

Sustainable Water Management Solutions Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Hardware, Software, Services), By Solution Type (Water Conservation Solutions, Water Recycling & Reuse Solutions, Rainwater Harvesting Systems, Water Treatment Technologies, Others), By End-User (Utilities, Industrial, Residential, Commercial), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Sustainable Water Management Solutions Market was valued at USD 18.85 billion in 2024 and is projected to reach USD 44.48 billion by 2030, growing at a CAGR of 15.21% during the forecast period. The market is gaining momentum due to increasing concerns around water scarcity, pollution, and the need for efficient water use across urban, industrial, and agricultural sectors. Sustainable water management involves the adoption of integrated technologies and practices such as smart metering, leak detection, water recycling, and advanced treatment methods including reverse osmosis, UV disinfection, and membrane filtration. These solutions are essential in preserving water resources and ensuring long-term supply amid growing urban populations, climate change, and industrial demand. Government initiatives, sustainability mandates, and digital transformation in utilities are further accelerating investment in modern, data-driven infrastructure for water conservation and quality monitoring. Industrial users are also increasingly deploying zero-liquid discharge systems and closed-loop water cycles to reduce consumption and comply with stringent

environmental norms.

Key Market Drivers

Rising Water Scarcity and Demand-Supply Imbalance

The global surge in water stress is a major driver propelling the demand for sustainable water management solutions. Freshwater resources are becoming increasingly strained due to population growth, climate variability, and pollution. According to the UN, more than 2.3 billion people live in water-stressed regions, a number expected to rise sharply. With agriculture accounting for 70% of global freshwater use, followed by industrial and residential sectors, the gap between demand and supply continues to widen. As urbanization and industrial activity increase, the global water demand is forecasted to grow by over 55% by 2050. Regions such as the Middle East, South Asia, and parts of Sub-Saharan Africa are already experiencing critical water shortages. To address these challenges, governments and industries are implementing measures such as water reuse, smart irrigation, and resource-efficient systems aimed at reducing dependency on conventional freshwater sources.

Key Market Challenges

High Capital Investment and Long Payback Period

The adoption of sustainable water management technologies faces hurdles due to high initial investment requirements. Implementing advanced solutions like smart meters, IoT-enabled monitoring tools, and wastewater recycling systems involves significant capital expenditure. This presents a particular challenge for small municipalities, developing economies, and budget-constrained utilities. For instance, establishing a zero-liquid discharge system in an industrial facility can require multimillion-dollar investments, with returns realized only over a 5 to 10-year period. Additionally, costs associated with skilled labor, system integration, and ongoing maintenance add to the financial burden. These high entry barriers often limit deployment, especially in regions lacking institutional funding or government subsidies.

Key Market Trends

Rise of Decentralized and Modular Water Systems

A key trend in the market is the growing use of decentralized and modular water

treatment systems, especially in locations with limited or aging centralized infrastructure. These compact and scalable systems can be installed close to the point of use, improving efficiency and reducing transmission losses. They are increasingly being adopted in rural communities, industrial parks, and disaster-prone zones. For example, containerized membrane bioreactors and packaged treatment units are enabling localized water reuse in agriculture, sanitation, and cooling operations. Some systems now operate on solar energy, supporting sustainable water access in off-grid areas. Government initiatives such as India's Swachh Bharat Mission and decentralized water kiosks in Sub-Saharan Africa reflect this growing trend. In drought-affected regions like California, localized greywater recycling and rainwater harvesting systems are becoming viable options for residential and commercial applications.

Key Market Players

Veolia Environnement

SUEZ

Xylem Inc.

Ecolab Inc.

AECOM

Badger Meter Inc.

Itron Inc.

Grundfos

Kurita Water Industries Ltd.

Aquatech International LLC

Report Scope:

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

Sustainable Water Management Solutions Market, By Component:

Hardware

Software

Services

Sustainable Water Management Solutions Market, By Solution Type:

Water Conservation Solutions

Water Recycling & Reuse Solutions

Rainwater Harvesting Systems

Water Treatment Technologies

Others

Sustainable Water Management Solutions Market, By End-User:

Utilities

Industrial

Residential

Commercial

Sustainable Water Management Solutions Market, By Region:

North America

United States

Canada

Mexico

Europe

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

Competitive Landscape

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

Available Customizations:

Global Sustainable Water Management Solutions 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
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

