

Microbiological Testing of Water Market Set to Reach USD 3.2 Billion by 2034

The microbiological testing of water market is growing due to rising regulatory standards, public health awareness, and technological advancements

VANCOUVER, BC, CANADA, August 19, 2025 /EINPresswire.com/ -- The global

[Microbiological Testing of Water](#)

[Market](#) is projected to grow from USD 1.7 billion in 2024 to USD 3.2 billion by

2034, expanding at a compound annual growth rate (CAGR) of 6.5%. This steady growth reflects the increasing global focus on ensuring safe water for public health, stricter government regulations, and advancements in testing technologies.



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Strong Demand Across Key Applications

The largest share of the market is expected to come from municipal water testing, supported by strict government regulations for drinking water quality. At the same time, industrial water testing is forecast to grow the fastest due to rising concerns about wastewater discharge and environmental protection.

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The key applications of microbiological water testing include:

Drinking water testing – driven by stricter safety requirements and public health concerns.

Wastewater testing – growing in response to sustainability goals and wastewater reuse projects.

Industrial process water testing – boosted by tighter environmental laws and monitoring needs.

Regional Outlook

North America will continue to lead the market, thanks to strong regulations and established testing infrastructure. However, Asia Pacific is expected to see the fastest growth, driven by rapid urbanization, industrial development, and government initiatives to improve water quality.

Market Volume and Price Trends

In 2024, about 1.2 million water tests are expected to be conducted globally. This number is projected to double to 2.4 million by 2034, reflecting a 7.2% CAGR in testing volume. This growth highlights the increased frequency and importance of water quality checks worldwide.

On pricing, costs have risen due to the adoption of advanced technologies, higher demand for testing kits, and supply chain challenges. For example, the average cost of microbiological testing kits increased by 8% in 2024. North America and Europe have the highest testing costs, while Asia Pacific remains more affordable, supported by government subsidies and lower labor costs.

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Key Drivers of Growth

Regulatory Compliance – Stricter water quality rules from agencies like the U.S. Environmental Protection Agency (EPA) and the World Health Organization (WHO) are pushing for frequent and reliable testing. The EPA, for instance, has reported a 12% annual increase in testing volumes due to compliance requirements.

Public Health Awareness – Rising concerns about waterborne diseases have accelerated testing demand, with global investments in water quality initiatives increasing by 10% in 2024.

Technological Advancements – AI-driven solutions, portable testing kits, and IoT integration are making water testing faster, more accurate, and more cost-efficient.

Market Challenges

Despite growth, the industry faces hurdles:

High Costs – Advanced testing systems and reagents are expensive, limiting access for small and mid-sized testing facilities, especially in developing regions.

Skilled Workforce Shortage – Only about 60% of facilities report adequate staffing, highlighting a shortage of trained professionals in microbiological testing.

Regulatory Complexities – Varying regional standards increase operational challenges for global

companies. For example, the European Union's Water Framework Directive has raised compliance costs for many operators.

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Market Segmentation Insights

By Product Type – Reagents & Test Kits lead the market, accounting for nearly half of the demand. This segment is expected to reach USD 1.5 billion by 2034, growing at a CAGR of 7.1%. These kits are widely adopted due to their ease of use, affordability, and accuracy.

By Application – Drinking water testing is projected to be the fastest-growing segment, with a 7.5% CAGR through 2034. The growing emphasis on safe drinking water and initiatives like WHO's Water Safety Plan are major contributors to this rise.

Emerging Trends

The industry is undergoing a transformation with the use of digital technologies. AI-powered testing and IoT-enabled systems are improving data accuracy and operational efficiency. According to McKinsey, digital spending in water management is rising 15% annually, supporting the adoption of smart testing tools.

Microbiological Testing of Water Competitive Strategies & Notable Developments

Part 1: Top 10 Companies

Thermo Fisher Scientific

Merck KGaA

Danaher Corporation

Eurofins Scientific

SGS SA

Bureau Veritas

Intertek Group

ALS Limited

IDEXX Laboratories

3M Company

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Microbiological Testing of Water Market Segmentation

By Product Type

Reagents & Test Kits

Instruments

Services

By Application

Drinking Water Testing

Wastewater Testing

Industrial Process Water Testing

By End User

Municipal

Industrial

Commercial

By Technology

Traditional Testing

Rapid Testing

By Distribution Channel

Direct Sales

Distributors

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