

North America Smart Water Meter Market By Meter Type (Ultrasonic, Electromagnetic, Smart Mechanical), By Application (Water Utilities, Industries), By Technology (AMI, AMR), By Component (Meters & Accessories, IT Solutions, Communications), By Country, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

The North America Smart Water Meter Market was valued at USD 1.65 billion in 2024 and is projected to reach USD 2.98 billion by 2030, growing at a CAGR of 10.35% during the forecast period. This market focuses on advanced metering solutions that enable real-time monitoring of water consumption, offering both utilities and consumers accurate data to manage usage effectively. Unlike traditional meters, smart water meters are equipped with sensors and communication modules that support two-way data transmission, allowing for remote monitoring, leak detection, and improved billing accuracy.

The market is witnessing robust growth as municipalities across the United States and Canada aim to upgrade aging infrastructure and address water conservation concerns. Rising adoption of IoT technologies and smart city initiatives is accelerating the deployment of these meters to optimize operational efficiency, reduce non-revenue water, and enhance customer engagement. Government regulations and funding initiatives promoting sustainable water management are also propelling adoption. With growing awareness around environmental sustainability, increased investment in data-driven infrastructure, and enhanced analytics capabilities, the North America Smart Water Meter Market is poised for significant expansion in the years ahead.

Key Market Drivers

Increasing Demand for Water Conservation and Sustainable Management

A major growth driver for the North America Smart Water Meter Market is the rising focus on water conservation amid growing climate challenges and resource scarcity. Regions facing chronic droughts—such as the southwestern U.S.—are under pressure to adopt technologies that support efficient water use. Smart water meters empower utilities with real-time consumption data, enabling proactive leak detection, system monitoring, and targeted conservation efforts.

By eliminating the need for manual readings and improving billing transparency, smart meters reduce operating costs and enhance service delivery. Governments are integrating these meters into broader conservation programs to meet reduction targets, as seen in California's push to cut urban water use by 20% by 2025. As sustainability becomes a central theme in water resource planning, the role of smart metering in supporting conservation goals continues to grow, reinforcing its market demand.

Key Market Challenges

High Initial Investment and Implementation Costs

Despite long-term benefits, the adoption of smart water metering systems is often hindered by high upfront costs. The procurement and installation of advanced meters, communication infrastructure, and associated software require significant capital outlay, particularly for utilities in smaller municipalities with limited budgets.

Additional costs stem from retrofitting older infrastructure, system integration, personnel training, and ongoing maintenance. These financial constraints make it difficult for some utilities to justify the investment, especially in the absence of short-term returns. The challenge is particularly acute for rural or financially constrained regions where cost recovery mechanisms may not be well-established. As a result, high implementation costs continue to be a key barrier to widespread market penetration.

Key Market Trends

Increased Integration with Smart City Initiatives

A growing trend in the North America Smart Water Meter Market is the integration of metering systems into broader smart city infrastructure. As urban centers modernize, smart water meters are becoming vital components of interconnected systems that manage utilities, transportation, waste, and energy. These meters facilitate real-time water usage monitoring and analytics, enabling cities to enhance distribution efficiency and reduce losses.

The integration supports a unified platform where utilities gain a comprehensive view of resource usage, helping them respond quickly to issues such as leaks or demand spikes. Consumers also benefit from increased visibility into usage patterns, promoting responsible consumption. As smart city development accelerates, the demand for intelligent, interoperable water management solutions is expected to rise, driving further innovation and adoption in the smart water meter space.

Key Market Players

Badger Meter, Inc.

Xylem Inc.

Itron, Inc.

Kamstrup A/S

Honeywell International Inc.

Diehl Metering GmbH

Siemens AG

Mueller Water Products, Inc.

Report Scope:

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

North America Smart Water Meter Market, By Meter Type:

Ultrasonic

Electromagnetic

Smart Mechanical

North America Smart Water Meter Market, By Application:

Water Utilities

Industries

North America Smart Water Meter Market, By Technology:

AMI

AMR

North America Smart Water Meter Market, By Component:

Meters & Accessories

IT Solutions

Communications

North America Smart Water Meter Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Smart Water Meter Market.

Available Customizations:

North America Smart Water Meter 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. NORTH AMERICA SMART WATER METER MARKET OUTLOOK

- 5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Meter Type (Ultrasonic, Electromagnetic, Smart Mechanical)

5.2.2. By Application (Water Utilities, Industries)

5.2.3. By Technology (AMI, AMR)

5.2.4. By Component (Meters & Accessories, IT Solutions, Communications)

5.2.5. By Country (United States, Canada, Mexico)

5.2.6. By Company (2024)

5.3. Market Map

6. UNITED STATES SMART WATER METER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Meter Type

6.2.2. By Application

6.2.3. By Technology

6.2.4. By Component

7. CANADA SMART WATER METER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Meter Type

7.2.2. By Application

7.2.3. By Technology

7.2.4. By Component

8. MEXICO SMART WATER METER MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Meter Type

8.2.2. By Application

8.2.3. By Technology

8.2.4. By Component

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Product Launches (If Any)

10.3. Recent Developments

11. COMPANY PROFILES

11.1. Badger Meter, Inc.

11.1.1. Business Overview

11.1.2. Key Revenue and Financials

11.1.3. Recent Developments

11.1.4. Key Personnel/Key Contact Person

11.1.5. Key Product/Services Offered

11.2. Xylem Inc.

11.3. Itron, Inc.

11.4. Kamstrup A/S

11.5. Honeywell International Inc.

11.6. Diehl Metering GmbH

11.7. Siemens AG

11.8. Mueller Water Products, Inc.

12. STRATEGIC RECOMMENDATIONS

13. ABOUT US & DISCLAIMER

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