



Atmospheric Water Generator Market Report



Report Snapshot

| Report Title | | |
|---|-----------|-----------------|
| Atmospheric Water Generator (AWG) Market Size by Product (Cooling Condensation, Wet Desiccation), By Application (Industrial, Commercial, Residential), COVID-19 Impact Analysis, Regional Outlook, Growth Potential, Competitive Market Share & Forecast, 2022 – 2028 | | |
| Actual Data | Base Year | Forecast Period |
| 2017 to 2020 | 2021 | 2022 to 2028 |
| Regions Covered | | |
| <ul style="list-style-type: none"> • North America (U.S.) • Europe (Germany, UK, France, Italy) • Asia Pacific (China, India, Indonesia, Malaysia, Thailand, Australia) • Latin America (Brazil, Peru) • MEA (Saudi Arabia, UAE, South Africa) | | |

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SAMPLE PAGES

Chapter 1 Methodology & Scope

1.1 Scope & definitions

Atmospheric Water Generator (AWG)- Atmospheric water generator is a device that extracts water from humid air. The device carries out an energy-intensive process that is widely suitable for commercial, residential, and industrial applications. AWG technology uses wet desiccation and cooling condensation process for water production. The AWG technology also refers to water from humidity, water from air, air-water generator, and air-water maker. Ideally, the humidity level should be about 50% or above for the machine's optimum performance.

AWG water production rates are highly dependent upon the amount of water vapor in the air and the air temperature to produce pure drinkable water. AWG generators at home-based units can produce between 1 to 50 litres of water per day and commercial units can produce between 100 to 10,000 litres per day. The AWG generators are reliable clean and safe water sources in areas where water is polluted or scarce.

Product

- **Cooling condensation-** The cooling condensation atmospheric water generator works by cooling the air below its dew point. In a cooling condensation-based atmospheric water generator (AWG), a compressor is circulated in the refrigerant through an evaporator coil and condenser, thereby lowering the air temperature to the dew point causing water to condense.
Cooling condensation offers high output over other AWG machines. The rate of water produced in cooling condensation depends on the ambient air temperature, size of the temperature, and relative humidity. The cooling condensation water atmospheric water generators work efficiently when the temperature is above 18.3-degree celcius and relative humidity above 30%.
- **Wet desiccation-** Wet desiccation is a process where a brine solution is exposed to humid air to absorb water vapor from the air. This water vapor absorbed brine solution is then sent into a generator where the water vapor is extracted from the solution. Wet desiccation utilizes hygroscopic compounds to absorb water from atmosphere and then separate water from the ambient air. The extracted water by the system is purified for consumption. This technique is gaining importance on account of its efficiency and ease. The main disadvantage of wet desiccation is the complexity

introduced in terms of materials and systems. A variation of wet desiccation technology has been developed which is more environment friendly primarily using passive solar energy.

Application

- **Industrial-** Industrial atmospheric water generators are suitable for large industrial and community purposes. These industrial AWG machines could produce above 10,000 litres of water per day and are widely used in agriculture, growing food crops, and fisheries industries. They are used for fire sprinkler systems and in the agriculture sector for irrigation purposes. The AWG is useful for off-grid structures which have limited access to water supply. It also has wide application in building industry and heavy manufacturing industries including oil & gas, paper, and steel. The product can also be used in industrial sector for production of high-quality drinking water by minimum use of electricity.
- **Commercial-** Atmospheric water generators are mostly used where the water requirement is between 100 to 10,000 litres per day. The AWG machines are mostly employed in commercial places such as hotels, military base camps, hospitals, schools and rural. AWG is a reliable source of fresh, clean drinking water which requires electricity without the need for proper infrastructure. The machine is based on plug and solar solutions which are designed to meet the need of army bases, off-grid settlements, and hospitals. They can be used for commercial places seeking new drinking water sources due to presence of contaminated water or lack of clean drinking water.
- **Residential-** Residential atmospheric water generator is widely used in municipalities, villages, and cities. The AWGs can be installed on the residential sector rooftops which can produce safe drinking water and create water reservoirs for the residential applications. A water generator under ideal condition can generate water to fulfill small family needs for cooking and drinking purpose. The AWG models used in households generate varying amount of water depending on the atmospheric conditions. The water production amount from household models ranges from 1 to 50 litres of water per day. The current AWG technologies for household needs offer an option for back-up water supply and clean drinking water away from the tap.

The regional market has been defined as:

- North America includes the U.S.
- Europe includes Germany, UK, France, Italy,
- Asia Pacific includes China, India, Indonesia, Malaysia, Thailand, Australia
- Latin America includes Brazil

- The MEA includes Saudi Arabia, UAE, South Africa,

1.2 Methodology and forecast parameters

- The scope of the study includes actual market size for 2017, 2018, 2019, 2020 & 2021 and an annual forecast from 2022 to 2028
- Market estimates and forecasts have been provided in volume terms (Units) and in revenue terms (USD Million)
- The market was estimated using a pyramid approach, also referred to as a bottom-up methodology, where each region was estimated separately as an individual entity. The global market has been derived by integrating regional information.
 - Sales revenue reported by major companies
 - Consumption trends for different applications
 - Regional growth trends across application markets
 - Regulatory scenario
 - Feedback received from key industry players
- AWG Market has been derived on the following basis
 - Price is calculated for product based on application including residential, commercial, & industrial.
 - Average price of AWG with respect to application:

| Application | Price/unit |
|-------------|--------------|
| Industrial | USD xx /unit |
| Commercial | USD xx /unit |
| Residential | USD xx /unit |

- To triangulate the market estimates, we have taken into account the following parameters:
 - Regional growth trends
 - Feedback received from key manufacturers, distributors and suppliers
 - Water scarcity data, by each country
 - Product adoption trends
 - Pricing trends

