

## Water Filtration - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

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"Despite more than half of adults owning either a water filtration system or product, and nearly one third saying they avoid drinking tap water as much as possible, sales of the water filtration market are expected to decline by 1% in 2016."

- Jana Vyleta, Home & Personal Care Analyst

This report looks at the following areas:

- 2016 sales decline, future is stagnant
- Tap water is sufficient for some
- Filtration systems must overcome high-cost perceptions

This Report covers water filtration devices and systems that are used in the home and are available to consumers through supermarkets, mass merchandisers, hardware stores, home centers, and specialized dealers. Mintel defines the water filtration market as follows:

- Pour-through pitchers
- Faucet mounts
- Portable bottles with built-in filters
- Replacement filters for these products.

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### 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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