

Water Softener Market to Grow at a 6.98% CAGR Forecast to 2020

Global Water Softener Market 2016 Analysis and Forecast to 2020

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About the [Water Softener](#) Market

Increased awareness about the benefits of using soft water for daily household chores is driving the global water softener market for the residential segment.

Also, rapid urbanization and industrialization in emerging countries are affecting the quality of water. While developed countries have centralized plants for water treatment to remove calcium and magnesium compounds, developing countries are yet to develop such infrastructure. The demand for water softeners will be driven primarily by increased health consciousness, technological innovations in the market, and the emergence of domestic players in smaller markets.

Research analysts forecast the Global Water Softener Market to grow at a CAGR of 6.98% during the period 2016-2020.

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Covered in this report

The report covers the present scenario and the growth prospects of the Global Water Softener Market for 2016-2020. To calculate the market size, the report considers the revenue generated from the sale of water softeners for the residential segment.

The market is divided into the following segments based on geography:

- APAC
- Europe
- North America
- ROW

Technavio's report, Global Water Softener Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Culligan
- Ecowater
- GE
- Whirlpool



• 3M

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Other prominent vendors

- Axel Johnson
- Canature
- Hague Quality Water
- Ion Exchange India
- Kenmore

Market driver

- Purchases to complement reverse osmosis water purification units
- For a full, detailed list, view our report

Market challenge

- Alternative technologies for softening water
- For a full, detailed list, view our report

Market trend

- Connectivity-enabled innovations
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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