. % Share, by Pool Type In Quantity (2016)

Figure 3-28 Total Swimming Pool Market Volume in the U.S. % Share, by Pool Type In Quantity (2021)

Total U.S. Swimming Pool Market Valued at \$10.73 Billion in 2021

Figure 3-29 Total Projected Value of the U.S. Swimming Pool Market In Billion Dollars (2011-2021)

Value of In-ground Swimming Pools Nears \$6 Billion in 2021

Figure 3-30 Total Projected Value of Residential In-ground Swimming Pools in the U.S. In Billion Dollars (2011-2021)

Value of Above-ground Swimming Pools Rests at \$.98 Billion

Figure 3-31 Total Projected Value of Above-ground Swimming Pools in the U.S. In Billion Dollars (2011-2021)

Figure 3-32 Total Projected Value of Commercial Swimming Pools in the U.S. In Billion Dollars (2011-2021)

Value of Commercial Swimming Pools Nears \$3.8 Billion in 2021

Market Share Values Slip and Slide by 2021

Figure 3-33 Total Projected U.S. Swimming Pool Market Value % Share, By Pool Type In Dollars (2011)

Figure 3-34 Total Projected U.S. Swimming Pool Market Value % Share, by Pool Type In Dollars (2016)

Figure 3-35 Total Projected U.S. Swimming Pool Market Value % Share, by Pool Type In Dollars (2021)

Equipment & Maintenance Products Valued Over \$6.1 Billion

Figure 3-36 Projected Value of Swimming Pool Equipment and Maintenance Products in the U.S. In Million Dollars (2011-2021)

Figure 3-37 Total Projected Value of Swimming Pool Liners and Covers in the U.S. In Million Dollars (2011-2021)

Swimming Pool Liners & Covers Valued at \$372.6 Million in 2021

Pumps and Filters Valued Over \$3.2 Billion in 2021

Figure 3-38 Total Projected Value of Swimming Pool Pumps and Filters in the U.S. In Million Dollars (2011-2021)

Figure 3-39 Total Projected Value of Electric Swimming Pool Heaters in the U.S. In Million Dollars (2011-2021)

Electric Swimming Pool Heaters Valued at Almost \$220 Million

Solar Power Heating Equipment Valued at \$99,268 in 2021

Figure 3-40 Total Value of Solar Power Heating Equipment for Swimming Pools in the U.S. In Dollars (2011-2021)

Swimming Pool Chemical Products Valued at Nearly \$1.7 Billion

Figure 3-41 Total Value of Swimming Pool Chemical Products in the U.S., Including Green Chemicals In Million Dollars (2011-2021)

Figure 3-42 Total Projected Value of Swimming Pool Sweepers & Vacuums in the U.S. In Million Dollars (2011-2021)

Pool Sweepers & Vacuums Valued Close to \$214 Million

Swimming Pool Lighting Valued Close to \$52 Million in 2021

Figure 3-43 Total Projected Value of Swimming Pool Lighting in the U.S. In Million Dollars (2011-2021)

Value of Controllers & Automated Systems Over \$134 Million

Figure 3-44 Total Projected Value of Swimming Pool Controllers & Automated Systems in the U.S. In Million Dollars (2011-2021)

California Holds the Majority Share of Swimming Pools

Figure 3-45 Swimming Pools in the U.S. Top Twelve States Quantity, in Thousands (2011)

Table 3-1 Number of Swimming Pools in the U.S. Quantity, by State/District (2011)

Figure 3-46 Swimming Pools in the U.S. Top Twelve States Market Value, In Million Dollars (2011)

California Holds the Majority Share of Swimming Pool Value

Table 3-2 Swimming Pools in the U.S. By State/District In Thousand Dollars (2011)

California Lays Claim on Equipment and Maintenance Market

Figure 3-47 Swimming Pool Equipment and Maintenance Products in the U.S. Dollar Value, Top Twelve States In Millions (2011)

Table 3-3 Value of Swimming Pool Equipment and Maintenance Market in the U.S. Dollar Value, by State/District In Thousands (2011)

Figure 3-48 Swimming Pool Equipment and Maintenance Market % Share, Top Twelve States In Dollar Value (2011)

Pool Cleaning & Maintenance Services Valued About \$2 Billion

Figure 3-49 Value of Swimming Pool Cleaning and Maintenance Services in the U.S. In Million Dollars (2007-2011)

Figure 3-50 Value of Swimming Pool Cleaning and Maintenance Services in the U.S. In Million Dollars (2011-2021)

## **CHAPTER 4 FACTORS IN MARKET SIZE & GROWTH**

Pool and Pool Product Sales Seasonal

Regional Factors Steer Pool and Pool Product Sales

Small Residential In-ground Pools Becoming More Popular

Economic Woes Weigh Heavily on Commercial Swimming Pools

Fine Balance of Operating Costs and Income for Public Pools



Above-ground Pools Sought for Vacationing in the Backyard  
Water Shortages Incite Strict Restrictions in Some Regions  
Fitness Regimes Becoming More Commonplace  
Pool Safety Products of Great Importance  
Proper Maintenance and Repair May Be Costly, but Is Necessary  
Swimming Pool Chemicals Can Be Dangerous  
Pools Easily Damaged by Floods  
Push for Eco-friendly Pool Equipment & Maintenance Products  
Energy Efficient Equipment and Maintenance Products for Pools  
Solar Pool Heating Huge; at Least in Some States  
Robotic Cleaners Becoming More Popular  
Water Pollution Spurs Interest in Swimming Pools  
Tight Regulations Hurting Commercial Pool Market  
Pool Refurbishment and Repair Can Be Costly  
Pools Not Always Considered Desirable  
Associations, Trade Publications and Online Resources

