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Water Treatment Agents Market Forecasts to 2034 – Global Analysis By Product Type (Coagulants & Flocculants, Biocides & Disinfectants, Defoamers, Scale Inhibitors, pH Adjusters & Stabilizers, Corrosion Inhibitors and Specialty Agents), Treatment Process, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Water Treatment Agents Market is accounted for $30.1 billion in 2026 and is expected to reach $41.2 billion by 2034 growing at a CAGR of 4.0% during the forecast period. Water Treatment Agents refer to chemical or biological compounds applied to enhance water quality by eliminating impurities, reducing scaling, and managing microbial contamination. They are commonly utilized in municipal supply networks, industrial operations, and wastewater treatment facilities. Key categories include coagulants, flocculants, disinfectants, corrosion inhibitors, and pH balancing agents. These substances support safe potable water, safeguard equipment, and improve system efficiency. Rising pollution levels and stringent environmental rules are increasing demand for these products. Technological progress in sustainable and eco-conscious formulations is boosting global market expansion across industries particularly in emerging regions experiencing acute freshwater shortages and stress conditions.

According to the World Bank (2022), Achieving UN Sustainable Development Goals requires $114 billion annually in water supply and sanitation investments, much of which involves chemical treatment solutions.

Market Dynamics:

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Driver:

Increasing water pollution

Rising water contamination is a key factor driving demand for water treatment agents due to increasing pollution from industrial effluents, farm runoff, and improper sewage disposal. These sources introduce harmful substances like toxic metals, microorganisms, and chemical pollutants, making water unsafe for various applications. As a result, there is growing reliance on treatment chemicals such as disinfectants, coagulants, and flocculants. Regulatory authorities are tightening environmental standards to limit pollution discharge. With rapid urban and industrial growth, the requirement for efficient water purification systems is increasing, thereby boosting the consumption of treatment agents across municipal services and industrial operations worldwide consistently.

Restraint:

High cost of water treatment chemicals

Expensive water treatment chemicals act as a major limiting factor for market growth since they raise operational costs for both industries and public utilities. Specialized agents like advanced coagulants, corrosion control chemicals, and sustainable formulations require high production and procurement costs. Smaller companies and budget-restricted municipalities often struggle to maintain regular usage, especially in developing regions. Continuous application and system upkeep further increase financial burden. As a result, limited affordability reduces widespread adoption of advanced treatment solutions, particularly in price-sensitive markets, thereby restricting overall expansion of water treatment chemical usage despite rising global demand for clean water.

Opportunity:

Growth in industrialization in emerging economies

Fast-paced industrial growth in developing regions presents a major opportunity for water treatment agents. Countries across Asia-Pacific, Latin America, and Africa are witnessing rising activity in manufacturing, energy production, and infrastructure sectors. These industries consume substantial amounts of water, resulting in higher volumes of wastewater that require treatment before reuse or disposal. This is

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increasing the need for treatment chemicals in industrial processes. At the same time, stricter environmental policies in these regions are encouraging compliance. The continuous expansion of industrial activities in emerging markets is expected to drive strong long-term demand for water treatment chemical solutions globally.

Threat:

Strict environmental regulations on chemical usage

Tight environmental rules governing chemical usage present a major challenge for the water treatment agents market. Authorities globally are imposing restrictions on harmful chemicals due to their negative effects on ecosystems and public health. Some treatment agents are being banned or limited because they generate toxic residues. Manufacturers must invest heavily in reformulation, testing, and compliance processes, increasing costs and slowing product development. These factors reduce profitability and create barriers for innovation, ultimately restricting the growth potential of traditional chemical-based water treatment solutions in the global market.

Covid-19 Impact:

The COVID-19 outbreak created both challenges and opportunities for the water treatment agents market. In the early stages, widespread lockdowns and halted industrial activities caused a drop in demand from key end-use sectors like manufacturing, construction, and energy, temporarily affecting chemical consumption. On the other hand, the crisis heightened global awareness of hygiene, sanitation, and access to safe water, increasing usage in municipal treatment systems and healthcare facilities. Governments emphasized reliable drinking water supply to control disease spread, helping stabilize demand. As economic activities resumed, the market recovered, supported by growing investments in sanitation and wastewater treatment infrastructure worldwide.

