

Water Softener Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Salt Based Water Softeners, and Template Assisted Crystallization (TAC) Water Softeners), By End Use (Residential, Commercial, and Industrial) By Region, Competition

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Abstracts

The Global Water Softener Market is expected to thrive during the forecast period 2024-2028.

Water softening is the removal of metal components such as magnesium and calcium from hard water. A water softening system is an appliance, vessel, material, or chemical device used to remove magnesium ions, calcium ions, and other types of metallic cations from hard water to obtain soft water. It is widely used to reduce water hardness commonly caused by precipitating impurities and contaminants from water using ion exchange resins, lime softeners, reverse osmosis membranes, nanofiltration, etc. Water hardness is a dangerous issue. Mineral deposits on hard minerals impede heat transfer and can cause boiler tubes to collapse. Soft water reduces the number of extra soaps and detergents needed to wash and clean, and extends the life of appliances such as water heaters, dishwashers, and washing machines. The brine tank, mineral tank and control valve are the three parts of the water softening system. These three work together to remove minerals from hard water, repair and clean your system, and regularly monitor water flow. A water softener reduces the need to put back corroded, flaky faucet heads and water heaters, and significantly reduces the time it takes to wash away soap scum. A water softener saves energy, time, money, and protects home and property.

Growing demand for water softener

The water obtained from salt-based water softeners cannot be used directly for drinking or cooking and must be further treated due to the large amount of sodium present in the water. It can be used for other daily tasks such as running electrical appliances, cleaning kitchen utensils, etc. Due to the depletion of fresh water sources, the demand for water softeners is increasing rapidly. Due to the depletion and degradation of freshwater sources, people rely on groundwater. Groundwater is hardening in many places due to increased fertilizer use and naturally occurring limestone quarries. Therefore, water softener systems are mainly used in Point-of-Entry (POE) systems for water supply and not in Point-of-Use (POU) systems, because the latter requirement is met by water purification systems with RO membranes. These factors are likely to increase the market of water softeners during the forecast period.

With increasing environmental concerns, manufacturers are developing technologically advanced water softening systems to reduce water waste. These systems help reduce levels of chlorine and hard minerals in water for more efficient water use. Some manufacturers have introduced highly regenerative water softening systems using on-demand regeneration. These advanced technologies are designed to have a positive impact on the water softener market and environment.

The salt content in hard water can lead to cancer, cardiovascular disease, and kidney stone formation. This is one of the key factors driving the growth of the market along with people's growing awareness of the health hazards of hard water. In addition, increasing industrial activity due to rapid urbanization and rising adoption of water softeners in many industries such as textiles, chemicals, refining, and food processing are driving the market. They promote durability and extend the life of various devices. Additionally, leading manufacturers are focused on developing technologically advanced softening systems that help reduce waste. These systems also help improve efficiency by reducing sodium and chloride levels and are suitable for all end uses. Additionally, major players invest heavily in advertising campaigns such as celebrity endorsements to expand their overall reach. Other factors driving the growth of the market are the growing world population, increasing water consumption, and stringent policies implemented by governments of several countries. This is expected to propel the market growth in the forecast period.

Challenges

The use of excessive sodium in the water softener process can create health issues

and hinder the growth of the water softener market. High cost is another factor that may limit the water softener market during the forecast period.

Latest Developments in Global Water Softener market

3G AQUA is a water softener manufacturer that has launched a new product with Super 5G AQUA technology. This product can be used for industrial & commercial purposes. It can be used for Cooling towers Heat exchangers, Chillers Boilers, Compressors Generator cooling systems.

In the year 2019, a new technology is manufactured and developed by Watch Water in Germany. The salt-free water softening system with Nucleation Assisted Crystallization (NAC) uses Filtersorb SP3 beads with nucleation sites to convert dissolved hardness into fine crystals. Magnesium (Mg) and calcium ions collect on the nucleation beads and form solid crystals that do not adhere to the surface. This has been certified by WQA to meet ANSI/NSF 61 standards for drinking water applications.

Market Segmentation

Global Water Softener market is segmented based on type and end user. Based on Type, the market is further segmented into Salt Based Water Softeners, and Template Assisted Crystallization (TAC) Water Softeners. By End User, the market is further segmented into residential, commercial, and industrial.

Market player

Major market players in the Global Water Softener market are Culligan International Co., Kinetico Incorporated, Pentair plc, Whirlpool Corporation, A.O. Smith Corporation, Canature Health Technology Group Co., Ltd., 3M Company, BWT Holding GmbH, Marlo Incorporated, EcoWater Systems LLC.

Report Scope:

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

Water Softener Market, By Type

Salt Based Water Softeners

Template Assisted Crystallization (TAC) Water Softeners

Water Softener Market, By End User

Residential

Commercial

Industrial

Water Softener Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

United Kingdom

France

Spain

Italy

South America

Brazil

Argentina

Colombia

Middle East

Saudi Arabia

South Africa

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Water Softener market.

Available Customizations:

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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