Water Filtration - US - November 2014

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Though water filtration products are fairly popular, category sales have been flat to declining since 2012. The discretionary nature of the category coupled with competition from tap and bottled water has hurt sales. Addressing the issue of filter replacement as well as new product innovations will be needed to reinvigorate category sales."
– Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- What should companies do to address filter replacement?
- How can companies make these products "essential" to consumers?
- How can brands better engage Asian, Hispanic, and Black consumers?

Total US sales of water filtration products in 2014 are $833 million. Though the category sales were strong in the years immediately following the recession, the market has experienced flat to declining sales since 2012. While these products are fairly popular with consumers, they are a nonessential household item unless there is a strong functional driver for purchase and subsequent upkeep (such as issues with tap water quality or taste). Competition from tap water and bottled water has also had a negative impact on the category. Brands need to address the issue of consumers' non-compliance with filter replacement and boost their health and wellness messaging in marketing campaigns to help reinvigorate sales.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Appendix – Other Useful Consumer Tables