- Rising product consumption
- Rising demand from residential, commercial, & industrial application
- Forecasting involved the use of statistical modeling via regression analysis. For each regional level markets, key industry impact forces were analyzed and assigned weights in order of their importance. These weights were distributed across the forecast period and a regional growth rate was derived. Some of the major parameters include:
 - Historical market performance
 - Net sales of all companies and regional sales
 - Product offerings by all the companies
 - Economic performance
 - Global water supply data
 - Market dynamics
 - Regulatory framework
 - Application industry landscape
 - Technological advancements
 - Infrastructure development
 - Raw material trends
 - Growing high AWG capacity demand in commercial sector
- Competitive landscape: Major companies have been identified and analyzed across all the regions. Revenues generated from the market players, the demand and sales by country & region, the data reported in the press releases by the companies operating in the atmospheric water generator market have been analyzed and assessed. For an extensive analysis of market trends, company profiling across each segment has been done. These companies have reported their performance in the global & regional markets, and current trends, which was an important base to arrive at the market estimate.
- Recent innovations, technology developments, product capacity expansion, etc. by the major market players has also been taken into consideration to depict demand and forecast industry growth
- Pricing trends are based on quotes received from regional & domestic manufacturers and distributors. For country level, per unit regional pricing has been considered
- Inflation has not been considered
- Totals have been rounded off

Regional market analysis:

North America:

- North America AWG market was USD xx million in 2021 and volume was estimated to be xx units.
 - The following sources were visited & considered while estimating the size and application share for North America AWG market.
 - Association of California Water Agencies (ACWA)
 - Safe Drinking Water Act (SDWA)
 - The National Primary Drinking Water Regulations (NPDWR)
 - American Water Works Association
 - International Water Association
 - Water Quality Association
 - Canadian Water Resources Association
 - Western Canada Water
 - Canadian Water Quality Association

1.3 Region-wise COVID-19 impact analysis:

1.3.1 North America

| North America | Short Term | Medium Term | Long Term |
|---------------|------------------------|------------------------|------------------------|
| Forecast Year | 2022 - 2024 | 2024 - 2026 | 2026 - 2028 |
| Impact | Severe | Moderate | Mild |
| Volume | xx Units – xx Units | xx Units – xx Units | xx Units – xx Units |

North America COVID-19 impact parameters are as follows:

Short Term:

- Rise in COVID-19 cases
- Disruption in raw material supply chain
- Low export forecast
- U.S. industrial sector affected following corona virus spread
- Indefinite closing of AWG manufacturing plant in North America

Medium Term:

- Declined COVID-19 cases
- Recovery of regional economy
- Re-establishment of supply chain
- Removal of suspension of work in factories
- Effectiveness of government policies to contain the COVID-19 spread

Long Term:

- Efficient supply chain management
- Smooth functioning of factories
- Removal of international trading restrictions in view of COVID-19

Note: *The final RM will contain an updated methodology with COVID-19 impact parameters for the following regions*

- Europe
- Asia Pacific
- Latin America
- MEA

1.4 Regional Trends

Key regional trends:

- North America
 - Challenges such as growing population, warming temperatures which can negatively affect the supply, and led to contamination of water resources with harmful toxins and chemicals will proliferate AWG demand thus boosting market growth in the region.

XX
 XX
 XX
 XX

1.5 Data Sources

1.5.1 Paid sources

- Oowler
- Factiva
- OneSource
- Zauba

1.5.2 Secondary sources

| Region | Sources |
|---------------|--|
| Global | <ul style="list-style-type: none"> • International Water Association • ASHRAE • Food and Agriculture Organization (FAO) • World Bank Data • UNEP |
| North America | <ul style="list-style-type: none"> • Association of Home Appliance Manufacturers (AHAM) • NSF International • Water Quality Association (WQA) • Association of California Water Agencies (ACWA) • Safe Drinking Water Act (SDWA) • The National Primary Drinking Water Regulations (NPDWR) • American Water Works Association |
| Europe | <ul style="list-style-type: none"> • European Commission • European Healthcare Distribution Association • European Water Association • European Trade associations • European Federation for Living • APPLiA Home Appliance Europe |
| Asia Pacific | <ul style="list-style-type: none"> • China Urban Water Association • Beijing, China - International Water Association • Indian Water Works Association • Japan Water Works Association • Australian Water Association |

| | |
|---------------------|--|
| Latin America & MEA | <ul style="list-style-type: none"> • Brazilian Water Resource Association • Water resources management in Chile • The New Mexico Rural Water Association (NMRWA) • Saudi Arabian Water Environment Association • International Desalination Association • The Arab Countries Water Utilities Association • International Water Association-Southern Africa • African Water Association |
| Others | <ul style="list-style-type: none"> • D&B Hoover's • Journals • Company Annual Reports |

1.5.3 Primary

- XXXXXX
- XXXXXX
- XXXXXX
- XXXXXX

1.6 Industry Glossary

TABLE 1 Industry glossary

| APAC | Asia Pacific |
|-------|-----------------------------|
| CAGR | Compound Annual Growth Rate |
| U.S. | United States |
| UK | United Kingdom |
| LATAM | Latin America |
| MEA | Middle East & Africa |
| UAE | United Arab Emirates |
| AWG | Atmospheric Water Generator |

Chapter 2 Executive Summary

2.1 Atmospheric water generators industry 360° synopsis, 2017 - 2028

FIG. 1 Atmospheric water generators industry 360° synopsis, 2017 - 2028



Note: The above chart is for illustrative purpose only

2.2 Business trends

- Atmospheric water generator provides clean and safe water extracted from humidity in air through dehumidification process. It offers filtered water purified through multifilter channels including reverse osmosis, UV sterilization lights and carbon filters to ensure optimum purity in compliance with regulatory guidelines. AWG systems comprise of two methods such as cooling condensation and wet desiccation. Supporting regulatory guidelines by EPA, EU Commission and WHO pertaining to safe drinking water is likely to drive AWG market size.
- Climate changes accompanied with insufficient rainfall affecting water precipitation has led to decline in freshwater reserves which is likely to drive atmospheric water generator market size. Rapid urbanization and industrialization along with increasing population is another contributing factor towards depleting water resources thereby promoting product demand.

- Increasing investments in technological innovations has led to development of AWG technology having wide application scope in agriculture, military and oil & gas applications thereby stimulating industry growth. Rise in water consumption along with less availability of natural water reserves may have positive influence on product demand.

