

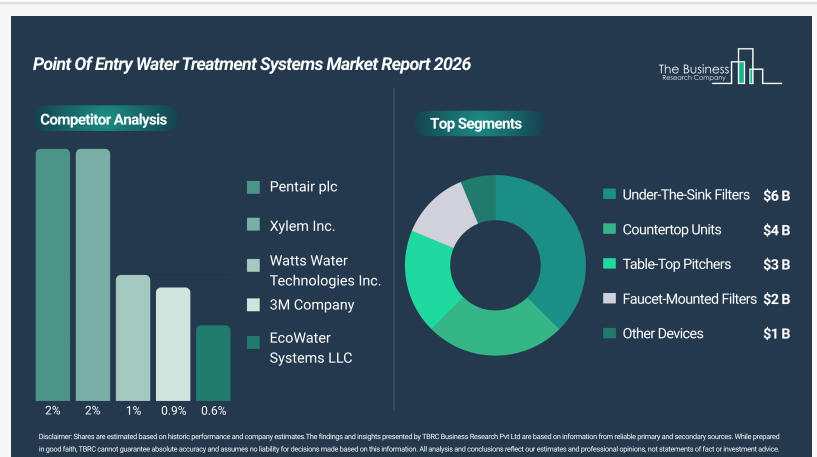
Point of Entry Water Treatment Systems Market to Exceed \$16 billion by 2030 at 9% CAGR, Led by Asia-Pacific

The Business Research Company's Point of Entry Water Treatment Systems Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

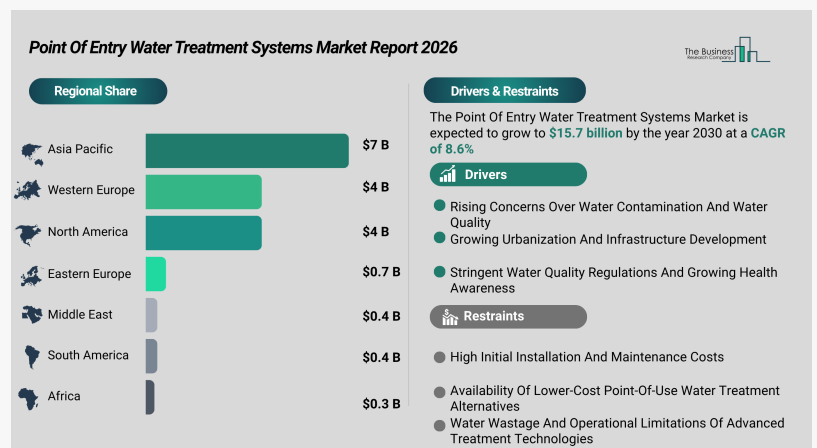
LONDON, GREATER LONDON, UNITED KINGDOM, October 8, 2026 /EINPresswire.com/ -- The point of entry water treatment systems market is a crucial segment within the global water purification industry, driven by a combination of technological innovation, regulatory requirements, and growing concerns over water quality. As urbanization accelerates and water contamination becomes a more pressing issue, companies are developing advanced filtration and treatment solutions that cater to both residential and commercial needs. Understanding the structure and growth drivers of this market is essential for stakeholders aiming to capitalize on emerging opportunities.

Market Size and Growth Prospects of the Point of Entry Water Treatment Systems Market

The point of entry water treatment systems market is projected to surpass \$16 billion by 2030. This segment forms a part of the broader Water Supply & Irrigation Systems market, which is expected to reach about \$526 billion by then, with point of entry systems making up roughly 3% of that total. Within the extensive Utilities industry, valued at \$9,379 billion by 2030, this market segment will represent close to 0.2%. The compound annual growth rate (CAGR) for point of



Point Of Entry Water Treatment Systems Market Report

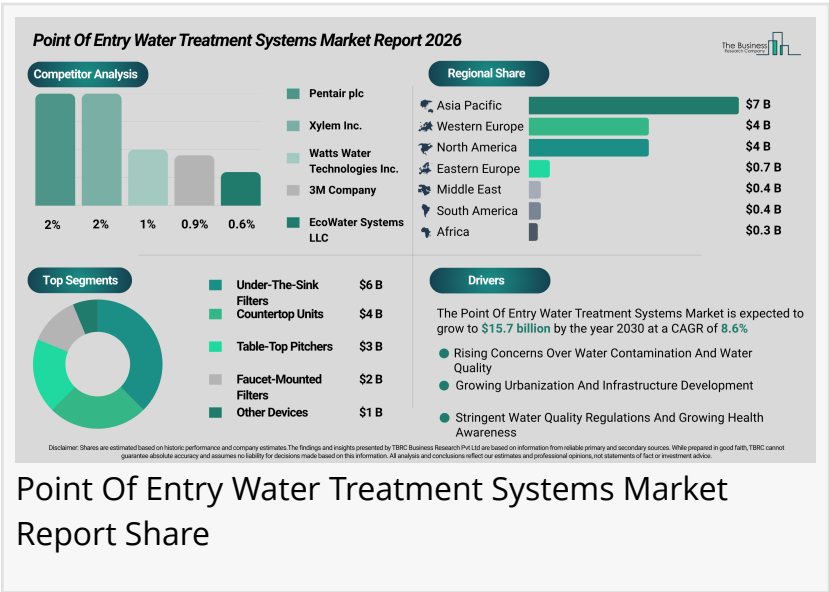


Point Of Entry Water Treatment Systems Market Report Size

entry systems is forecasted at 9% through 2030, indicating steady expansion fueled by shifting consumer and industrial demands.

