

# **Point of Entry Water Treatment Systems Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Product Type (Water Softening, Filtration, Reverse Osmosis, Disinfection, and Others), By Application (Residential, Commercial, and Industrial), By End Use (Hotel, Commercial, Household, Hospital, Academic, and Others), By Region, By Competition 2018-2028**

<https://marketpublishers.com/r/PC89673A60D7EN.html>

Date: November 2023

Pages: 190

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

ID: PC89673A60D7EN

## **Abstracts**

Global Point of Entry Water Treatment Systems Market was valued at USD 9.76 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.84% through 2028. The COVID-19 pandemic resulted in boosting the residential water consumption due to stay-at-home orders leading to the increased demand for water treatment systems. The industrial market for point of entry water treatment systems was negatively impacted as many industries had to scale down their production and water usage due to supply chain disruptions and economic instability. The COVID-19 pandemic resulted in low mortgage rates in the U.S. leading to the growth in residential construction. This led to an increased demand for point of entry water treatment systems. Moreover, the governments' push towards housing through its infrastructure bill is expected to create a positive sentiment towards residential construction, further boosting the market growth.

Rising awareness regarding the consumption of treated water has contributed significantly to the adoption of water treatment systems that can help avoid the spread of waterborne diseases. The adoption of point of entry water treatment systems is increasing on account of their ability to provide safe water, which is free from

contaminants endangering human health. Point of entry water treatment systems are considered more efficient as compared to point of use water treatment systems. However, setup and maintenance costs associated with these systems are high, which proves to be a deterrent for many consumers. Smaller residential or commercial properties prefer other solutions as point of entry water treatment systems can be economically unviable and costly. The market benefits from the number of regulations enacted by the regulatory authorities across Europe and North America. The consumers in the market for point of entry systems are highly sensitive regarding the installation cost of the systems. As a result, the companies are involved in offering discounts and price reductions in a bid to attract consumers.

### Key Market Drivers

Point of Entry (POE) water treatment systems are designed to treat water as it enters a building or a property, providing a holistic approach to water purification. Unlike Point of Use (POU) systems, which are installed at specific outlets like faucets or showers, POE systems treat all water entering the premises. These systems typically include a combination of filtration, disinfection, and other treatment processes to ensure that the water is safe and meets quality standards. The global Point of Entry Water Treatment Systems Market has witnessed significant growth over the past decade, and this trend is expected to continue in the coming years. Several factors contribute to this expansion, making it a lucrative industry for manufacturers, suppliers, and service providers.

### Rising Concerns About Water Quality

The primary driver of the POE water treatment systems market is the increasing concern over water quality. Pollution, industrial runoff, and aging infrastructure have led to water contamination issues in many regions. Consumers and businesses are more aware than ever of the potential health risks associated with contaminated water, driving the demand for effective water treatment solutions.

### Health and Safety Awareness

Public awareness of the health risks posed by contaminants such as lead, chlorine, and microorganisms has grown significantly. Consumers are increasingly seeking ways to protect themselves and their families from these hazards. POE systems offer a convenient and comprehensive solution, treating water for consumption, bathing, and other uses. Stringent water quality regulations and standards imposed by governments

and environmental agencies further fuel the demand for POE water treatment systems. Compliance with these regulations is crucial for residential and commercial properties, making these systems a necessity rather than a luxury.

### Technological Advancements

Advances in water treatment technologies have made POE systems more efficient, cost-effective, and user-friendly. Innovations in materials, filtration methods, and system design have improved the overall performance and reliability of these systems, making them more appealing to consumers and businesses. Rapid urbanization and the expansion of residential and commercial infrastructure create a growing market for POE water treatment systems. As more people move into cities and build or renovate properties, the need for reliable water purification solutions becomes increasingly important. The world's population continues to grow, leading to higher water demand. With limited freshwater resources, the need for efficient water treatment and purification systems becomes paramount. POE systems help meet this demand by ensuring that available water is safe for consumption and other uses. Sustainable and eco-friendly water treatment solutions are gaining popularity. Many POE systems now incorporate green technologies and materials that minimize their environmental footprint. This aligns with the growing global emphasis on sustainability and responsible water resource management. Consumer preferences are shifting toward healthier and cleaner lifestyles. People are willing to invest in technologies that improve the quality of their lives, and clean water is a fundamental aspect of this pursuit. The growing middle-class population in emerging economies contributes to this trend. Periodic outbreaks of waterborne diseases, such as cholera and E. coli contamination, serve as reminders of the importance of safe drinking water. These events drive consumers and businesses to proactively invest in water treatment solutions.

