

Point-Of-Use Water Treatment Systems Market Tops \$34 billion by 2030, 8% CAGR, Under-the-Counter Filters 40%

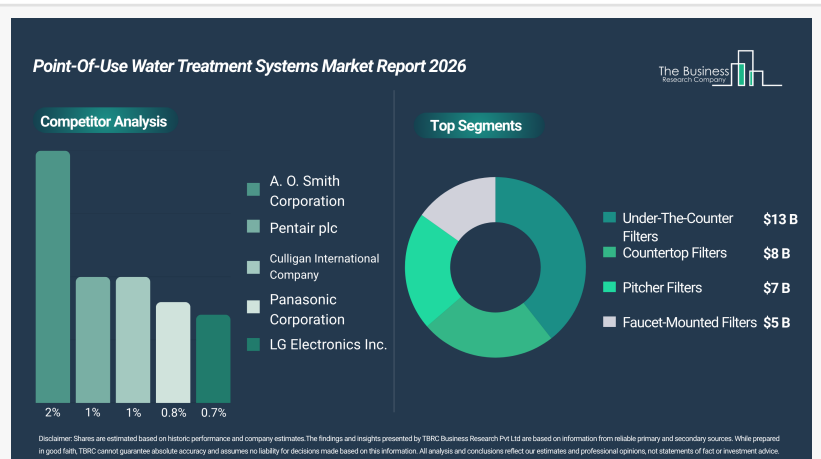
The Business Research Company's Point-Of-Use Water Treatment Systems Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, October 8, 2026 /EINPresswire.com/ -- The [point-of-use water treatment systems market](#) is gaining considerable attention as concerns about water safety rise globally. With ongoing technological progress and increasing health awareness, this sector is set to experience significant expansion in the coming years. Let's explore the current market outlook, driving forces, key players, and future opportunities shaping this industry.

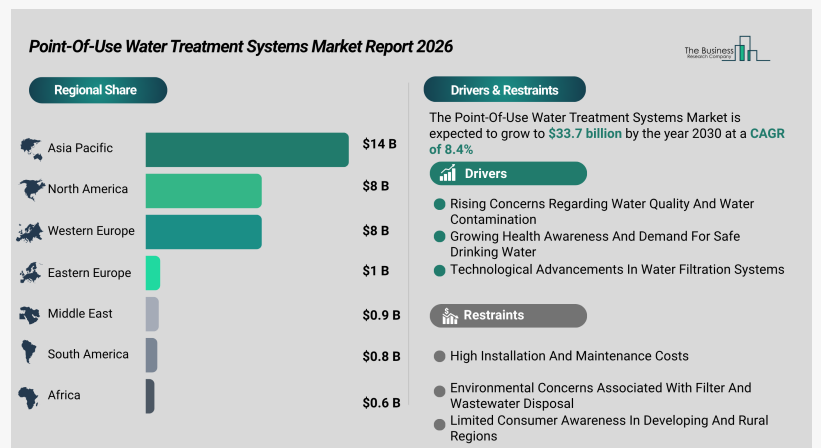
Market Size and Growth Projections of the Point-Of-Use Water Treatment Systems Market

By 2030, the point-of-use water treatment systems market is anticipated to exceed \$34 billion. It forms a segment within the larger Other General Purpose Machinery market, which is forecasted to reach around \$1,011 billion by the same year. Within the even broader Machinery industry, projected to hit \$5,280 billion by 2030, this segment will represent close to 0.6% of the total value. This indicates steady growth and a growing share for point-of-use systems in the machinery landscape.

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Key Influences Driving Demand for Point-Of-Use Water Treatment Systems

One major factor propelling this market is the mounting concern over water quality and contamination. The presence of heavy metals, PFAS, pesticides, microorganisms, and microplastics in drinking water is motivating consumers to purify water at the point where it is consumed, improving taste and reducing harmful exposure in both homes and businesses. This concern is expected to fuel about 3.0% annual growth for the market.

Additionally, rising health consciousness and the demand for safe drinking water continue to bolster market expansion. Greater awareness of waterborne illnesses and a focus on preventive health, combined with increased disposable incomes and a preference for healthier lifestyles, are encouraging investments in advanced purification systems. This trend is projected to contribute approximately 2.7% growth per year.