TABLE 2 Global atmospheric water generators market, 2017 - 2028 (Units) (USD Million)

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------------|---------|---------|------|------|------|------|------|------|------|------|------|------|----------------|
| Units | 33,518 | 43,213 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| USD Million | 1,311.9 | 1,666.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

2.3 Regional trends

- Rapid industrialization accompanied with growing population has led to changing lifestyle resulting into high water consumption. Depleting natural water reserves thereby stimulating AWG demand mainly in Asia Pacific region. Consumer inclination towards sustainable agriculture has promoted use of renewable AWG systems for irrigation. Additionally, Atmospheric water generators also provides favorable humidity and temperature for plant growth. Presence of various countries such as India and China with agrarian economy is likely to boost product demand in this region. Increasing investments in modifying AWG devices according to different application is likely to drive regional growth.
- Growing awareness regarding benefits of atmospheric water generator along with supporting regulatory initiatives to provide safe and clean drinking water mainly in U.S. and Europe is likely to favor regional industry growth. Atmospheric water generator systems work on renewable energy sources and consider ecofriendly thereby promoting product demand in environmentally conscious consumers which is likely to propel regional growth.

TABLE 3 Global atmospheric water generators market volume, by region, 2016 – 2027 (Units)

| Region | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|---------------|---------------|---------------|------|------|------|------|------|------|------|------|------|------|----------------|
| North America | 5,011 | 6,166 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Asia Pacific | 10,072 | 13,128 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Europe | 4,597 | 5,744 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| MEA | 8,419 | 11,030 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Latin America | 5,418 | 7,146 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 33,518 | 43,213 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 4 Global atmospheric water generators market revenue, by region, 2017 - 2028 (USD Million)

| Region | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|---------------|----------------|----------------|------|------|------|------|------|------|------|------|------|------|----------------|
| North America | 140.6 | 170.1 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Asia Pacific | 663.4 | 853.0 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Europe | 242.3 | 299.3 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| MEA | 178.4 | 231.1 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Latin America | 87.2 | 113.2 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 1,311.9 | 1,666.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

2.4 Product trends

- Cooling condensation AWG’s turns water vapor in to dew by lowering down humid air temperature and has wide application scope in institutions, households, and industries such as paper, oil & gas industry due to high output and simple mechanism offering competitive advantage thereby driving product market size. Technological advancements to reduce equipment cost and power consumption is likely to propel industry growth. Scarcity of freshwater reserves in mainly in Middle East and Asia Pacific region is likely to fuel product demand.
- Wet desiccation utilizes hygroscopic compounds to soak humidity from air, then separates water from humid air. Silica gel, reactive lithium halides, and brine are some of the hygroscopic compounds used in this device. Increasing R&D spending to develop new hygroscopic compounds for soaking to replace crystalline brine salts is likely to boost product demand. Wet desiccation devices consume less power as compared to cooling condensation AWG’s and are the most feasible water generator. Rising consumer consciousness along with stringent environmental policies is likely to propel industry growth.

TABLE 5 Global atmospheric water generators market volume, by product, 2017 - 2028 (Units)

| Product | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022 -28) |
|----------------------|---------------|---------------|------|------|------|------|------|------|------|------|------|------|-----------------|
| Cooling condensation | 32,904 | 42,407 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Wet desiccation | 614 | 806 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 33,518 | 43,213 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 6 Global atmospheric water generators market revenue, by product, 2017 - 2028 (USD Million)

| Product | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022 -28) |
|----------------------|----------------|----------------|------|------|------|------|------|------|------|------|------|------|-----------------|
| Cooling condensation | 1,290 | 1,639 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Wet desiccation | 21 | 27 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 1,311.9 | 1,666.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

2.5 Application trends

- Atmospheric water generator has wide application scope in various industries such as oil & gas, paper, and steel industry. These industries use desalinated water for drinking which incurs high water loss and cost. AWG systems provide safe and clean water in a cost-effective way which is likely to boost product demand. Technological innovations pertaining to power supply through renewable resources such as solar energy in these devices may have positive influence on industry growth.
- Residential application may witness significant gains owing to prevailing water borne diseases along with increasing awareness. AWG devices are incorporated with multi-filtration mechanism along with RO and UV treatment which eliminates bacteria, viruses and other contaminants from water and supply healthy drinking water in compliance with regulatory guidelines led by EPA and WHO pertaining to maximum contamination limit. It provides oxygen rich water which helps in maintaining liver health, detoxification and regulates body metabolism which is likely to contribute towards product demand.
- Rising regional construction activities are supporting the AWG market demand in the region. The COVID-19 pandemic has posed multiple challenges to various sectors, wherein the residential sector witnessed reduction in construction and repairing tasks. Moreover, the imposition of lockdown sent shock waves throughout the housing market in March 2020 in Canada, suspending open houses and flat-lining sales during what is typically a high season for the market.

TABLE 7 Global atmospheric water generators market volume, by application, 2017 - 2028 (Units)

