

# Swimming Pool Treatment Chemicals Market to Reach USD 1.53 Billion by 2032, Growing at a CAGR of 2.39%

*The Swimming Pool Treatment Chemicals Market involves producing and supplying chemicals to keep pool water clean, safe, and hygienic.*

NEW YORK , NY, UNITED STATES,  
August 7, 2025 /EINPresswire.com/ --

The [Swimming Pool Treatment Chemicals Market](#) refers to the

industry focused on the production,

supply, and application of chemical products used to maintain clean, safe, and hygienic swimming pool water. These chemicals are essential for controlling pH levels, preventing the growth of harmful microorganisms, removing impurities, and ensuring water clarity. Common categories of swimming pool treatment chemicals include disinfectants (e.g., [chlorine](#), bromine), algaecides, pH adjusters, water balancers, flocculants, and specialty cleaners. The market serves residential, commercial, and public swimming pools, as well as spas and water parks.

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Swimming pool treatment chemicals turn water into wellness.”

*Market Research Future*



Swimming Pool Treatment Chemicals

The Global Swimming Pool Treatment Chemicals Market

was valued at USD 1.23 Billion in 2023 and is projected to grow to USD 1.53 Billion by 2032, with a CAGR of 2.39% from 2024 to 2032

Drivers:

**Rising Demand for Recreational and Residential Pools:** Increased urbanization, higher disposable incomes, and a growing preference for leisure and wellness amenities have boosted the number of private and commercial swimming pools worldwide.

**Health and Hygiene Awareness:** Greater emphasis on water hygiene and the prevention of waterborne diseases is driving the need for regular pool disinfection using treatment chemicals

such as chlorine, bromine, and algaecides.

**Growth in Hospitality and Tourism Sectors:** Expanding hotel, resort, and wellness infrastructure globally contributes to sustained demand for pool chemicals to maintain clean and safe environments.

**Regulatory Requirements for Pool Safety:** Strict health and safety regulations in developed countries ensure regular use of treatment chemicals to maintain pool standards.

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Restraints:

**Health and Environmental Concerns over Chemical Use:** Prolonged exposure to certain pool chemicals (e.g., chlorine) can lead to skin, eye, or respiratory irritation, raising concerns among users and prompting demand for alternatives.

**High Maintenance Costs:** Maintaining proper chemical balance in pools requires frequent testing and dosing, which can be costly, particularly for residential pool owners.

**Seasonal and Climate Dependency:** In colder climates, pool usage drops significantly during winter months, leading to seasonal demand variation for treatment chemicals.

Prominent players in the Swimming Pool Treatment Chemicals Market include:

Olin Corporation of the United States, BASF SE, Arkema of France, Igneous of the United Kingdom, Naphthalene Sulfonates, AGC Inc. of Japan, Lignosulphonates, ICL of Israel, Polycarboxylates and Melamine Sulfonates, Occidental Petroleum Corporation of the United States, Sumitoma Chemical Co. Ltd of Japan

Opportunities:

**Innovation in Eco-friendly and Non-Chlorine Alternatives:** Development of saltwater systems, ozone-based treatments, and mineral sanitizers is gaining popularity due to their lower health risks and reduced chemical footprints.

**Smart Pool Monitoring Technologies:** Integration of digital and automated dosing systems for pool water monitoring presents new opportunities for chemical suppliers to pair products with IoT-enabled services.

**Emerging Markets Growth:** Rising middle-class populations and increasing interest in wellness in regions like Asia-Pacific and Latin America present untapped demand potential for swimming

pool chemicals.

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Challenges:

**Price Fluctuations in Raw Materials:** Volatility in the prices of chemical feedstocks like sodium hypochlorite and calcium hypochlorite can affect product pricing and margins.

**Stringent Chemical Regulations:** Compliance with REACH (Europe), EPA (U.S.), and other chemical safety standards increases the complexity and cost of production and distribution.

**Consumer Preference Shift Toward Natural Pool Alternatives:** Growing preference for natural swimming pools or low-chemical pools may reduce long-term demand for traditional pool chemicals.

Table of Contents

SECTION I: EXECUTIVE SUMMARY AND KEY HIGHLIGHTS

EXECUTIVE SUMMARY

- Market Overview
- Key Findings
- Market Segmentation
- Competitive Landscape
- Challenges and Opportunities
- Future Outlook

SECTION II: SCOPING, METHODOLOGY AND MARKET STRUCTURE

SECTION III: QUALITATIVE ANALYSIS

SECTION IV: QUANTITATIVE ANALYSIS

SECTION V: COMPETITIVE ANALYSIS

LIST Of tables

LIST Of figures

Continue...

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+1 855-661-4441

[email us here](#)

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