## **Chapter 5 Technological Schemes and Innovations**

New Technologies for Swimming Pool Products Pour Forth  
Polaris 9300 Sport Robotic In-Ground Cleaner  
Dirt Devil's Pool Cleaner Relies on Unifram™ Technology  
E-ZEE Flow Indirect Pool Heater  
Solar Powered Pool Water Purifier Cuts Chlorine Usage  
Magni-Clear Solar Pool Covers Extend Swim Season  
Aluminum EZ Panel Pool™ Easily Erected  
SRS® Chlorine Generator Transforms Salt into Chlorine  
Water Purification Using Nano-Catalytic Micro Electrolysis  
Creative Water Solutions Serious about Being Green  
TechnoPure's Chlorine-free System  
'Liquid' Solar Blankets  
Mineral Pool Systems  
SolidPOOL Modular Blocks Ease Pool Construction  
Spool: Hybrid Hot Tub and Pool  
Salt Systems Reduce Need for Harmful Chemicals  
Residential Heating and Cooling Systems Use Pool Water  
Ozone Technology Is Effective Bacteria Killer  
Sonic Wave Technology Cleans Pools  
Architectural Membranes for Year-round Outdoor Pools

Crematorium to Heat Public Swimming Pool  
Pool Heated by Nearby Arena's Ice Compressors

## **CHAPTER 6 EMPLOYMENT OPPORTUNITIES**

Wide Range of Jobs in Pool Equipment and Maintenance Market

472,013 Employed in Swimming Pool Products Market in 2011

Figure 6-1 Employees in Swimming Pool Equipment and Maintenance Products Market (2007-2011)

Close to 634,859 in Swimming Pool Products Market in 2021

Figure 6-2 Employees in Swimming Pool Equipment and Maintenance Products Market (2011-2021)

Wide Range of Experience and Salary in Pool Products Market

Table 6-1 Job Earnings and Educational Requirements: For the Swimming Pool Equipment and Maintenance Products Market, By Occupation

Many Job Openings Posted on Company Websites

Job Openings Posted on Job Websites

NSPF Offers Training and Scholarships

Aquatherm Offers Scholarships Totaling \$16,000

## **CHAPTER 7 COMPANY PROFILES**

America's Swimming Pool Co.

Table 7-1 America's Swimming Pool Co. Profile

Corporate Overview

ASP Franchises Golden

Anthony & Sylvan Pool Corp.

Table 7-2 Anthony & Sylvan Pool Corp. Profile

Corporate Overview

A&S Products & Services

Aquatherm Industries, Inc.

Table 7-3 Aquatherm Industries, Inc. Profile

Corporate Overview

Aquatherm Polar Heating System

Aquatherm Installs One of Largest Solar Power Pool Heating Systems

Del Ozone Holding Company, Inc.

Table 7-4 Del Ozone Holding Company, Inc. Profile

Corporate Overview

DEL's Ozone Sanitation Systems

## DEL Ozone Installations

### Hayward Industries, Inc.

#### Table 7-5 Hayward Industries, Inc. Profile

##### Corporate Overview

##### Hayward Products

##### Hayward Featured on Designing Spaces

##### “Beat the Heat” Campaign Awards Rebates for High Temperatures

##### Hayward Donates \$1 Million in Product for Virginia Graeme Safety Act

##### “PoolSide Stars Video Contest” Open to Facebook Fans

### King Technology, Inc.

#### Table 7-6 King Technology, Inc. Profile

##### Corporate Overview

##### King Tech Products

### Leslie’s Poolmart, Inc.

#### Table 7-7 Leslie’s Poolmart, Inc. Profile

##### Corporate Overview

##### Leslie’s Products

##### Leslie’s Expands

##### Leslie’s Sponsors Golf Tournament

### Pc Pools

#### Table 7-8 Pc Pools Profile

##### Company Overview

##### Pc Pools’ New Grand Entrance Pool Step

##### Pc Pools Has Focus on On-line Security

### Pentair Water Pool and Spa, Inc.

#### Table 7-9 Pentair Water Pool and Spa, Inc. Profile

##### Company Overview

##### Pentair’s Focus on Green Products

### Pool Corp.

#### Table 7-10 Pool Corp. Profile

##### Corporate Overview

##### Pool Corp. Products

##### Pool Corp. Financial Overview

### PoolGear Plus

#### Table 7-11 PoolGear Plus Profile

##### Company Overview

##### Poseidon Technologies, Inc.

#### Table 7-12 Poseidon Technologies, Inc. Profile

##### Corporate Overview

**Poseidon's Life-saving Products****Glimpse of Poseidon's Financials****Precision Pool Care LLC****Table 7-13 Precision Pool Care LLC Profile****Company Overview****Raypak, Inc.****Table 7-14 Raypak, Inc. Profile****Corporate Overview****Raypak Products****Reliable Pool Solutions, Inc.****Table 7-15 Reliable Pool Solutions, Inc. Profile****Company Overview****Waterco USA, Inc.****Table 7-16 Waterco USA, Inc. Profile****Corporate Overview****Waterco's Products****Waterco Financial Profile****Waterco Wins Awards****Zodiac Pool Systems, Inc.****Table 7-17 Zodiac Pool Systems, Inc. Profile****Company Overview****Zodiac Products****Zodiac Creates Spanish Website****Zodiac Uses Facebook for its "Dive in and Win" Sweepstakes****Zodiac Launches Massive Advertising Campaign**

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