

# **Water Treatment as a Service Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Service Type (Design & Engineering Services, Operation & Maintenance Services, Monitoring & Analytics, Others), By Treatment Type (Wastewater Treatment, Process Water Treatment, Drinking Water Treatment, Cooling Water Treatment, Boiler Water Treatment), By End-Use Industry (Municipal, Industrial, Commercial), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

Global Water Treatment as a Service (WTaaS) Market was valued at USD 22.91 Billion in 2024 and is projected to reach USD 41.36 Billion by 2030, growing at a CAGR of 10.18% during the forecast period. The market is witnessing strong growth as increasing water scarcity, strict environmental policies, and rising demand for cost-efficient, sustainable water solutions drive adoption. WTaaS offers a flexible model where water treatment is delivered as a managed service, eliminating the need for heavy capital investment. This approach enables users to access advanced treatment technologies, expert management, and continuous monitoring, making it ideal for sectors such as power, oil & gas, food & beverage, pharmaceuticals, and municipalities. The model is particularly effective in areas with limited infrastructure or high operational risks. WTaaS adoption is further bolstered by urban expansion, aging infrastructure, and the need for regulatory compliance, encouraging both private and public stakeholders to

shift toward service-based water treatment frameworks.

## Key Market Drivers

### Escalating Water Scarcity and Pollution

Rising global water scarcity is a major force driving the adoption of outsourced water treatment services. With about 25% of the world's population living in regions of extreme water stress and industrial water demand expected to increase by 50% by 2030, efficient water treatment has become critical. Over 80% of global wastewater remains untreated, leading to severe contamination of freshwater sources. Urban utilities, facing growing consumption pressures, may see demand increase by 70% by 2050. Industrial hubs like oilfields produce massive volumes of water daily with limited on-site treatment capacity. These challenges are prompting municipalities and industries to turn to WTaaS solutions that provide immediate, cost-effective access to high-performance treatment systems without requiring extensive infrastructure development or capital spending.

## Key Market Challenges

### High Dependence on Capital-Intensive Technologies

Despite offering financial flexibility to end users, WTaaS providers face substantial capital challenges in setting up and maintaining treatment systems. Technologies such as membrane bioreactors (MBRs), ultrafiltration, zero liquid discharge (ZLD), and advanced oxidation require significant upfront investment. Delivering treatment-as-a-service involves installing and operating high-grade equipment on-site or through modular units, which must meet strict regulatory and performance standards. Some compact ZLD systems alone can cost several hundred thousand dollars. Providers operating under models like build-own-operate-transfer (BOOT) often recoup costs over years, adding financial pressure. Additionally, fluctuating material and energy prices can affect profitability. Limited access to financing further constrains small and medium-sized providers, restricting their ability to scale or update their offerings. These factors slow market expansion in emerging economies and cost-sensitive regions where demand exists but affordability remains a barrier.

## Key Market Trends

### Integration of IoT, AI, and Predictive Analytics in Water Treatment

The digital transformation of WTaaS is accelerating with the integration of IoT, AI, and predictive analytics, enhancing system efficiency, reliability, and user engagement. IoT sensors collect real-time data on parameters like pH, turbidity, and flow rates, which is analyzed through AI-driven platforms to optimize operations, forecast maintenance, and improve treatment precision. These innovations can reduce system downtime and generate cost savings of up to 20%. Predictive tools assist in managing logistics, anticipating seasonal demand, and optimizing energy usage. Dashboards and alert systems enable regulatory compliance and proactive management for clients, while providers benefit from enhanced data-driven insights. Digital twins further support virtual simulations and process enhancements without disrupting operations. As a result, “smart water as a service” offerings that include real-time monitoring, cloud analytics, and automated reporting are becoming key differentiators in a competitive landscape.

### Key Market Players

Veolia Environnement

Evoqua Water Technologies

Xylem Inc.

Ecolab Inc.

Pentair plc

Aquatech International LLC

Thermax Limited

Ovivo

Calgon Carbon Corporation

DuPont

## Report Scope:

In this report, the Global Water Treatment as a Service Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Water Treatment as a Service Market, By Service Type:

Design & Engineering Services

Operation & Maintenance Services

Monitoring & Analytics

Others

### Water Treatment as a Service Market, By Treatment Type:

Wastewater Treatment

Process Water Treatment

Drinking Water Treatment

Cooling Water Treatment

Boiler Water Treatment

### Water Treatment as a Service Market, By End-Use Industry:

Municipal

Industrial

Commercial

### Water Treatment as a Service 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 Water Treatment as a Service Market.

### Available Customizations:

Global Water Treatment as a Service 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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