**Point-of-Use Water Treatment Systems Market by Device, Technology, Application - Forecast to 2020**

**Description:**

"Point-of-Use Water Treatment Systems Market by Device (Tabletop Pitcher, Faucet-Mounted, Countertop, Under-the-sink), Technology (Reverse Osmosis, Distillation, Disinfection, Filtration), Application (Residential & Non-Residential) - Forecast to 2020"

The point-of-use water treatment systems market is projected to grow at a CAGR of 9.86% from 2015 and 2020. The growth in this market is propelled by continuous growth in industrialization especially in developing economies, increasing water contamination, and increasing awareness about the importance of clean drinking water.

The market in the Asia-Pacific region is expected to register the highest growth by 2020 owing to the significant investments for the point-of-use technologies, as well as its growing economy. The growth of this region is supplemented by the rising demand for clean drinking water in developing economies such as India and China.

The growing demand for technologically advanced solutions that provide better water treatment and better de-contamination of water and safety features combined with health benefits is expected to drive the market for point-of-use water treatment systems globally. In addition to this, key factors such as robust economic development, growing awareness about the benefits of water treatment, scarcity of clean water, and rapid urbanization are projected to drive the growth in the point-of-use water treatment systems market in the coming years.

This report covers the point-of-use water treatment systems market in major regions such as North America, Europe, Asia-Pacific, and RoW. The point-of-use water treatment systems market is segmented on the basis of type, technology, application, and region.

The reverse osmosis technology is projected to be the fastest growing technology, in the next five years. The residential segment is projected to dominate the point-of-use water treatment systems market application from 2015 to 2020. By device, faucet-mounted filter is projected to have the largest market share during the forecast period.

This report analyzes various marketing trends and establishes the most effective growth strategy in the market. It identifies market dynamics such as drivers, restraints, opportunities, and challenges. Major point-of-use water treatment systems companies such as 3M Company (U.S.), Honeywell International Inc. (U.S.), Koninklijke Philips NV (The Netherlands), Pentair plc (U.K.), Panasonic Corporation. (Japan), Unilever PLC (U.K.), and LG Electronics Inc. (South Korea) have also been profiled.

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