Request A Free Sample Of The Point Of Entry Water Treatment Systems Market Report

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Rapid Growth in [Asia-Pacific Shapes Market Dynamics](#)

Asia-Pacific is set to emerge as the fastest-growing and largest region in the point of entry water treatment systems market by 2030, reaching a valuation of \$7 billion, up from \$4 billion in 2025. This growth, at a CAGR of 9%, reflects heightened concerns about deteriorating municipal water quality, investments in water infrastructure for homes and businesses, and increasing awareness about safe water usage in rapidly urbanizing areas. The adoption of whole-building water treatment solutions that enhance water safety and protect plumbing is becoming more widespread in this region.

China’s Expanding Market Presence in Point of Entry Systems

China will be the top country in this market by 2030, expected to reach \$3 billion from \$2 billion in 2025, also growing at 9% annually. The government’s initiatives to provide clean water access, development of new housing and commercial buildings, and consumer demand for advanced filtration technology in urban centers will fuel this growth. Additionally, rising household spending on home water purification systems supports the country’s leadership in market expansion.

Access The Detailed Point Of Entry Water Treatment Systems Market Report Here

https://thebusinessresearchcompany.com/report/point-of-entry-water-treatment-systems-global-market-report?utm_source=ENPresswire&utm_medium=Paid&utm_campaign=Oct_PR

Leading Segment by Device Type in the Point of Entry Water Treatment Systems Market

Within the device categories, under-the-sink filters are anticipated to be the dominant segment by 2030, accounting for 37% or \$6 billion of the market. This preference stems from consumer demand for space-efficient filtration solutions that provide continuous purified water without cluttering countertops. Advances in multi-stage filtration technologies are enhancing contaminant removal, and the appeal of concealed installations in new homes also boosts this

segment's growth.

Technology and Application Segmentation of the [Point of Entry Market](#)

The point of entry water treatment systems market is divided by technology into several groups including reverse osmosis, distillation, disinfection, ultrafiltration systems, water softeners, and other technologies. From an application standpoint, the market serves both residential and commercial sectors, addressing diverse water purification needs based on usage settings.

Concerns Over Water Quality Driving Market Demand

Growing awareness about contaminants such as heavy metals, sediments, chemicals, and microorganisms is encouraging both households and businesses to treat all incoming water. This ensures safer water for daily use and prevents damage to plumbing and appliances caused by corrosion and scaling. This factor alone is expected to contribute roughly 2.5% to the annual market growth rate.

Urbanization and Infrastructure Development as Growth Catalysts

The ongoing development of new residential neighborhoods, commercial centers, hospitals, hotels, schools, and industrial facilities creates a strong need for centralized water treatment systems. Investments in smart city projects and water infrastructure are opening additional avenues for growth. This driver is estimated to add about 2.3% annually to the market's expansion.

Stricter Regulations and Health Awareness Supporting Market Growth

As drinking water standards become more stringent, industries and commercial sites are increasingly adopting advanced filtration to meet compliance and safety requirements. Furthermore, rising consumer awareness about the health effects of contaminated or hard water is encouraging ongoing investment in purification systems. This trend contributes an estimated 2.1% to yearly market growth.

Pentair plc's Leading Role in the Market

Pentair plc held the largest share of global sales in 2025, capturing 2% of the point of entry water treatment systems market, according to The Business Research Company. Their portfolio includes water filtration systems, softening solutions, reverse osmosis technologies, and purification products designed to enhance water quality and support efficient water management across residential and industrial applications.

Fragmented Market Landscape Among Top Players

The point of entry water treatment systems market is highly fragmented, with the top ten companies collectively holding only 8% of total revenues in 2025. This diversity arises from rapid technological advances, changing water quality regulations, the broadening adoption of efficient filtration solutions, and varying customer preferences. Market leaders maintain their presence through extensive product lines, solid distribution networks, strong branding, and ongoing innovation in filtration and purification technologies.

Key Market Players and Their Shares

The major companies and their estimated shares in 2025 include: Pentair plc (2%), Xylem Inc. (2%), Watts Water Technologies Inc. (1%), 3M Company (1%), EcoWater Systems LLC (1%), Kinetico Incorporated (1%), Haier Smart Home Co. Ltd. (GE Appliances) (0.4%), Best Water Technology AG (0.1%), Canature WaterGroup (0.1%), and Culligan International Company (0.1%).

