



Freedonia Focus Reports
US Collection

Consumer Water Treatment Products: United States

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About This Report

Scope

This report forecasts to 2025 US consumer water treatment products demand in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- point-of-entry systems
- point-of-use systems
 - under-sink
 - countertop
 - faucet-mounted
 - flow-through and other point-of-use systems, such as atmospheric, showerhead, reusable water bottles, and filter straws
- replacement parts

System demand (excluding replacement parts) is segmented by technology as follows:

- conventional filtration
- membrane separation
- distillation
- other technologies such as ultraviolet (UV) disinfection and ozone treatment

To illustrate historical trends, total demand is provided in annual series from 2010 to 2020; the various segments are reported at five-year intervals for 2010, 2015, and 2020.

The technology under which a particular product is classified is determined by the highest level of treatment in that system. For instance, if a product includes both conventional filtration and reverse osmosis, it is labeled as a reverse osmosis system because that technology removes the most contaminants.

Excluded from the scope of this report are refrigerator water filters and pitchers because these systems are originally sold to equipment manufacturers and only the replacement units are sold to consumers. Water softeners are also excluded from the scope of this report.

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

Sources

Consumer Water Treatment Products: United States (FF90023) is based on *Global Consumer Water Treatment Products*, 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, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and 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 6 | NAICS & SIC Codes Related to Consumer Water Treatment Products

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	2899	Chemicals and Chemical Preparations, Not Elsewhere Classified
333318	Other Commercial and Service Industry Machinery	3589	Service Industry Machinery, Not Elsewhere Classified

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most

accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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Resources

Packaged Facts

Children's Food and Beverage Market: Trends and Opportunities

Functional Beverages: Market Trends and Opportunities

Immunity Boosting Foods: Gut Health & General Immunity Improvement

Office Coffee Service in the U.S.: Market Trends and Opportunities, 4th Edition

U.S. Beverage Market Outlook 2021

The Freedonia Group

Global Consumer Water Treatment Products

Freedonia Industry Studies

Behind the Wall Plumbing

Global Filters

Global Housing

Global Prefabricated Housing

Global Water Treatment Equipment & Chemicals

Indoor Air Quality Equipment

Nonwovens

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Personal Care Appliances: United States

Small Kitchen Appliances: United States

Water: United States

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DEMAND: ASME Global Development Review

Desalination

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National Science Foundation

United Nations

United States Census Bureau

United States Environmental Protection Agency

United States Geological Survey

Water Quality Association

World Health Organization