

## Water Filtration - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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Despite consumer interest in healthy living and concerns about water quality, the water filtration category declined 3% from the year prior, reaching estimated sales of \$785 million in 2017.

This report looks at the following areas:

- **Water filtration market continues to slide**
- **Ownership solid yet low interest challenges market**
- **Less than half voice water quality concerns**

While niche, there may be opportunities to stimulate the market. Brands may be able to differentiate from the competition by emphasizing benefits beyond removing contaminants, such as enhanced taste. Additionally, interest in smart features that allow monitoring and tracking of water and filter usage may pique young adult's interest and encourage trading-up.

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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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