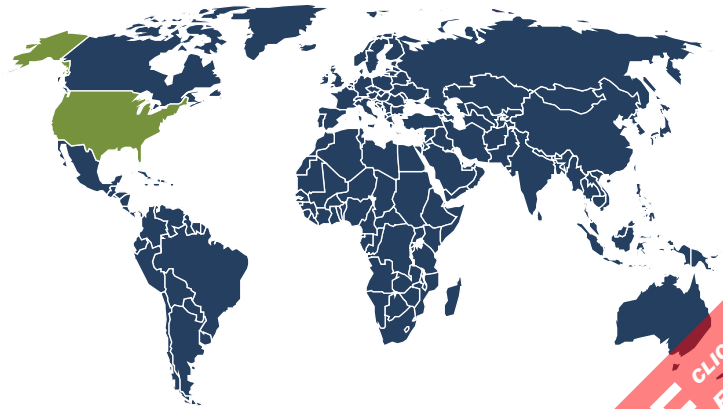




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Water: United States

November 2020



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About This Report

Scope

This report forecasts to 2020 and 2024 US water use and withdrawal in gallons. Total water use is segmented by market in terms of:

- utilities
- manufacturing and mining
- municipal

Total water withdrawal is segmented by market as follows:

- agriculture
- other markets such as utilities and manufacturing

To illustrate historical trends, water use, water withdrawals, and the various segments are provided in annual series from 2009 to 2019.

For the purposes of this report, water use encompasses water withdrawals from surface and groundwater sources and includes reclaimed wastewater. Trends and forecasts related to water use apply to water that has been treated to some appreciable degree and do not include water used in agricultural applications. Water withdrawal totals refer to water from surface and groundwater sources, excluding reclaimed wastewater. The municipal segment excludes water withdrawn from wells on residential properties.

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

Water: United States (FF95025) represents 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 organizations
- proprietary national consumer data
- 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

About This Report

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

Industry Codes

Table 7 | NAICS & SIC Codes Related to Water

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
221310	Water Supply and Irrigation Systems	4941	Water Supply
221320	Sewage Treatment Facilities	4952	Sewerage Systems
221330	Steam and Air-Conditioning Supply	4961	Steam and Air-Conditioning Supply

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

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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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Water Treatment Products: United States

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Water Conditioning & Purification Magazine
Water Online
Water Technology
WaterWorld

Agencies & Associations

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American Water Works Association
International Water Association
Marcellus Shale Coalition
National Association of Water Companies
United States Census Bureau
United States Department of Energy
United States Department of the Interior

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United States Environmental Protection Agency
United States Geological Survey
United States Green Building Council
US Water Alliance
Water Environment & Reuse Foundation