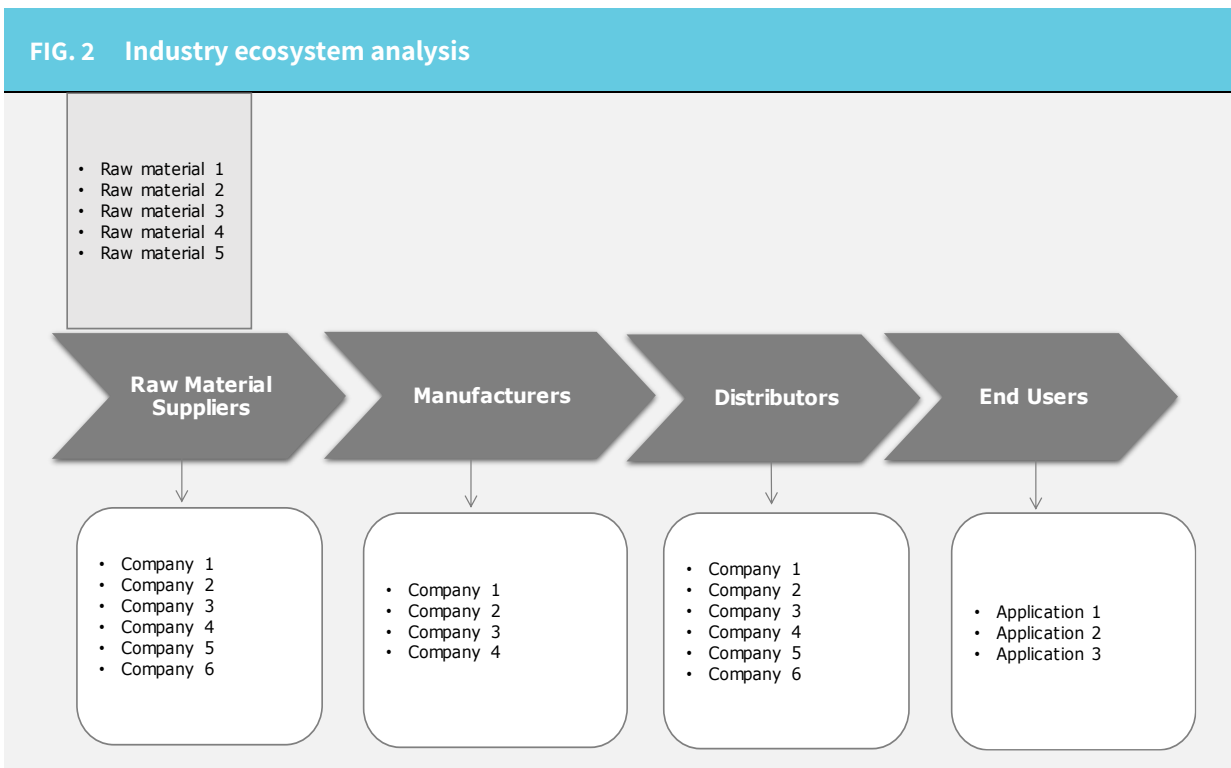
| Application | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------|---------------|---------------|------|------|------|------|------|------|------|------|------|------|----------------|
| Industrial | 9,236 | 11,915 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Commercial | 6,498 | 8,311 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Residential | 17,785 | 22,986 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 33,518 | 43,213 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 8 Global Atmospheric water generators market revenue, by application, 2017 - 2028 (USD Million)

| Application | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------------|----------------|----------------|------|------|------|------|------|------|------|------|------|------|----------------|
| Industrial | 1,022.4 | 1,301.2 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Commercial | 272.0 | 343.2 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Residential | 17.5 | 22.4 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 1,311.9 | 1,666.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

SAMPLE PAGES

3.3 Atmospheric water generator ecosystem analysis



Note: The above chart is for illustrative purpose only

An atmospheric water generator (AWG) is a device that extracts water from humid ambient air. Declining freshwater resources along with rise in infrastructure spending should drive AWG market size. AWG is an appliance that employs condensing or dehumidification technology. The water is filtered and purified by various filters used including reverse osmosis, UV sterilization lights, and carbon. It uses sophisticated and latest technology which provides maximum amount of high-quality drinking water while using minimum electricity.

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3.3.1 Vendor matrix

TABLE 9 Vendor matrix

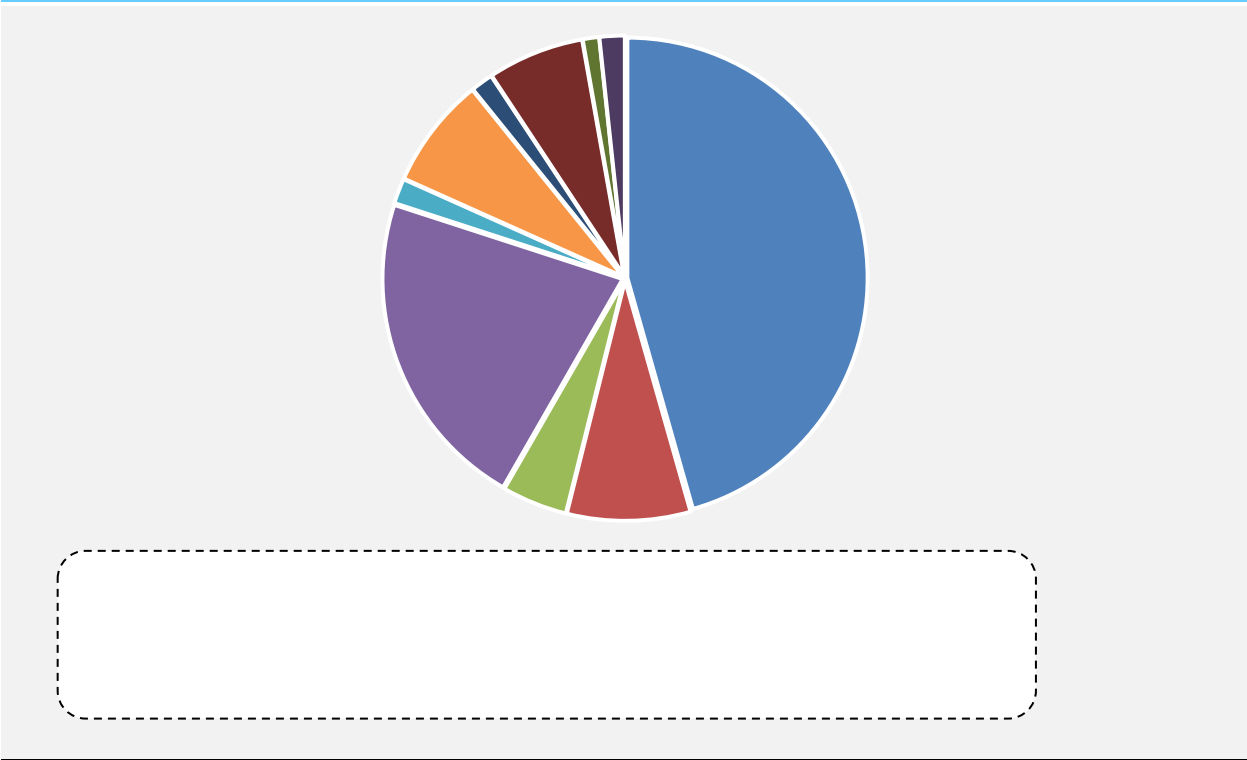
| Company | Product | Regional Presence |
|--------------------------------------|---------|-------------------|
| [Placeholder for Vendor Matrix Data] | | |

