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Consumer Water Treatment Systems: United States

October 2017



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About This Report

Scope & Method

This report forecasts US consumer water treatment systems demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by system in terms of:

- whole-house
- point-of-use.

This study covers the United States consumer market for water treatment systems primarily designed to decrease the amount of contaminants and minerals in households' water. Systems purchased by consumers for personal use outside of the home (eg, during leisure activities, pleasure, work, or school) are also considered, as are consumables, such as replacement filters, membranes, and salt. Refrigerator water filters and pitchers are excluded because these systems are originally sold to equipment manufacturers and only the replacement units are sold to consumers.

Total demand is also segmented by technology as follows:

- conventional filtration
- ion exchange
- reverse osmosis & other membrane separation
- other technologies such as distillation, magnetic & deionizing, ultraviolet disinfection, and ozone treatment.

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Consumer Water Treatment Systems: United States (FF90023) is based on [Consumer Water Treatment Systems in the US](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | Industry Codes Related to Consumer Water Treatment Systems

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
333319	Other Commercial and Service Industry Machinery	3589	Service Industry Machinery, Not Elsewhere Classified
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	2899	Chemicals and Chemical Preparations, Not Elsewhere Classified

Source: US Census Bureau

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Resources

The Freedonia Group

Consumer Water Treatment Systems in the US, October 2017

Freedonia Industry Studies

Global Disinfection Equipment Market, August 2017

Global Water Treatment Chemicals Market, June 2017

Global Filters Market Forecasts, March 2017

Global Air & Fluid Filters Market, January 2017

Activated Carbon, October 2016

World Salt, July 2016

Air & Fluid Filters, April 2016

World Membrane Separation Technologies, September 2015

Water Treatment Chemicals, July 2015

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Activated Carbon: United States

Air & Fluid Filters: United States

Major Household Appliances: United States

Nonwovens: United States

World Activated Carbon

World Air & Fluid Filters

World Filters

World Nonwovens

Freedonia Custom Research

Trade Publications

DEMAND-ASME Global Development Review

Electronic House

Filtration + Separation

Hardware + Building Supply Dealer

HomeWorld Business

Water Conditioning & Purification Magazine

Agencies & Associations

Centers for Disease Control and Prevention

National Science Foundation

Salt Institute

United States Census Bureau

United States Environmental Protection Agency

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United States Geological Survey
Water Quality Association