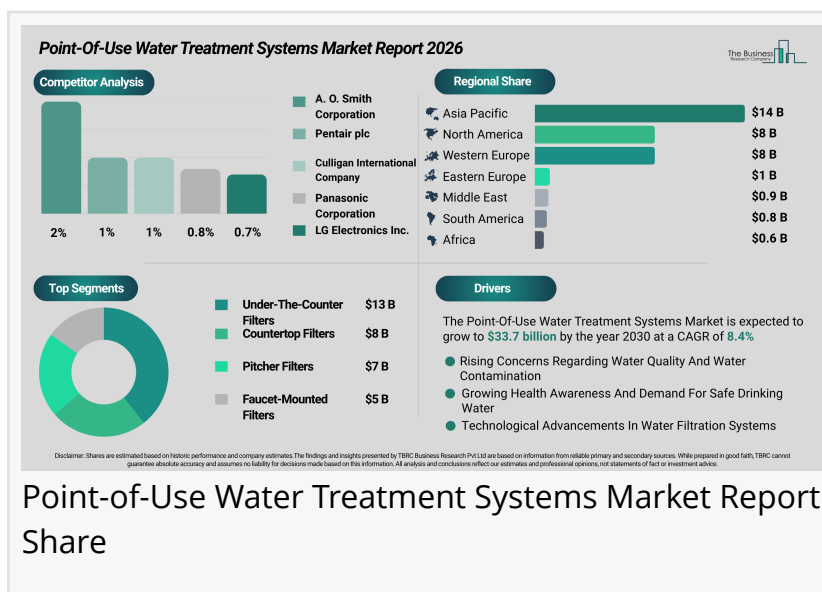
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Technological innovation also plays a crucial role in market development. Advances such as improved reverse osmosis membranes, UV-LED purification, multi-stage filtration, IoT-enabled monitoring, and smart maintenance systems are enhancing efficiency and convenience while reducing operational costs. Ongoing R&D efforts to address emerging contaminants further support around 2.5% annual growth in the sector.

Leading Product Segment in the Point-Of-Use Water Treatment Systems Market

Among product types, under-the-counter filters are expected to dominate the market in 2030, capturing 40% of the total share, valued at \$13 billion. This segment benefits from consumer preferences for high-capacity filtration systems that deliver purified water through dedicated taps, along with a demand for discreet installations, long-lasting cartridges, and innovations that improve system performance and flexibility during installation.

Overview of Market Segmentation by Technology and Application



The market is also broken down by technology, including reverse osmosis systems, ultrafiltration, distillation, chlorination, UV radiation, ozonation, various filtration methods, activated carbon filters, mechanical filters, and bio-sand filters. In terms of application, the market serves both residential and non-residential sectors, reflecting diverse usage needs.

Regional Leadership in Point-Of-Use Water Treatment Systems by 2030

Asia-Pacific is set to be the largest regional market for point-of-use water treatment systems in 2030, valued at \$14 billion, up from \$9 billion in 2025. This growth, at a compound annual growth rate (CAGR) of 9%, is driven by urban households seeking convenient purification options, increased awareness of health risks from contaminated water, space constraints in city homes, and the availability of affordable technologies sold via retail and online channels.

Dominance of China in the Point-Of-Use Water Treatment Systems Market

China is projected to be the top country within this market by 2030, reaching \$7 billion from \$5 billion in 2025, with an expected CAGR of 9%. Strong demand stems from a preference for in-home water purification, replacement of aging equipment, adoption of advanced systems in apartment buildings, and investments by manufacturers in smart and energy-efficient domestic products.

Competitive Environment in the Point-Of-Use Water Treatment Systems Market

The market is mainly led by global water treatment technology firms and specialized manufacturers offering residential and commercial filtration solutions. These companies focus on innovating filtration technologies, designing compact point-of-use systems, and enhancing energy efficiency to meet evolving consumer expectations for water quality. Key competitive factors include contaminant removal performance, adherence to regulatory standards, sustainable treatment approaches, and integrated monitoring features. A thorough understanding of this competitive landscape is vital for stakeholders aiming to capitalize on growth, innovation, and partnerships in the sector.

Leading Companies and Market Shares in 2025

According to The Business Research Company, A. O. Smith Corporation held the largest market share in 2025 with 2%. Its portfolio includes reverse osmosis systems, under-sink purifiers, countertop filtration units, cartridges, and other solutions aimed at delivering safe drinking water across residential, commercial, and light industrial applications.