3.3.2 Distribution channel analysis

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3.4.2 Cost structure analysis

FIG. 3 Cost structure analysis, (% share)



Note: The above chart is for illustrative purpose only

Atmospheric water generator devices are currently used by the industry as per customer convenience. All the devices are produced by condensation and desiccation processes. The filtration stage is applied to water that are essentially distilled out of the air. A good air filter should be able to remove most contaminants present in the air stream, while two water filters and careful design should be enough to handle the contaminants in the dehumidification method.

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3.7 Patent analysis

TABLE 11 Patent landscape

| Company | Method | Application | Patent |
|--|--------|-------------|--------|
| [Empty table content with a large dashed border] | | | |

3.8 Industry impact forces

| | Growth driver | Short term | Medium term | Long term | | | |
|---|--|--------------------|-------------|-----------|--------------------|--|--|
| ↑ | Decline in freshwater reserves promoting AWG systems demand | [Empty dashed box] | | | | | |
| | Technological innovations | | | | | | |
| | Supporting regulations regarding safe drinking water which is likely to drive AWG demand | | | | | | |
| ↓ | Industry pitfall | | | | [Empty dashed box] | | |
| | High carbon footprint | | | | | | |
| | High power consumption | | | | | | |

3.8.1 Growth drivers

3.8.1.1 Decline in freshwater reserves promoting AWG systems demand

Insufficient rainfall leading to less precipitation of water in ground has resulted in declining freshwater reserves all over the world. Total fresh water reserves available in the world are around 2.5% of all the water reserves which accounts for over 7,000 cubic meters on an average. Increasing population is another factor contributing towards depletion of water reserves leading to lack of tap water supply which is likely to shift consumer preference towards bottled or other safe water supply thereby promoting atmospheric water generator demand.

According to UNICEF, over two-thirds of the population across the globe face severe water scarcity for at least one month every year and around two billion people live in countries with inadequate water supply. UNICEF forecasts that by 2025, over half of the global population will be living in countries facing water scarcity. 1 in 4 children is projected to be living in areas suffering from extremely high water stress by 2040. Thus, water scarcity has become a major issue globally. Thus, governments are planning for future water needs by finding available water resources to minimize the risk of depleting freshwater reserves. Government bodies are investing in new and advanced technologies to search for new methods for water generation. This trend is supporting the growth of the atmospheric water generator market.

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3.8.2 Industry pitfalls & challenges