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. GLOBAL SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Hardware, Software, Services)
 - 5.2.2. By Solution Type (Water Conservation Solutions, Water Recycling & Reuse Solutions, Rainwater Harvesting Systems, Water Treatment Technologies, Others)

- 5.2.3. By End-User (Utilities, Industrial, Residential, Commercial)
- 5.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)
- 5.3. By Company (2024)
- 5.4. Market Map

6. NORTH AMERICA SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Component
 - 6.2.2. By Solution Type
 - 6.2.3. By End-User
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Sustainable Water Management Solutions Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Component
 - 6.3.1.2.2. By Solution Type
 - 6.3.1.2.3. By End-User
 - 6.3.2. Canada Sustainable Water Management Solutions Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Component
 - 6.3.2.2.2. By Solution Type
 - 6.3.2.2.3. By End-User
 - 6.3.3. Mexico Sustainable Water Management Solutions Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Component
 - 6.3.3.2.2. By Solution Type
 - 6.3.3.2.3. By End-User

7. EUROPE SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Component

7.2.2. By Solution Type

7.2.3. By End-User

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Sustainable Water Management Solutions Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Component

7.3.1.2.2. By Solution Type

7.3.1.2.3. By End-User

7.3.2. France Sustainable Water Management Solutions Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Component

7.3.2.2.2. By Solution Type

7.3.2.2.3. By End-User

7.3.3. United Kingdom Sustainable Water Management Solutions Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Component

7.3.3.2.2. By Solution Type

7.3.3.2.3. By End-User

7.3.4. Italy Sustainable Water Management Solutions Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Component

7.3.4.2.2. By Solution Type

7.3.4.2.3. By End-User

7.3.5. Spain Sustainable Water Management Solutions Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Component

7.3.5.2.2. By Solution Type

7.3.5.2.3. By End-User

8. ASIA PACIFIC SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Component

8.2.2. By Solution Type

8.2.3. By End-User

8.2.4. By Country

8.3. Asia Pacific: Country Analysis

8.3.1. China Sustainable Water Management Solutions Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Component

8.3.1.2.2. By Solution Type

8.3.1.2.3. By End-User

8.3.2. India Sustainable Water Management Solutions Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Component

8.3.2.2.2. By Solution Type

8.3.2.2.3. By End-User

8.3.3. Japan Sustainable Water Management Solutions Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Component

8.3.3.2.2. By Solution Type

- 8.3.3.2.3. By End-User
- 8.3.4. South Korea Sustainable Water Management Solutions Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Component
 - 8.3.4.2.2. By Solution Type
 - 8.3.4.2.3. By End-User
- 8.3.5. Australia Sustainable Water Management Solutions Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Component
 - 8.3.5.2.2. By Solution Type
 - 8.3.5.2.3. By End-User

9. MIDDLE EAST & AFRICA SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Component
 - 9.2.2. By Solution Type
 - 9.2.3. By End-User
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Sustainable Water Management Solutions Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Component
 - 9.3.1.2.2. By Solution Type
 - 9.3.1.2.3. By End-User
 - 9.3.2. UAE Sustainable Water Management Solutions Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Component

- 9.3.2.2.2. By Solution Type
- 9.3.2.2.3. By End-User
- 9.3.3. South Africa Sustainable Water Management Solutions Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Component
 - 9.3.3.2.2. By Solution Type
 - 9.3.3.2.3. By End-User

10. SOUTH AMERICA SUSTAINABLE WATER MANAGEMENT SOLUTIONS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Component
 - 10.2.2. By Solution Type
 - 10.2.3. By End-User
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Sustainable Water Management Solutions Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Component
 - 10.3.1.2.2. By Solution Type
 - 10.3.1.2.3. By End-User
 - 10.3.2. Colombia Sustainable Water Management Solutions Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Component
 - 10.3.2.2.2. By Solution Type
 - 10.3.2.2.3. By End-User
 - 10.3.3. Argentina Sustainable Water Management Solutions Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast

- 10.3.3.2.1. By Component
- 10.3.3.2.2. By Solution Type
- 10.3.3.2.3. By End-User

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS AND DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. COMPANY PROFILES

- 13.1. Veolia Environnement
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue and Financials
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel
 - 13.1.5. Key Product/Services Offered
- 13.2. SUEZ
- 13.3. Xylem Inc.
- 13.4. Ecolab Inc.
- 13.5. AECOM
- 13.6. Badger Meter Inc.
- 13.7. Itron Inc.
- 13.8. Grundfos
- 13.9. Kurita Water Industries Ltd.
- 13.10. Aquatech International LLC

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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