Market Fragmentation and Concentration Levels

The point-of-use water treatment systems market remains highly fragmented, with the top 10 players collectively accounting for only 8% of total revenues in 2025. Moderate technological and competitive barriers are present due to filtration technology requirements, water quality standards, product certifications, and the need for reliable, cost-effective purification across various settings. Leading firms maintain their positions through diversified products, extensive distribution networks, brand strength, and ongoing innovation. As demand rises for advanced, smart, and sustainable filtration systems, strategic collaborations and geographic expansion are

expected to reinforce their market standing.

Key Players and Their Market Shares in 2025

The top companies and their estimated market shares include:

- A. O. Smith Corporation: 2%
- Pentair plc: 1%
- Culligan International Company: 1%
- Panasonic Corporation: 1%
- LG Electronics Inc.: 1%
- 3M Company: 1%
- Coway Co. Ltd.: 1%
- Eureka Forbes Limited: 0.4%
- BWT Aktiengesellschaft: 0.1%
- EcoWater Systems LLC: 0.1%

Emerging Competitive Trends in the Market

Non-electric countertop water purifiers are reshaping the market by offering flexible installation options, improved contaminant removal, and greater accessibility to safe drinking water. For example, in April 2025, Coway Co., Ltd. introduced the switch water purifier, a non-powered countertop unit featuring Nano Trap filtration, a slim 11-centimeter design, and adjustable water dispensing. These enhancements make it easier for residential users to maintain and use the system efficiently.

Future Growth Opportunities in the Point-Of-Use Water Treatment Systems Market

The segments of under-the-counter, countertop, pitcher, and faucet-mounted filters are forecasted to provide the most substantial growth opportunities. Collectively, they are expected to add over \$12 billion in market value between 2025 and 2030. Under-the-counter filters alone are projected to grow by \$5 billion, with countertop filters increasing by \$3 billion, and both pitcher and faucet-mounted filters expanding by \$2 billion each. This growth is driven by demand for compact purification units, smart systems with real-time monitoring, high-performance filter media, and low-maintenance technologies.

Strategic Focus Areas for Industry Players

Companies in this market are prioritizing the development of water treatment technologies that enhance water quality and filtration efficiency. They aim to improve contaminant removal using advanced solutions, broaden the adoption of point-of-use systems to expand access to safe drinking water, and implement smart technologies that optimize monitoring and operational efficiency.

Prominent Companies Active in the Point-Of-Use Water Treatment Systems Market

Key players in this space include A. O. Smith Corporation, Pentair plc, Culligan International Company, Panasonic Corporation, LG Electronics Inc., 3M Company, Coway Co. Ltd., Eureka Forbes Limited, BWT Aktiengesellschaft, EcoWater Systems LLC, Kinetico Incorporated, Amway

Corp., Brita LP, Watts Water Technologies Inc., Express Water Inc., Xylem Inc., Veolia Water Technologies & Solutions S.A.S., Katadyn Group, Helen of Troy Limited, and Instapure Brands Inc.

Value Chain Participants: Suppliers, Distributors, and End Users

The supply chain features raw material providers like DuPont de Nemours, BASF, LG Chem, Toray Industries, Lanxess, Kuraray, Mitsubishi Chemical, Asahi Kasei, Pentair, Xylem, Veolia Water Technologies, Membranium, SUEZ, Dow Inc., Kovalus Separation Solutions, Mann+Hummel, Purolite, ResinTech, Haycarb, Cabot Corporation, Koch Separation Solutions, and Applied Membranes. Key wholesalers and distributors include Ferguson Enterprises, WESCO International, Grainger, HD Supply Holdings, Winsupply, Hajoca, Wolseley Group, Rexel, Sonepar Group, United Aqua Group, Master Water Conditioning, Johnstone Supply, Southern Pipe & Supply, APR Supply, Reece Group, Core & Main, Dakota Supply Group, First Supply, Coburn Supply, EMCO Corporation, MORSCO Supply, Border States Industries, Locke Supply, and The Granite Group. End users encompass companies such as A. O. Smith Corporation, Culligan International, Brita GmbH, BWT Holding GmbH, 3M Company, Whirlpool, Coway, Unilever, Kent RO Systems, Livpure, Aquasana, iSpring Water Systems, Bluewater Group, Berkey Filters, Crystal IS, EcoWater Systems, Waterdrop, Brondell, Multipure, Crystal Quest, Panasonic, Canature Health Technology, and Midea Group.

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