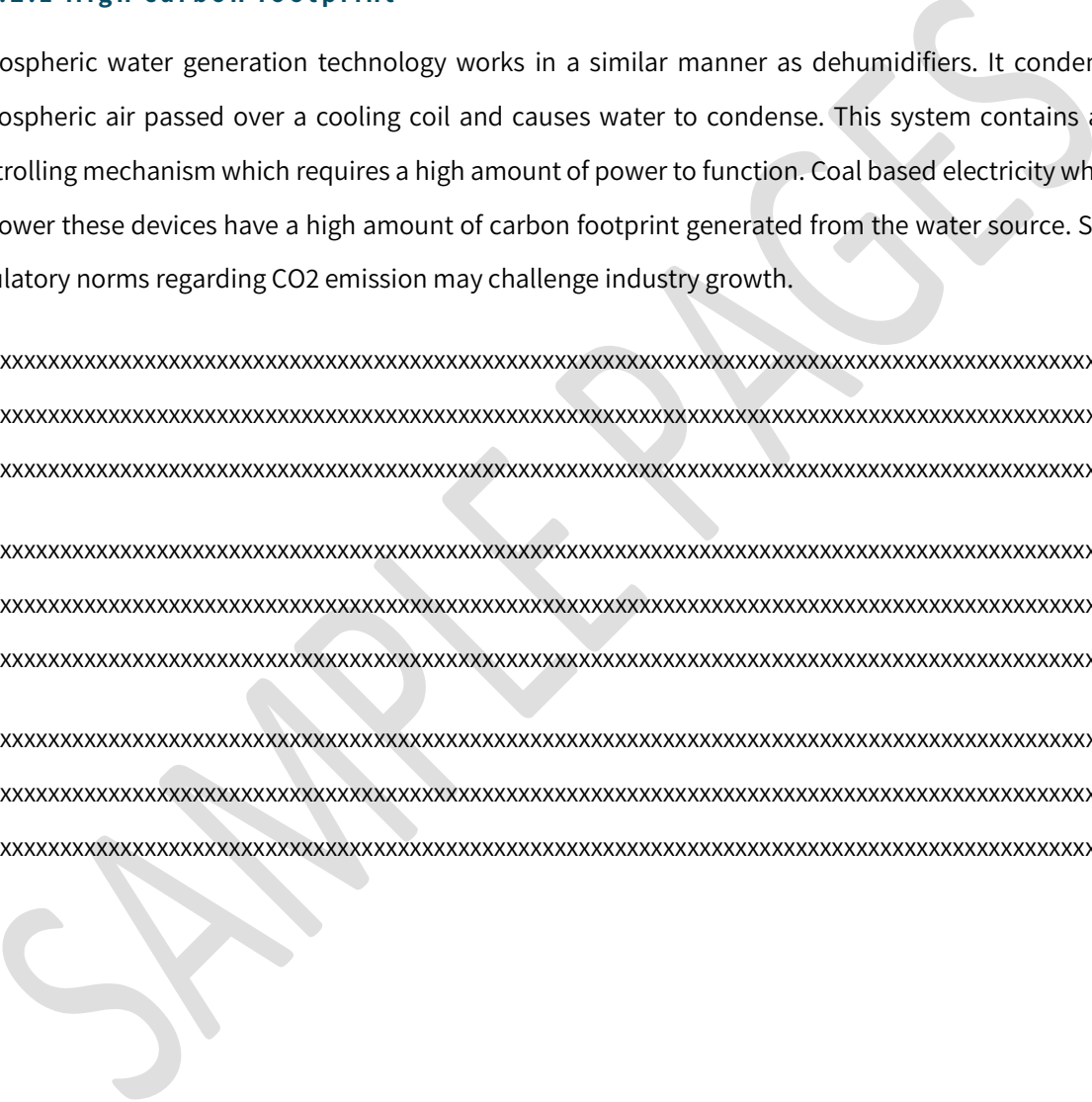
3.8.2.1 High carbon footprint

Atmospheric water generation technology works in a similar manner as dehumidifiers. It condenses the atmospheric air passed over a cooling coil and causes water to condense. This system contains a device controlling mechanism which requires a high amount of power to function. Coal based electricity when used to power these devices have a high amount of carbon footprint generated from the water source. Stringent regulatory norms regarding CO2 emission may challenge industry growth.

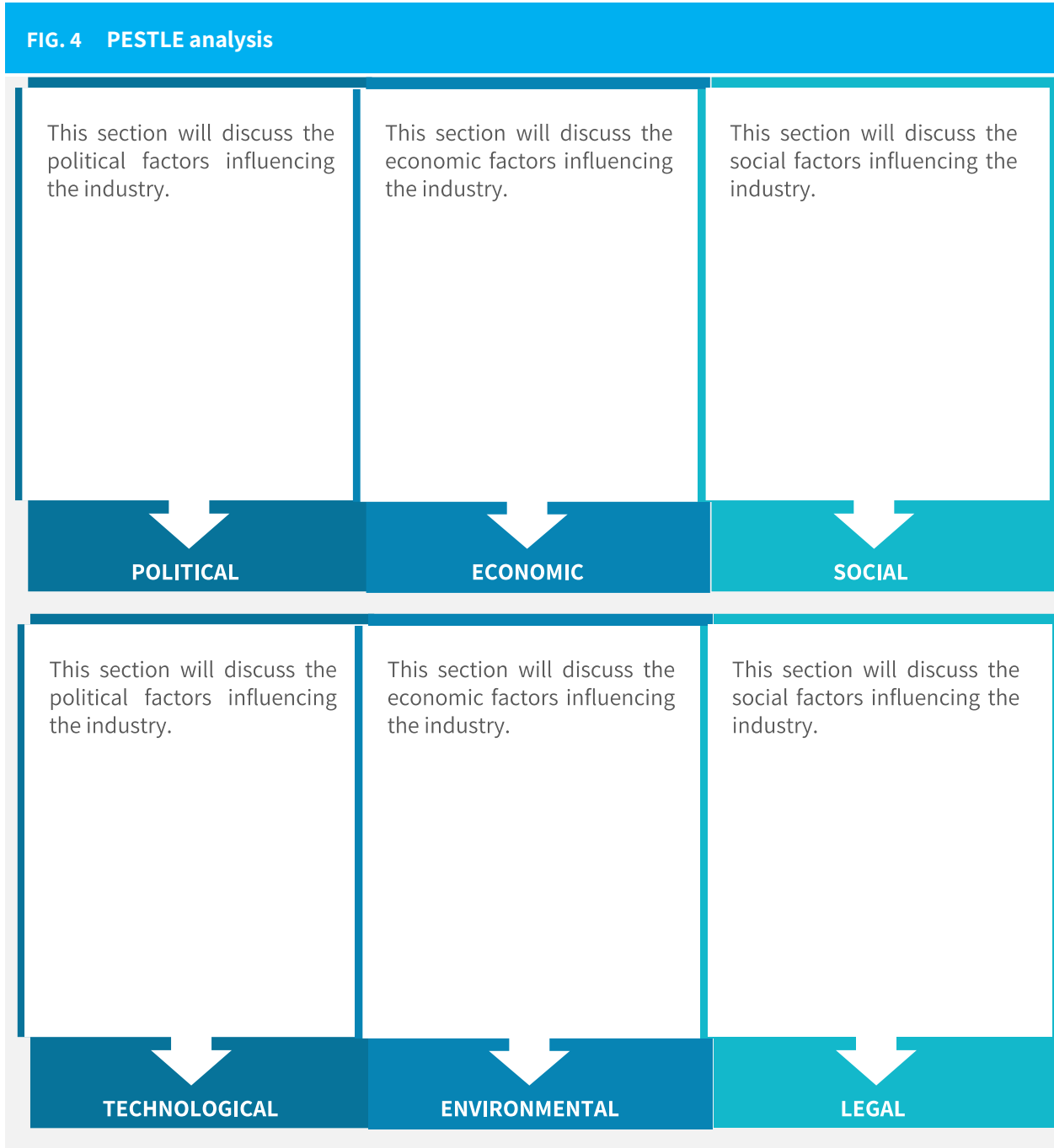
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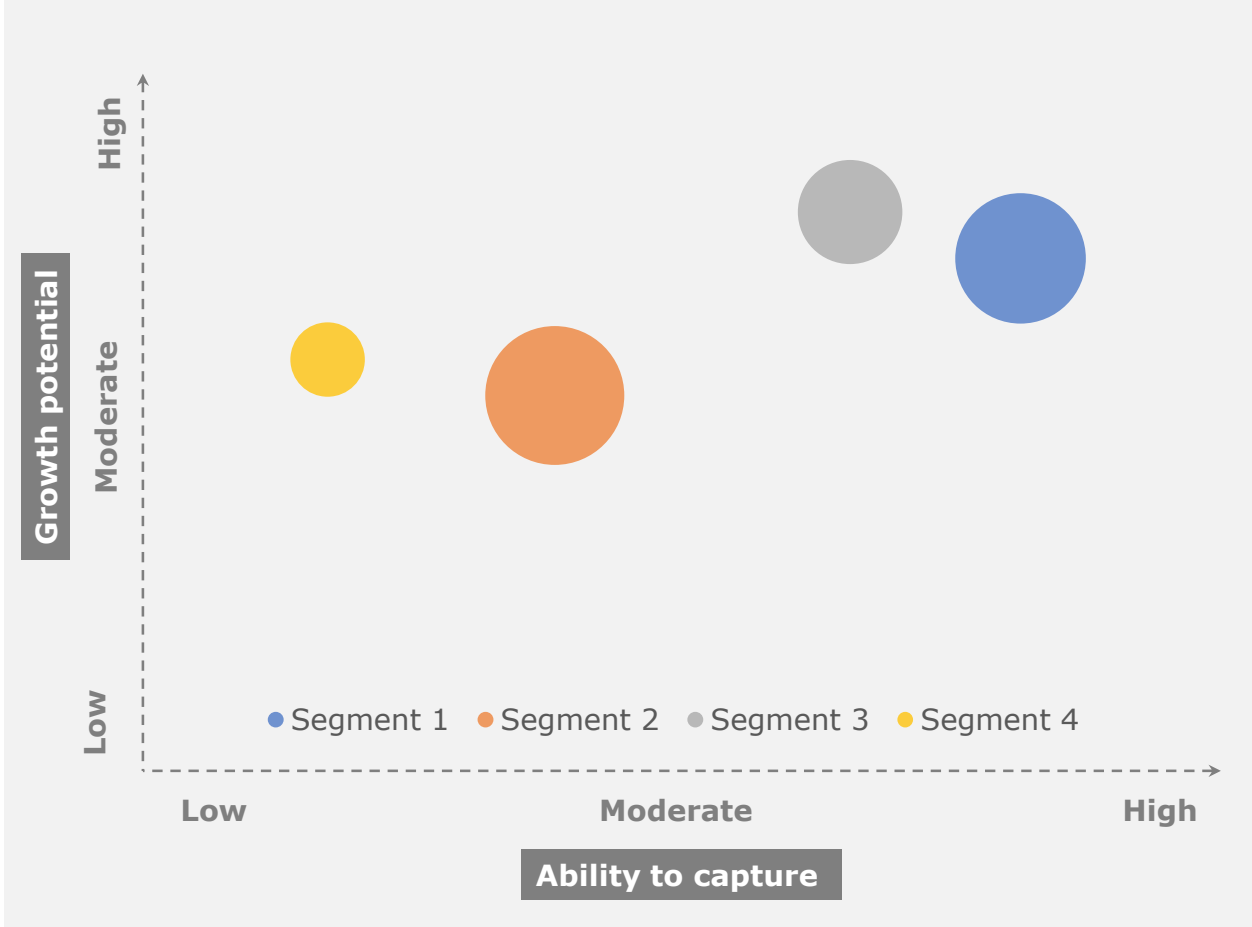
3.9 PESTLE Analysis



