

Water Softeners Market Growth and CAGR Status: Applications Driving Trends

Rapid urbanization has escalated the need for municipal water treatment to address the growing demand for drinking water and sanitation.

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EINPresswire.com/ -- A recent report by Allied Market Research, titled "[Water Softeners Market](#)" by Type and End-use: Global Opportunity Analysis and Industry Forecast, 2018 - 2025," reveals that the global water softeners market was valued at \$2,051.30 million in 2017 and is projected to reach \$3,570.40 million by 2025. This represents a compound annual growth rate (CAGR) of 7.1% from 2018 to 2025.



Water Softeners Industry Size

Overview:

Water softeners are essential for treating water that contains high levels of calcium and magnesium, which cause hardness. This hardness can lead to scaly build-up on various surfaces, including dishes, pipes, and heating elements, as well as soap scum and clogged plumbing. By removing these hard minerals, water softeners help extend the lifespan of appliances and improve water quality.

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Market Drivers:

- Urbanization and Increased Water Demand: Rapid urbanization has escalated the need for municipal water treatment to address the growing demand for drinking water and sanitation.
- Industrial and Population Growth: Increasing industrial activities and a rising global population

are significant factors driving the demand for water softeners.

- Emerging Economies: Expanding markets in countries like India and Japan offer lucrative growth opportunities for water softener manufacturers.

Market Segmentation:

By Type:

Salt-Based Water Softeners: These are the most common, removing hard minerals through ion exchange. They held a significant market share in 2017.

Salt-Free Water Softeners: Less expensive and easier to maintain, these systems neutralize contaminants without using chemicals. They are gaining popularity due to their cost-effectiveness and low maintenance.

By End Use:

- Residential: Increasingly used in homes to prevent plumbing issues and appliance damage.
- Industrial: Employed in various industries to improve operational efficiency.
- Municipal: Utilized in municipal water treatment facilities to provide safe drinking water.

Regional Insights:

- North America: Dominates the market, driven by a strong industrial sector, high prevalence of water-borne diseases, and strict environmental regulations regarding clean water use and recycling. North America is expected to grow at a CAGR of 7.5% during the forecast period.

Europe, Asia-Pacific, and LAMEA: Other significant markets with varied growth rates influenced by regional water treatment needs and industrial activities.

Key Findings:

- Residential Segment Growth: Expected to grow at the highest CAGR during the forecast period.
- Market Share: In 2017, salt-based water softeners accounted for nearly two-thirds of the market, while the residential segment held a three-fifths share.
- Competitive Landscape: Market players are focusing on strategic initiatives such as agreements, acquisitions, collaborations, partnerships, and new product launches. Notable players include Culligan International, Kinetico UK Ltd, NuvoH2O, US Water System, and Ecowater System, with Ion Exchange (India) Limited recently enhancing its portfolio with a new high-purity water generation product for the pharmaceutical industry.

Conclusion:

The global water softeners market is set for substantial growth, driven by increasing water

demand, industrial expansion, and emerging economies. Key players are actively engaging in strategic maneuvers to strengthen their market positions and meet the evolving needs of consumers and industries worldwide.

About Us:

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. 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. 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.

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