

# Water Filtration: Incl Impact of COVID-19 - US - November 2020

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The pandemic health crisis led to a significant sales jump for the water filtration market, driven by consumers' heightened focus on health, hygiene and safety.
- While the water filtration category managed to stay afloat during the last recession, spurred by growing concerns about municipal water quality, Mintel predicts the category will struggle to perform to the same caliber this recession due to a larger degree of cautionary spending.
- Product development and marketing strategies that leverage health, safety and taste have the greatest opportunity for success.



"COVID-19 has triggered increased interest in water filtration as Americans place a greater priority on home, health and safety. This surge in demand will dissipate just as quickly as it arrived – and the category will return to slow, steady growth."

– Rebecca Cullen, Senior Household Care Analyst

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## THE CONSUMER – KEY TAKEAWAYS

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