Note: The above chart is for illustrative purpose only

3.10 Growth potential analysis, 2021

FIG. 5 Growth potential analysis, 2021



Note: The above chart is for illustrative purpose only

Growth potential denotes the revenue opportunity offered by the segment while the ability to capture denotes the potential of a new entrant to capture the market share, taking into consideration the intensity of the competition. Bubble size represents the present revenue.

AWG market size from residential applications was the highest market share. Growing adoption of AWG installation in residential sector owing to drinking water crisis should drive product demand particularly in Asia Pacific and Middle East & Africa. The AWGs can be installed on the residential sector rooftops which can produce safe drinking water and create water reservoir for the residential applications.

not disclose their financials. The table mentioned above indicates company market share analysis of some of the manufacturers of atmospheric water generator as per the primary interviews conducted with multiple companies & distributors.

Small level - The players in this category have very limited products in their portfolios and lack the capital required to expand. Most of these companies are either new entrants, small privately-owned businesses, or sole proprietorships. They have fewer employees and have lesser annual revenue than a regular-sized corporation or business.

Moderate/middle level - The players in this category have an average growth profile with less aggressive strategies of expansion in terms of product and geography. In order to fulfill their long-term goals, their short-term goals need to be accomplished and they need a noteworthy profit margin for investing in expansions. These category players are also investing in different strategies to expand their profit margins.

