Water Filtration - US - November 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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From 2010-15, US retail sales of water filtration products have fallen nearly 1%, reaching an estimated $807 million in 2015. While sales in the water filtration device segment showed modest growth from 2013-15, sales in the water filter segment dropped sharply.

This report looks at the following areas:

- Sales have fallen from 2010-15, with water filters posting steep declines
- Bottled water competes with filtered water and has shown strong growth
- Barriers to usage range from adequate tap water to the cost of water filters

Faced with low-cost tap water, a robust bottled water market, and an influx of less expensive private label filters, the $807 million water filtration product market has seen sales decline in recent years. However, growth potential lies in affirming the cost, health, and environmental benefits of water filtration products and seizing opportunities to expand market outreach to Millennials, Asians, and Hispanics. These demographics post positive attitudes toward filtered water and strong interest in innovative products, including filtration-usage indicators, flavor infusers, and smart technology.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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