

# Water Softeners Market Insights: Comprehensive Analysis of Latest Trends and Developments

*The water softener market in North America contributed more than one-third of the global market revenue*

PORTLAND, OREGON, UNITED STATES, May 16, 2023 /EINPresswire.com/ --

The [water softener market](#) in North America contributed more than one-third of the global market revenue in 2017. It is projected to retain its lion's share through 2025 due to the increase in incidences of water-borne diseases, increasing applications of advanced water softening instruments in residential, commercial and

industrial sectors, and high awareness about the benefits of consuming soft water. However, the Asia-Pacific region would register the highest CAGR of 8.5% from 2018 to 2025 owing to the proactive measures by the government to improve access to fresh water, increase in foreign direct investments in commercial and residential infrastructure, and rapid proliferation of the industrial sector.

The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

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Rapid industrialization and urbanization worldwide has increased the adoption of water softeners due to their growing acceptance in product manufacturing, steam generation, and cleaning. However, high costs of operation, labor, and maintenance incurred during the water



Water Softeners Market End Use

softening process coupled with environmental concerns regarding discharge of soft water such as increase in pH and stringent environmental policies mainly in U.S. and "Europe" that could raise compliance cost are expected to hinder the market growth.

This makes it important to understand the practical implications of the Water softeners market. To gain a competitive advantage, the players must have something unique. By tapping into the untapped market segment, they can establish a relevant point of differentiation, and this report offers an extension analysis of untapped segments to benefit the market players and new entrants to gain the market share.

As per the report, the global water softeners market garnered "\$2.05 billion" in 2017, and is estimated to reach "\$3.57 billion" by 2025, growing at a CAGR of 7.1% from 2018 to 2025.

#### KEY MARKET PLAYERS:

The report provides the SWOT analysis of the key market players Culligan International Company, Kinetico UK Ltd, NuvoH2O, LLC, US Water System, Inc., and Ecowater System, LLC. which gives the business overview, financial analysis, and portfolio analysis of products and services. The latest news related to industry developments in terms of market expansions, acquisitions, growth strategies, joint ventures, collaborations, product launches, market expansions etc. are included in the report for the better understanding of the stakeholders in framing strategic decisions to gain long term profitability and market share.

Among product types, the salt-based water softener segment contributed more than two-thirds of the total market revenue in 2017 and would continue its dominance through 2025, as salt-based water softeners in homes to prevent health ailments like eye and skin irritation and hair fall, increase lifespan of fabric, avoid stains on faucets, fixtures, and taps, and extending shelf life of water-utilizing appliances. However, the salt-free water softener segment is projected to register the fastest CAGR of 8.0% from 2018 to 2025.

#### NEED FOR THE REPORT:

The current situation of pandemic makes it very important for the stakeholders in the Water softeners market to understand the market deeply, which will help them in taking sound decisions, to gain the competitive advantage. By exploring the unexplored areas of market, the key players can surely gain a larger market share.

Among applications, the residential segment accounted for 61.5% of the total market share in 2017 and would maintain its revenue lead through the study period. It is projected to grow at the fastest CAGR of 7.5% during the forecast period, as water softeners for residential purposes help reduce chlorine content, remove odor and bad taste from water, avoid stains on tiles and faucets, and prevent formation of lime scales in appliances.

## KEY OFFERINGS OF THE REPORT:

**Key drivers & Opportunities:** An extensive analysis on key factors and opportunities available in different segments for strategizing.

**Current trends & forecasts:** A comprehensive analysis on latest trends, and forecasts for next few years to frame strategic decisions as a next step.

**Segmental analysis:** An extensive analysis of each segment and driving factors such as revenue and growth rate is offered.

**Regional Analysis:** A thorough analysis of each geographic region can help market players devise expansion strategies and gain from the opportunity.

**Competitive Landscape:** Useful insights on each of the leading market players for outlining competitive scenario and related strategies have been offered in the report.

For more information, please visit: <https://www.alliedmarketresearch.com/purchase-enquiry/5135>

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We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high quality of data and help clients in every way possible to achieve success. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Allied Market Research

Allied Market Research

+1 800-792-5285

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