Innovations Transforming the Point of Entry Water Treatment Systems Market

New technologies like tankless electric salt-free point-of-entry systems are revolutionizing the market by improving water quality and reducing scale buildup more efficiently. For example, in July 2025, Navien Inc. introduced the WEC series, the industry's first tankless, electric, salt-free system featuring proprietary Dual Electrodeionization modules, automatic Clean-In-Place self-cleaning technology, and smart connectivity. These innovations enable continuous treatment, verified scale reduction, and enhanced operational efficiency.

Strategies Winning in the Point of Entry Water Treatment Systems Market

Successful approaches in this market include developing technologies that maximize water quality and filtration effectiveness, leveraging advanced filtration to eliminate contaminants, expanding infrastructure to improve access to clean water, and adopting smart monitoring systems that enable real-time water quality tracking and operational optimization.

Future Growth Opportunities Across Device Categories

All five device types are poised for substantial growth, contributing more than \$5.4 billion in added market value by 2030. Between 2025 and 2030, under-the-sink filters are expected to expand by \$2 billion, faucet-mounted filters by \$1 billion, table-top pitchers by \$1 billion, countertop units by \$1 billion, and other devices by \$0.4 billion. Factors driving growth include multi-stage filtration systems, connected water quality monitoring, investments in sustainable low-maintenance purification methods, and innovations enhancing filtration efficiency, water conservation, and durability.

Key Players Driving the Point of Entry Water Treatment Systems Market

Prominent companies operating in this market segment include Pentair plc, Xylem Inc., Watts Water Technologies Inc., 3M Company, EcoWater Systems LLC, Kinetico Incorporated, Haier Smart Home Co. Ltd. (GE Appliances), Best Water Technology AG, Canature WaterGroup, Culligan International Company, Aquatech International Corporation, Water-Right Inc., WaterBoss Inc., Marlo Incorporated, Bluewater Group AB, Hellenbrand Inc., Enviro Water Solutions Inc., Enpress LLC, Watersprint AB, and Aquafilter Systems.

Primary Suppliers Supporting the Market

Major suppliers of raw materials in this space include Pentair plc, 3M Company, DuPont de Nemours, Inc., Veolia Environnement S.A., SUEZ S.A., Toray Industries, Inc., Kuraray Co., Ltd., LG Chem Ltd., Mitsubishi Chemical Group Corporation, BASF SE, Dow Inc., Xylem Inc., Pall Corporation, A. O. Smith Corporation, Culligan International Company, Watts Water

Technologies, Inc., Kurita Water Industries Ltd., Lanxess AG, Thermax Limited, Ion Exchange (India) Limited, Graver Technologies LLC, and Trojan Technologies Inc.

Distribution Channels Feeding the Market

Key wholesalers and distributors in the point of entry water treatment systems market include Ferguson Enterprises, Inc., HD Supply Holdings, Inc., Grainger Inc., Fastenal Company, Rexel S.A., WESCO International, Inc., Sonepar Group, Wolseley plc, MRC Global Inc., WinWholesale Inc., Core & Main LP, Winsupply Inc., APR Supply Co., The Granite Group Wholesalers LLC, SupplyHouse.com, Zoro.com, Inc., Global Industrial Company, MSC Industrial Direct Co., Inc., Motion Industries, Inc., and Applied Industrial Technologies, Inc.

Main End Users in the Point of Entry Water Treatment Systems Market

The primary consumers of these systems include Ace Hardware Corporation, True Value Company, Bunnings Group Limited, Kingfisher plc, Screwfix Direct Limited, Canadian Tire Corporation, Walmart Inc., Costco Wholesale Corporation, Amazon.com, Inc., Wayfair Inc., Alibaba Group Holding Limited, Reliance Retail Limited, Carrefour S.A., Tesco PLC, Target Corporation, IKEA Group, Builders FirstSource, Inc., Floor & Decor Holdings, Inc., RONA Inc., OBI GmbH & Co. Deutschland KG, and Bauhaus AG.

Key enhancements in our 2026 market reports include:

- Market attractiveness scoring and analysis
- Total addressable market (TAM) analysis
- Company scoring matrix graphics and tables
- Excel-based forecasting dashboards
- Market hotspots infographics
- Key technologies and future trend analysis
- Updated graphics and tables

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The Business Research Company (www.thebusinessresearchcompany.com) is a renowned market intelligence firm specializing in company, market, and consumer research. With over 30,000+ reports spanning 27 industries and more than 60 geographies, their insights draw upon 1.5 million datasets, extensive secondary research, and interviews with industry leaders. They offer a range of tailored research packages such as Market Entry, Competitor Tracking, and Supplier & Distributor packages.

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