The coagulants & flocculants segment is expected to be the largest during the forecast period

The coagulants & flocculants segment is expected to account for the largest market share during the forecast period because of their critical role in eliminating suspended particles, impurities, and cloudiness from water. They are extensively used in municipal purification systems, industrial wastewater treatment facilities, and potable water processing. These agents work by binding fine contaminants into larger clusters,

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enabling easier removal through filtration or sedimentation. Increasing levels of water contamination and the rising need for safe drinking water in urban and industrial areas continue to reinforce the dominance of this segment worldwide.

The membrane separation segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the membrane separation segment is predicted to witness the highest growth rate because of its superior performance and rising use across multiple sectors. It offers highly efficient filtration by removing bacteria, dissolved salts, and fine impurities, ensuring high-quality water output. This technology is extensively applied in desalination plants, wastewater reuse systems, pharmaceuticals, and food industries. Growing concerns over water scarcity and strict regulatory requirements are boosting its global demand. Improvements in membrane technology, including enhanced durability and reduced operational costs, are also supporting adoption.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share owing to fast industrial growth, urban expansion, and a rising population in countries like China, India, and Japan. The region faces strong demand for clean water from municipal services, industries, and agriculture. Increasing manufacturing output and growing environmental awareness are boosting the need for efficient water purification chemicals. Governments are enforcing stricter pollution control policies and encouraging wastewater treatment initiatives. Continuous infrastructure development and heavy investment in water treatment systems further support market expansion.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by strong industrial expansion, urban development, and rising environmental awareness in countries like China, India, and Southeast Asia. Increasing population and rapid urban infrastructure growth are creating higher demand for safe and clean water. Governments are allocating substantial investments toward wastewater treatment projects and enforcing stricter pollution control regulations. Moreover, the expansion of industries such as manufacturing, energy, and chemicals is increasing water usage, thereby accelerating demand for advanced water treatment chemical solutions across the region.

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Key players in the market

Some of the key players in Water Treatment Agents Market include Ecolab Inc. (Nalco Water), IEI, Thermax Limited, SNF, Kemira, BASF, Solenis, Veolia, B&V Chemicals, Buckman, DuPont de Nemours, Inc., Italmatch Chemicals SpA, Kurita Water Industries Ltd., Nouryon, Dow Inc., Baker Hughes Company, Clariant AG and Akzo Nobel N.V.

Key Developments:

In February 2026, Veolia has secured two 15-year operations and maintenance (O&M) contracts for Mumbai's upcoming Bhandup and Panjrapur Water Treatment Plants (WTPs), strengthening its presence in India's municipal water sector. The contracts mark the largest municipal water sector agreements signed by a French company in India. The combined treatment capacity of the two plants will be 2,910 million litres per day (MLD), equivalent to 2.91 million cubic metres per day.

In October 2025, Dow and MEGlobal have finalized an agreement for Dow to supply an additional equivalent to 100 KTA of ethylene from its Gulf Coast operations. The ethylene will serve as a key feedstock for MEGlobal's ethylene glycol (EG) manufacturing facility co-located at Dow's and MEGlobal's Oyster Creek site.

In August 2025, DuPont de Nemours, Inc., The Chemours Company and Corteva, Inc. announced a settlement to comprehensively resolve all pending environmental and other claims by the State of New Jersey against the Companies in various litigation matters and other state directives. The Settlement will resolve all legacy contamination claims related to the companies' current and former operating sites and claims of statewide PFAS contamination unrelated to those sites, including from the use of aqueous film forming foam.

Product Types Covered:

- Coagulants & Flocculants
- Biocides & Disinfectants
- Defoamers
- Scale Inhibitors

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pH Adjusters & Stabilizers

Corrosion Inhibitors

Specialty Agents

Treatment Processes Covered:

Oil & Water Separation

Suspended Solids Removal

Dissolved Solids Removal

Membrane Separation

Biological Treatment

Sludge Treatment

Applications Covered:

Municipal Water & Wastewater Treatment

Industrial

Healthcare

Residential & Commercial

Regions Covered:

North America

United States

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- 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

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- 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

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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

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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 Rest of the World (RoW) Regions are also represented in the same manner as above.

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