The digital age has made information readily accessible to consumers. This means that individuals can research and educate themselves about the benefits of POE water treatment systems, leading to higher adoption rates.

In conclusion, the Global Point of Entry Water Treatment Systems Market is experiencing robust growth driven by a combination of factors. Increasing awareness of water quality issues, health concerns, regulatory requirements, technological advancements, urbanization, and environmental consciousness are among the key drivers fueling this market's expansion. As the world's population continues to grow, the demand for reliable and effective water treatment solutions will remain strong, making the POE water treatment systems market a promising sector for investment and

innovation.

## Key Market Challenges

### Complex Regulatory Landscape

One of the significant challenges facing the POE water treatment systems market is the complex regulatory landscape. Different regions and countries have varying water quality standards and regulations, making it challenging for manufacturers to develop products that meet all these requirements. Adhering to these regulations often requires rigorous testing, certification, and compliance efforts, which can increase the time and cost of bringing products to market.

### Cost of Entry and Competition:

Developing and manufacturing effective POE water treatment systems requires significant investment in research and development, quality control, and production infrastructure. This high cost of entry can be a barrier for new entrants to the market, limiting competition and potentially leading to higher prices for consumers. Established companies with economies of scale may have a competitive advantage in this regard.

### Consumer Education and Awareness

While awareness of water quality issues is growing, many consumers still lack a comprehensive understanding of POE water treatment systems and their benefits. Educating consumers about the importance of these systems and helping them make informed purchasing decisions can be a significant challenge for manufacturers and distributors. Misinformation or lack of awareness can hinder market growth.

### Maintenance and Service

POE water treatment systems require regular maintenance and servicing to ensure they operate efficiently and provide the desired water quality. However, some consumers may overlook or underestimate the importance of proper maintenance, leading to system malfunctions or reduced performance. Manufacturers and service providers must educate customers about the importance of maintenance to avoid such issues. While technological advancements drive market growth, they also present challenges. Rapid technological innovations can lead to product obsolescence, forcing manufacturers to keep up with the latest developments. This can be costly and require

continuous investment in research and development to stay competitive. The quality of source water can vary significantly based on location, climate, and environmental factors. POE water treatment systems must be adaptable to different water sources to provide consistent water quality. Manufacturers must design systems that can effectively treat a wide range of water types, from groundwater to surface water.

### Environmental Concerns

While POE water treatment systems help improve water quality, they can also have environmental impacts. The disposal of used filters and cartridges, as well as the energy consumption of some systems, can contribute to environmental concerns. Manufacturers are under pressure to develop more sustainable and eco-friendly solutions to mitigate these impacts.

**Water Scarcity and Resource Availability:**

Water scarcity is a global issue, and the availability of freshwater resources is a growing concern. As the demand for water treatment systems increases, the availability of clean water for treatment itself may become a challenge in some regions. Balancing water treatment needs with responsible water resource management is essential.

### Public Trust and Transparency:

Building and maintaining public trust in the effectiveness and safety of POE water treatment systems is crucial. Any incidents or product recalls due to contamination or system failures can erode trust and harm a manufacturer's reputation. Maintaining transparency in product development, testing, and quality control is essential for market success.

**Infrastructure Limitations:** In some areas, the existing infrastructure may not support the installation and operation of POE water treatment systems. Older plumbing systems, limited space, or incompatible plumbing materials can pose challenges for installation. Manufacturers and service providers need to develop adaptable solutions to address these infrastructure limitations.

Economic factors such as inflation, currency fluctuations, and economic downturns can affect consumer purchasing power and impact the demand for POE water treatment systems. Economic uncertainties can make consumers more price-sensitive and delay investment in such systems. The market faces challenges from persistent myths and misconceptions about water treatment. Some consumers may believe that municipal water supplies are always safe, leading to skepticism about the need for additional treatment. Dispel these myths and educate consumers about the potential risks of untreated water is essential.

