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IoT in Water Quality Management Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Hardware, Software, Services), By Deployment Mode (On-Premises, Cloud-Based, Hybrid), By End-User (Municipal, Industrial, Residential, Commercial, Agricultural), By Region, and By Competition, 2020-2030F 2020-2030F

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Abstracts

Market Overview

The Global IoT in Water Quality Management Market was valued at USD 2.99 billion in 2024 and is projected to reach USD 7.44 billion by 2030, growing at a CAGR of 16.23% during the forecast period. This market is being driven by rising concerns over water contamination, increasing demand for safe and potable water, and growing adoption of smart technologies for real-time monitoring and efficient water resource management. IoT-based solutions enable continuous, remote tracking of crucial water quality parameters—including pH, turbidity, dissolved oxygen, and conductivity—across municipal, industrial, and agricultural sectors. As urban populations expand and water scarcity intensifies, governments and private stakeholders are investing in connected infrastructure to ensure water safety, optimize treatment processes, and comply with environmental regulations. Furthermore, the integration of IoT with AI, cloud computing, and big data analytics is enabling predictive maintenance and early detection of pollution events, which enhances response capabilities and reduces operational costs. These developments are expected to accelerate the deployment of IoT solutions in water quality management worldwide.

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Key Market Drivers

Rising Global Water Pollution Levels

The increasing contamination of freshwater resources is a key factor driving demand for IoT-based water quality monitoring. With over 80% of global wastewater being discharged untreated, real-time monitoring has become essential to track pollutants and ensure compliance with regulatory standards. IoT sensors and platforms allow early detection of contaminants such as nitrates, heavy metals, and pathogens, helping utilities and industries respond swiftly to potential threats. Countries like India and China are adopting smart monitoring technologies in urban centers, while developed economies such as the United States are leveraging IoT to oversee aging water infrastructure. The ability of IoT systems to transmit data at intervals of just a few seconds enables high-accuracy, real-time reporting, improving transparency and public health outcomes.

Key Market Challenges

High Initial Investment and Operational Costs

Despite the operational efficiencies and regulatory benefits offered by IoT in water quality management, the high capital expenditure required for implementation remains a significant barrier. Deploying sensors, communication networks, cloud platforms, and analytics tools involves substantial upfront costs. Additionally, integration with existing legacy infrastructure—particularly in older municipal systems and industrial plants—can be complex and expensive. Ongoing operational costs, such as calibration, data subscriptions, and skilled technical support, further add to the financial burden. These challenges are particularly pronounced in small utilities and developing regions, where budgets for advanced technology deployment are often limited.

Key Market Trends

Shift Toward Cloud-Based Water Monitoring Platforms

The market is witnessing a strong shift from traditional on-premise systems toward cloud-based platforms for water quality monitoring. Cloud-enabled IoT solutions offer scalable data storage, centralized management, and remote access, making them especially useful for monitoring multiple sites across vast geographic areas. This trend

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supports faster decision-making in response to pollution events, equipment failures, or environmental changes. In 2023, nearly half of all global IoT-based water monitoring deployments featured either fully cloud-based or hybrid architectures. Major players like Siemens, Schneider Electric, and Xylem are offering cloud-native platforms with integrated analytics, customizable dashboards, and real-time alerts. This evolution enhances the efficiency and flexibility of water quality management across sectors.

Key Market Players

Xylem Inc.

ABB Ltd.

Siemens AG

General Electric

Honeywell International Inc.

Danaher Corporation

Schneider Electric SE

Libelium

Badger Meter Inc.

Trimble Inc.

Report Scope:

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

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IoT in Water Quality Management Market, By Component:

Hardware

Software

Services

IoT in Water Quality Management Market, By Deployment Mode:

On-Premises

Cloud-Based

Hybrid

IoT in Water Quality Management Market, By End-User:

Municipal

Industrial

Residential

Commercial

Agricultural

IoT in Water Quality Management Market, By Region:

North America

United States

Canada

Mexico

Europe

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- Germany
- France
- United Kingdom
- Italy
- Spain

South America

- Brazil
- Argentina
- Colombia

Asia-Pacific

- China
- India
- Japan
- South Korea
- Australia

Middle East & Africa

- Saudi Arabia
- UAE
- South Africa

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Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global IoT in Water Quality Management Market.

Available Customizations:

Global IoT in Water Quality Management Market report 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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