

Global Water Softeners Market, By Type (Salt Based, Template Assisted Crystallization (TAC)), By End Use (Residential, Commercial & Industrial), By Region, Competition Forecast and Opportunities, 2016-2030

<https://marketpublishers.com/r/G8D705B73BAEN.html>

Date: July 2021

Pages: 167

Price: US\$ 4,900.00 (Single User License)

ID: G8D705B73BAEN

Abstracts

Global water softeners market stood at USD3190.06 million in 2020 and is forecast to grow at a CAGR of over 6.14% until 2030. Water softener is a mechanical appliance or system, which is used to eliminate hardness from hard water by removal of minerals such as calcium and magnesium and other metal ions such as iron. Prevention of lime scaling in water systems is the prime reason for the removal of hardness from water as it causes reduced performance as well as damage to the machinery and equipment. Water softening system is majorly installed at the point of entry (PoE) of water sources in various units.

Global water softeners market is expected to witness rapid growth over the forecast period, owing to increasing awareness pertaining to health hazards caused by hard water across the globe. In addition to this, rising demand for soft water owing to rapid urbanization and industrialization are proving to be the driving forces for the market growth. However, high maintenance cost is anticipated to hinder the market growth over the forecast period. On the flip side, increasing research and development activities and development of newer more efficient water softeners are likely to provide potential growth opportunities in the market over the forecast period.

The water softeners market is anticipated to grow in the forecast period owing to driving factors such as growing demands for soft water from municipalities and industries. Increasing investments in the industrial sector further boost the market growth. However, alternative water treatment method has had a negative impact on the water softener market growth. On the other hand, emerging economies are likely to showcase

growth opportunities for the water softeners market.

Based on type, the market can be segmented into Salt Based & Template Assisted Crystallization (TAC), where Salt Based accounted for the larger share in the market, owing to high efficacy in removing all minerals that make water hard. Salt-based water softeners have a resin bed which is responsible for filtering the water through exchanging hard minerals for sodium particles. The rise in use of salt-based water softeners in residential application drives the growth of the salt-based water softener market.

Based on end use, the market can be bifurcated into residential, commercial & industrial. The residential segment is expected to dominate the market in terms of volume share over the forecast period owing to its larger consumer base. The higher price point of the commercial water softeners is expected to witness substantial value share over the global water softeners market.

Based on region, North America accounts for the major share in the global water softeners market due to growth in the industrial sector which is the major reason for increase in water demand. Prevalence of water-borne diseases in this region is also generating the demand for water softeners. In addition, environmental obligations regarding the use of clean water, water recycling, and reuse also drives the North America water softeners market.

Some of the major players in the global water softeners market include Pentair plc, Culligan International Company, A.O. Smith Corporation, Canature Health Technology Group Co., Ltd., BWT Holding GmbH, Kinetico Incorporated, Whirlpool Corporation, Axel Johnson Inc., Marlo, Incorporated, GE Appliances, Eco Water Systems LLC. Major companies are developing advanced technologies and launching new products to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022-2030F

Objective of the Study:

To analyze the historical growth in the market size of the Global Water Softeners Market from 2016 to 2020.

To estimate and forecast the market size of the Global Water Softeners Market from 2021 to 2030 and growth rate until 2030.

To classify and forecast the Global Water Softeners Market based on type, end use, company and regional distribution.

To identify the dominant region or segment in the Global Water Softeners Market.

To identify drivers and challenges for the Global Water Softeners Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the Global Water Softeners Market.

To identify and analyze the profile of leading players operating in the Global Water Softeners Market.

To identify key sustainable strategies adopted by market players in the Global Water Softeners Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of the global water softeners market using

a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Water softener manufacturers, distributors, and other stakeholders

Organizations, forums, and alliances related to water softeners

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, the Global Water Softeners Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Water Softeners Market, By Type:

Salt Based

Template Assisted Crystallization (TAC)

Global Water Softeners Market, By End Use:

Residential

Commercial

Industrial

Global Water Softeners Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

France

Germany

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

Taiwan

Middle East & Africa

UAE

Saudi Arabia

Qatar

South America

Brazil

Argentina

Colombia

Competitive Landscape:

Company Profiles: Detailed analysis of the major companies present in the Global Water Softeners Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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