### Counterfeit and Low-Quality Products

The proliferation of the market has led to the emergence of counterfeit and low-quality POE water treatment products. These products not only undermine consumer confidence but also pose health risks. Regulating and monitoring product quality and authenticity can be challenging. In conclusion, the Global Point of Entry Water Treatment Systems Market, while experiencing growth, faces a range of challenges. These challenges include regulatory complexities, competition, consumer education, maintenance requirements, technological advancements, environmental concerns, water source variability, resource availability, public trust, infrastructure limitations, economic factors, water treatment myths, and counterfeit products. Manufacturers, service providers, and regulators must work together to address these challenges and ensure that POE water treatment systems continue to provide safe and reliable access to clean water for consumers worldwide

## Key Market Trends

### Growing Concerns Over Water Quality:

One of the most prominent trends in the POE water treatment systems market is the escalating concern over water quality. Pollution, industrial runoff, and aging water infrastructure have contributed to a heightened awareness of water contamination issues. Consumers and businesses are increasingly seeking comprehensive water treatment solutions to ensure the safety and quality of their water supply.

### Health and Wellness Awareness

There is a growing awareness of the link between water quality and overall health and wellness. Consumers are increasingly conscious of the potential health risks associated with contaminants in water, such as lead, chlorine, and microorganisms. As a result, there is a rising demand for POE systems that can effectively remove or reduce these harmful substances, providing clean and safe water for consumption, bathing, and cooking.

### Stringent Regulatory Requirements

Governments and environmental agencies worldwide are imposing stricter regulations and standards for water quality. Compliance with these regulations is crucial for residential and commercial properties, driving the adoption of POE water treatment systems. Manufacturers must develop products that meet or exceed these standards to



remain competitive.

### Technological Advancements

The POE water treatment systems market is experiencing continuous technological advancements. Innovative filtration materials, smart monitoring systems, and energy-efficient components are being integrated into these systems. Advancements in nanotechnology, membrane filtration, and sensor technology have improved system performance, efficiency, and user-friendliness.

### Sustainable and Eco-Friendly Solutions

Sustainability is a growing trend in the water treatment industry. Consumers and businesses are increasingly conscious of the environmental impact of their choices. As a result, manufacturers are developing eco-friendly POE systems that use less energy, generate less waste, and incorporate green materials. Sustainable design and manufacturing processes are becoming key selling points..

### Segmental Insights

#### Application Insights

The Industrial application segment led the market in 2022 and accounted for over 73.0% share of the global revenue owing to the growing commercial structures. Moreover, as countries open up after the pandemic, the need for replacing water treatment systems is likely, which is expected to boost the demand for point of entry water treatment systems across non-residential applications.

The residential application segment is expected to expand over the forecast period on account of the growing urbanization and increasing demand for various types of water dispensers, thereby leading to the rising demand for water treatment systems. Moreover, increasing water hardness and its ill effects on the system are expected to boost the market growth. Increasing consumer income, along with growing awareness regarding water treatment and contamination, is expected to boost the demand for point of entry water treatment systems in residential applications. Moreover, the pandemic has increased vigilance amongst households leading to the increasing demand for water treatment

### Regional Insights

The Asia Pacific region has established itself as the leader in the Global Point of Entry Water Treatment Systems Market with a significant revenue share in 2022. Asia Pacific dominated the market in 2022 and is further over the forecast period. The demand is likely to grow due to the increasing demand from end-use industries coupled with government initiatives favoring economic growth.

Furthermore, growing population and water scarcity issues, especially in emerging economies of India and China, are expected to bode well for the market in the region. Additionally, the mentioned countries further face the challenge of unsafe drinking water, this is further expected to drive the use of Point of Entry Water Treatment Systems around the region.

### Key Market Players

3M

Honeywell International Inc.

DuPont Inc.

General Electric

Pentair plc

BWT Aktiengesellschaft

Culligan

Watts Water Technologies Inc.

Aquasana, Inc.

Calgon Carbon Corporation

### Report Scope:

In this report, the Global Point of Entry Water Treatment Systems Market has been segmented into the following categories, in addition to the industry trends which have



also been detailed below:

Global Point of Entry Water Treatment Systems Market, By Product Type:

Water Softening

Filtration

Reverse Osmosis

Disinfection

Others

Global Point of Entry Water Treatment Systems Market, By Application:

Residential

Commercial

Industrial

Global Point of Entry Water Treatment Systems Market, By End Use:

Hotel

Commercial

Household

Hospital

Academic

Others

Global Point of Entry Water Treatment Systems Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Indonesia

Europe

Germany

United Kingdom

France

Russia

Spain

South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

Egypt

UAE

Israel

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Point of Entry Water Treatment Systems Market.

### Available Customizations:

Global Point of Entry Water Treatment Systems Market report with the given market data, Tech Sci 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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