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Point-of-Use Water Treatment Systems Market Forecasts to 2032 – Global Analysis By Device Type (Countertop Units, Under-the-Sink Filters, Faucet-Mounted Filters, Pitcher Filters and Other Device Types), Technology (Core Treatment Technologies and Filtration & Disinfection Technologies), Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Point-of-Use Water Treatment Systems Market is accounted for $26.6 billion in 2025 and is expected to reach $51.3 billion by 2032 growing at a CAGR of 9.8% during the forecast period. Point-of-use (POU) water treatment systems are devices installed at specific water outlets, such as kitchen sinks or faucets, to purify water at the point of consumption. They remove contaminants like bacteria, viruses, sediments, and chemicals, ensuring safe and clean drinking water. Common types include filters, reverse osmosis units, and UV purifiers. POU systems are ideal for households seeking localized water purification, offering a cost-effective, convenient solution without treating the entire water supply.

According to the World Health Organization’s 2023 report, about 505,000 people are estimated to die from diarrhea each year due to contaminated drinking water.

Market Dynamics:

Driver:

Rising concerns over drinking water quality

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Increasing water contamination from industrial discharge, agricultural runoff, and urbanization has heightened public awareness about the dangers of consuming untreated water. Harmful contaminants such as microbial pathogens, heavy metals, and persistent organic pollutants are frequently detected in municipal and well water supplies, prompting consumers to seek reliable purification solutions. Furthermore, as health consciousness grows and regulatory bodies tighten water safety standards, the demand for advanced point-of-use systems continues to escalate.

Restraint:

Lack of awareness in rural areas

Many rural communities remain uninformed about the health risks associated with untreated water and the benefits of modern water purification technologies. Additionally, limited access to information, low literacy rates, and insufficient government outreach hinder the adoption of these systems. The perception of high initial costs and the absence of basic infrastructure further discourage investment in water treatment solutions. As a result, market penetration in rural regions lags behind urban areas, restricting the overall growth potential of the industry.

Opportunity:

Integration of smart features

Technological advancements have enabled the development of connected devices equipped with real-time monitoring, automated maintenance alerts, and remote control via mobile applications. These smart systems enhance user convenience, ensure optimal performance, and provide valuable data on water quality and system health. Moreover, as consumers increasingly adopt smart home technologies, the demand for intelligent water treatment solutions is expected to surge.

Threat:

Low-cost counterfeit products

Low-cost counterfeit products pose a significant threat to the point-of-use water treatment systems market. These substandard imitations often fail to meet safety and quality standards, potentially exposing users to health risks and undermining consumer trust in reputable brands. The proliferation of counterfeit units, especially in price-

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sensitive markets, can erode the market share of established companies and damage the industry's reputation. Additionally, inconsistent regulatory enforcement and limited consumer awareness about product authenticity exacerbate the challenge.

Covid-19 Impact:

The Covid-19 pandemic had a notable impact on the point-of-use water treatment systems market. While the industry was classified as essential and thus less affected than many others, it still faced significant operational disruptions. Lockdowns and movement restrictions led to supply chain interruptions, delayed orders, and reduced sales growth, particularly during the early quarters of the pandemic. However, heightened awareness of health and hygiene reinforced the importance of safe drinking water, partially offsetting the negative effects and supporting a gradual recovery as restrictions eased.

The countertop units segment is expected to be the largest during the forecast period

The countertop units segment is expected to account for the largest market share during the forecast period. These units are favored for their ease of installation, minimal maintenance requirements, and effective contaminant removal capabilities. Utilizing technologies such as reverse osmosis and activated carbon filtration, countertop units efficiently reduce bacteria, chlorine, heavy metals, and other impurities. Moreover, their ability to deliver treated water directly at the point of use without frequent filter changes makes them especially attractive for residential consumers seeking convenience and reliability.

The online stores segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online stores segment is predicted to witness the highest growth rate. The increasing penetration of e-commerce platforms, coupled with the convenience of comparing products and accessing a wider variety of brands, is driving this trend. Additionally, online channels often offer competitive pricing, user reviews, and doorstep delivery, making them the preferred choice for tech-savvy and urban consumers. Furthermore, the Covid-19 pandemic accelerated the shift towards online shopping, reinforcing the segment's rapid expansion.

Region with largest share:

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During the forecast period, the Asia Pacific region is expected to hold the largest market share. This dominance is attributed to rapid urbanization, a burgeoning population, and heightened concerns over water quality in countries such as China, India, and members of ASEAN. Additionally, robust public and private investments, rising disposable incomes and government initiatives to improve access to safe drinking water further fuel market growth. The region’s expanding urban infrastructure and increasing consumer awareness about waterborne diseases underpin its leading position.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. The region’s fast-paced urbanization, coupled with growing health consciousness and technological adoption, is driving unprecedented demand for point-of-use water treatment solutions. Moreover, the increasing prevalence of water scarcity and contamination issues, especially in rapidly developing economies, is prompting both households and businesses to invest in advanced purification systems. Additionally, government regulations and incentives supporting water safety are expected to further accelerate market growth.

Key players in the market

Some of the key players in Point-of-Use Water Treatment Systems Market include A. O. Smith Corporation, Pentair PLC, Brita LP, Kent RO Systems Ltd., Honeywell International Inc., Panasonic Corporation, Unilever PLC, LG Electronics Inc., Coway Co., Ltd., Best Water Technology AG (BWT), Toray Industries, Inc., Eureka Forbes Ltd., Tata Chemicals Ltd., Culligan International Company, Whirlpool Corporation, GE Appliances, Ecowater Systems LLC, 3M, Koninklijke Philips N.V., Katadyn Group and Canature WaterGroup.

Key Developments:

In February 2025, Culligan's Quench division acquired Stonybrook Water, expanding its presence in the New England area. This acquisition aligns with Culligan's strategy to enhance its offerings in point-of-use drinking water systems.

In July 2024, Global water technology company A. O. Smith Corporation (the 'Company') announced that it has signed an agreement to acquire Pureit from Unilever. Pureit offers a broad range of residential water purification solutions and has annual sales of approximately USD $60 million, primarily in India. The purchase price will be

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approximately USD $120 million in cash, subject to customary adjustments. The Company expects to complete the acquisition of Pureit by the end of 2024 and does not expect the acquisition to have a material impact on earnings in the first year.

In March 2024, Panasonic Corporation announced that its Heating & Ventilation A/C Company's launch of a new model of the Water Purification System, which removes iron from well water using the company's unique technology. The release is scheduled for April 2024 in Indonesia. Additionally, in August, the company will introduce a Water Softener, which transforms hard water into soft water. In addition to combining these new products with the well water pumps and electric showers already on the market, the company will strengthen the organization involved in the water quality testing required before installation of the equipment and offer a new pipe cleaning service.

Device Types Covered:

- Countertop Units
- Under-the-Sink Filters
- Faucet-Mounted Filters
- Pitcher Filters
- Other Device Types

Technologies Covered:

- Core Treatment Technologies
- Filtration & Disinfection Technologies

Applications Covered:

- Residential
- Non-Residential

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Distribution Channels Covered:

- Online Stores
- Offline Stores

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India

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- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations

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- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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