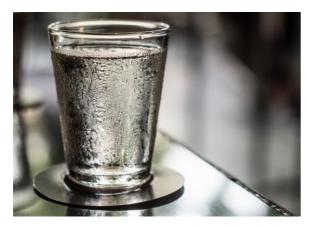


### Water Filtration - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Despite more than half of adults owning either a water filtration system or product, and nearly one third saying they avoid drinking tap water as much as possible, sales of the water filtration market are expected to decline by 1% in

- Jana Vyleta, Home & Personal Care Analyst

### This report looks at the following areas:

- 2016 sales decline, future is stagnant
- Tap water is sufficient for some
- Filtration systems must overcome high-cost perceptions

This Report covers water filtration devices and systems that are used in the home and are available to consumers through supermarkets, mass merchandisers, hardware stores, home centers, and specialized dealers. Mintel defines the water filtration market as follows:

- Pour-through pitchers
- Faucet mounts
- Portable bottles with built-in filters
- Replacement filters for these products.

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#### **Table of Contents**

Overview
Executive Summary
The Market - What You Need to Know
Market Size and Forecast
Market Breakdown
Market Perspective
Market Factors
Key Players - What You Need to Know
Manufacturer Sales of Water Filtration Products
What's Working?
What's Struggling?
What's Next?
The Consumer – What You Need to Know
Usage and Ownership of Water Filtration Products and Systems
Benefits of Water Filtration Products and Systems
Barriers to Water Filtration Usage
Purchase Influencers – Water Filtration Products
Attitudes toward Water Filtration Systems
Water Safety Issues
Appendix - Data Sources and Abbreviations
Appendix - Market
Appendix - Key Players
Appendix – Consumer

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