

## Water Filtration - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Despite widespread media coverage of lead and other contaminants found in tap water, the water filtration market experienced a decline of 0.2% from 2017, reaching \$827 million in estimated 2018 retail sales."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- **Water filtration market struggles to grow**
- **Ownership of filtration systems lessens the need for products**
- **Trust in safety of tap water prevents adults from buying filtration products**
- **Bottled water continues to challenge water filtration market**

Market struggles can be attributed to higher ownership of dispensers built into the refrigerator, positive perceptions toward tap water, and competition from bottled water. Offering benefits beyond contaminant removal, such as smart features that help users reach their hydration goals, could be an opportunity for brands to stand out from the competition and encourage users to trade up.

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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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