

Water-Saving Home Technologies Market Forecasts to 2034 - Global Analysis By Installation Type (New Construction Installations and Retrofit & Replacement Installations), Technology Type, Distribution Channel, Application Area, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Water-Saving Home Technologies Market is accounted for \$2.6 billion in 2026 and is expected to reach \$7.6 billion by 2034 growing at a CAGR of 14.2% during the forecast period. Water-saving home technologies comprise modern products and systems that help households minimize water use without compromising everyday functionality. Solutions such as efficient faucets and shower systems, dual-flush toilets, water-efficient appliances, smart leak detectors, automated irrigation controls, rainwater collection, greywater reuse, and digital water monitors contribute to improved household water management. Smart sensors and connected devices provide real-time information about consumption and can automatically identify leaks or adjust water usage. Increasing concerns about water shortages, sustainability, utility expenses, and the adoption of connected homes are driving interest in these solutions.

According to the U.S. Environmental Protection Agency (EPA), each American uses an average of 82 gallons of water per day at home, highlighting the substantial opportunity for residential water-efficiency technologies. EPA also states that households can use at least 20% less water by installing water-efficient fixtures and appliances.

Market Dynamics:

Driver:

Increasing water scarcity and conservation awareness

Increasing pressure on freshwater supplies is motivating residential consumers to seek solutions that support efficient water management. Expanding populations, rapid urban development, prolonged droughts, unpredictable climate conditions, and declining availability of freshwater are increasing public awareness about conservation.

Consumers are increasingly interested in reducing household water consumption while maintaining normal living standards and convenience. Technologies such as low-flow fixtures, intelligent toilets, leak-monitoring systems, greywater recycling solutions, and digital water meters provide effective ways to control usage. Public conservation programs and sustainability initiatives further encourage households to adopt resource-efficient technologies.

Restraint:

High initial installation and equipment costs

Elevated initial expenses associated with water-efficient home technologies can limit market penetration, especially among households with constrained budgets. Products including intelligent water meters, smart leak sensors, greywater treatment systems, rainwater collection solutions, and automated irrigation equipment can involve considerable costs for purchasing, installation, integration, and ongoing servicing. Many homeowners may prefer existing conventional fixtures because they remain operational, making replacement seem unnecessary despite potential long-term savings. Furthermore, advanced installations may require changes to household plumbing or compatibility adjustments with existing systems, adding to overall expenditure.

Opportunity:

Growing demand for sustainable and water-efficient homes

The rising preference for environmentally responsible lifestyles is creating new growth opportunities for residential water-saving technologies. Consumers, construction companies, and developers are increasingly seeking ways to improve resource efficiency and minimize the environmental footprint of homes. Solutions such as efficient plumbing fixtures, rainwater collection, greywater reuse, intelligent irrigation systems, and digital consumption monitors can contribute to more sustainable housing. Green construction standards and eco-conscious building practices are further supporting the inclusion of water-efficient systems in new developments and renovation projects.

Threat:

Competition from conventional water fixtures

Traditional water-use products remain a significant competitive challenge for advanced residential water-saving technologies because they are familiar, accessible, and generally less expensive. Standard faucets, toilets, shower systems, appliances, and irrigation products are already installed in many households, reducing the immediate need for replacement. Consumers may hesitate to invest in newer solutions when existing equipment continues to operate effectively, particularly when installation involves additional costs or inconvenience. To overcome this threat, technology providers need to highlight measurable water savings, ease of use, reliability, durability, and overall economic advantages over conventional alternatives.

Covid-19 Impact:

The COVID-19 outbreak affected the Water-Saving Home Technologies Market as household routines changed and greater emphasis was placed on hygiene and responsible water consumption. Lockdowns and work-from-home arrangements kept people indoors for longer periods, contributing to increased water use for handwashing, household cleaning, bathing, and other domestic activities. Studies documented changes and increases in residential water demand during the pandemic, including evidence from India and other countries. This environment created greater relevance for water-efficient fixtures, monitoring devices, leak-detection systems, and rainwater solutions.

The new construction installations segment is expected to be the largest during the forecast period

The new construction installations segment is expected to account for the largest market share during the forecast period as water-efficiency solutions can be incorporated into homes from the initial design through completion. Residential developers can include efficient fixtures, intelligent water controls, leak-management systems, water-saving appliances, irrigation technologies, and other conservation features within the home's infrastructure. Incorporating these solutions during construction enables different technologies to operate together and reduces the challenges associated with later modifications. It can also promote efficient system design and reliable performance across the property.

The multi-family housing units segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the multi-family housing units segment is predicted to witness the highest growth rate as apartment complexes, condominiums, and shared residential developments increasingly prioritize efficient water consumption. Their large resident populations and interconnected plumbing infrastructure provide favorable conditions for implementing technologies that track usage, identify leaks, manage water flow, and enhance conservation. Building owners and property managers can deploy centralized or unit-level solutions across multiple residences, improving operational efficiency while supporting occupants' water-saving efforts.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to increasing emphasis on household water efficiency, established conservation initiatives, and advanced residential infrastructure. Consumers and property developers across the region have growing access to efficient faucets, toilets, smart monitoring devices, leak-detection technologies, and intelligent irrigation systems. Public-sector programs and sustainability efforts further encourage the adoption of water-efficient solutions in residential properties. The U.S. EPA's WaterSense initiative has contributed to market awareness by promoting efficient products and water-efficient housing.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR as urban populations expand and concerns surrounding water availability intensify. Increasing adoption of smart-home systems is encouraging households to use connected solutions for monitoring consumption, identifying leaks, controlling water flow, and improving overall efficiency. The Asian Development Bank emphasizes the region's significant water-security pressures and the importance of digital and innovative approaches to water management. Rising sustainability awareness, modernization of residential infrastructure and technological development are creating strong opportunities for water-saving solutions.

Key players in the market

Some of the key players in Water-Saving Home Technologies Market include Watergate, Rachio, RainMachine, Netro, Flo by Moen, Phyn Plus, LeakSmart, WaterHawk, Hai Smart Showerhead, Kohler Konnect, Moen U, Rheem, Rinnai, Taco, Grundfos, Hydraloop, AQUUS and Greyter Water Systems.

Key Developments:

In May 2026, Rheem® announced its new Multi-Trade Pro Partner® Heating, Cooling, and Plumbing Program. In response to the ever-growing need to service contractors working in both air and water markets, Rheem debuted a new multi-trade program to expand upon its current Rheem and Ruud Pro Partner programs. This merged loyalty initiative supports multi-trade contractors selling both heating and cooling, and water heating products.

In February 2026, Phyn announced its expansion into Australia and New Zealand through an exclusive partnership with GWA Group Limited, a leading Australian supplier of building fixtures and fittings to households and commercial premises. Unveiled today at the NAHB International Builders' Show (IBS), the agreement designates GWA as the exclusive distributor of Phyn's advanced leak detection technology throughout the ANZ region.

Installation Types Covered:

New Construction Installations

Retrofit & Replacement Installations

Technology Types Covered:

Smart Irrigation Systems

Greywater Recycling Systems

Rainwater Harvesting Systems

Water-Efficient Plumbing Fixtures

Smart Leak Detection & Monitoring Devices

Water-Saving Appliances

Distribution Channels Covered:

Online Retail

Specialty Stores

Home Improvement Centers

Direct-to-Consumer

Application Areas Covered:

Bathrooms

Kitchens

Laundry Rooms

Outdoor & Garden Use

Whole-House Systems

End Users Covered:

Residential Homes

Multi-Family Housing Units

Commercial Buildings

Institutional Facilities

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

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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