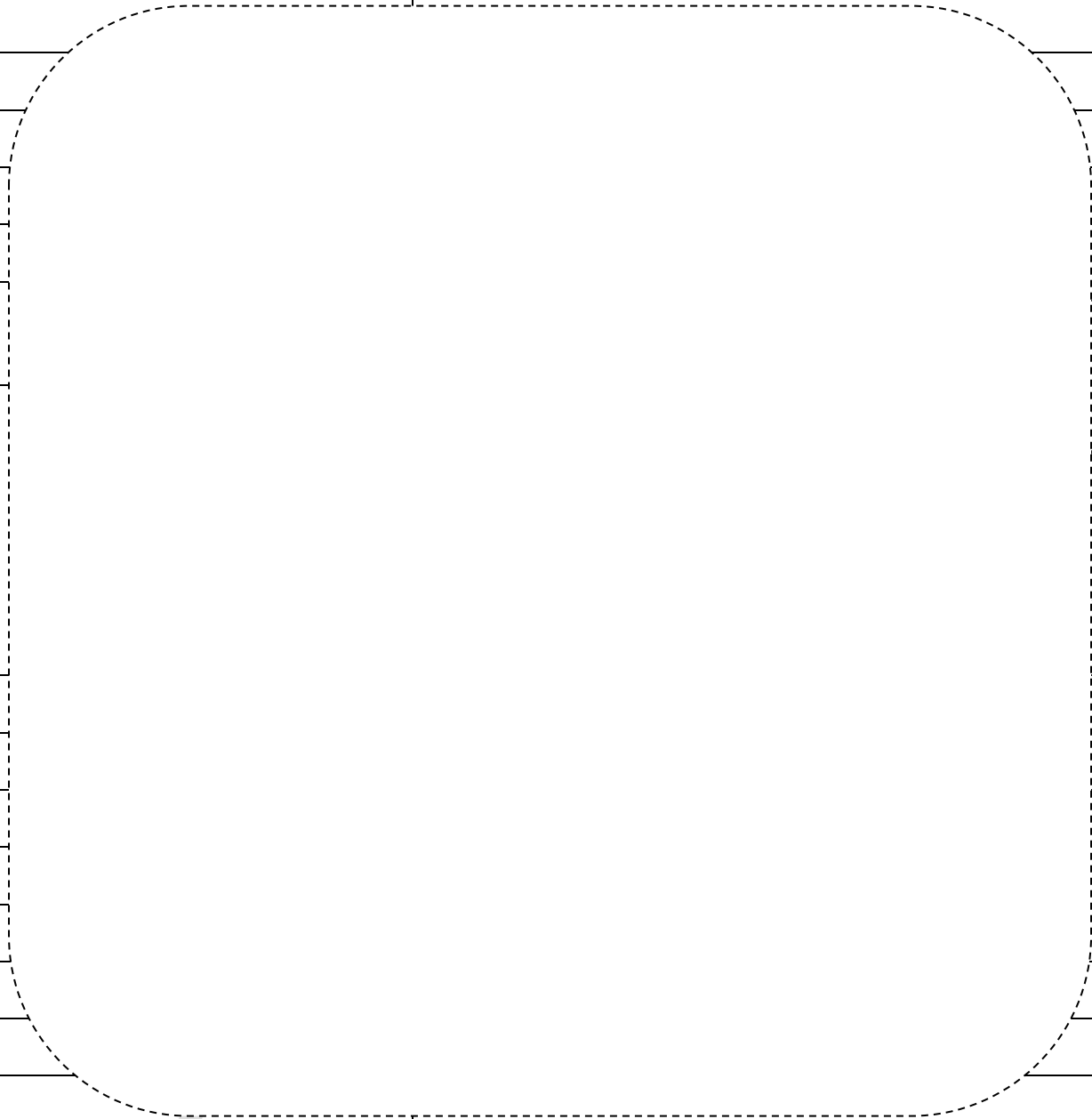
Top players - The players in this category have a well-known brand name in the market. The players are undertaking product diversification, portfolio expansion, and setting up of plants and sales offices in numerous regions as a part of their growth strategies. Also, the players in the market are investing in research & development to innovate new product categories.

The atmospheric water generator market is fragmented in nature owing to the presence of large number of players in the market. Key players operating in the market include Water World Solution, Watergen Inc, Shenzhen FND, AW International Ltd, Water Technologies International, Genesis Systems LLC, Aqua Sciences, Drinkable Air Florida Inc., Neoom Group GMBH. Companies are engaged in new product formulations to cater to the increasing product demand, being the highest value-added product in various application includes domestic especially after covid-19 outbreak.

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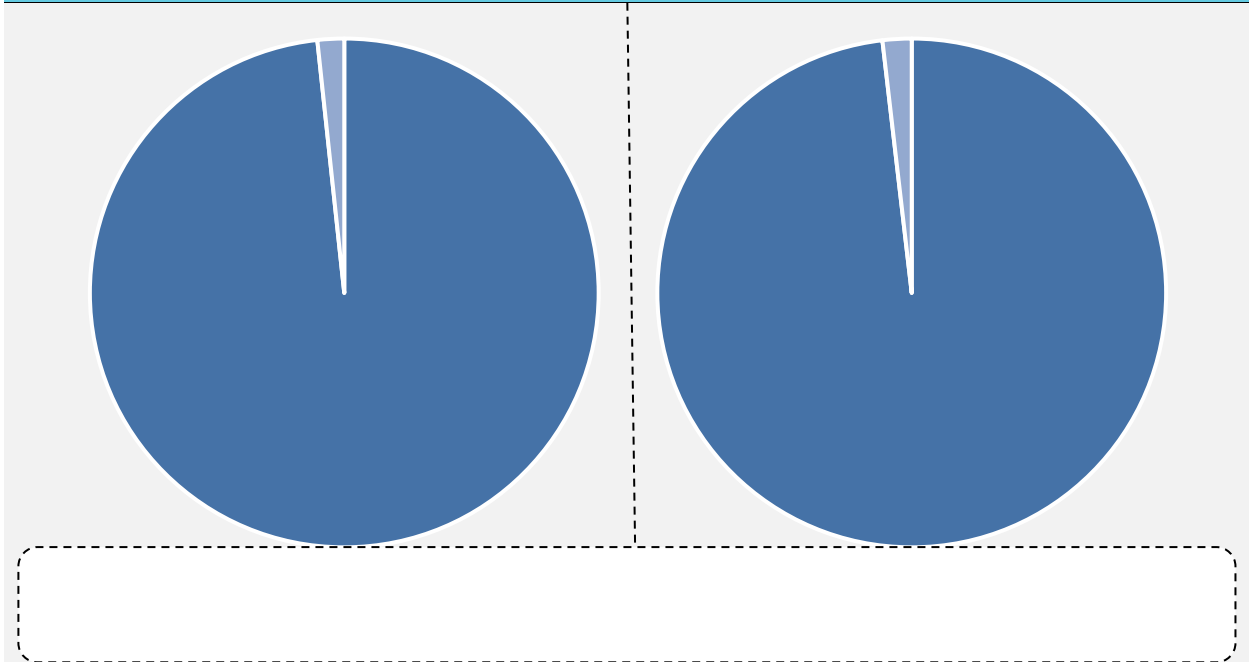
4.2.1 Strategic dashboard

| Company | Strategy |
|---|----------|
|  | |

Chapter 5 Atmospheric Water Generators Market, By Product

5.1 Global atmospheric water generators market revenue share, by product, 2021 & 2028

FIG. 6 Global atmospheric water generators market revenue share, by product, 2021 & 2028



5.2 Cooling Condensation

5.2.1 Global atmospheric water generators market from cooling condensation product estimates & forecast, 2017-2028, (Units) (USD Million)

TABLE 12 Global atmospheric water generators market from water-based product, 2017 – 2028, (Units) (USD Million)

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------------|---------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Units | 32,904 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| USD Million | 1,290.5 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

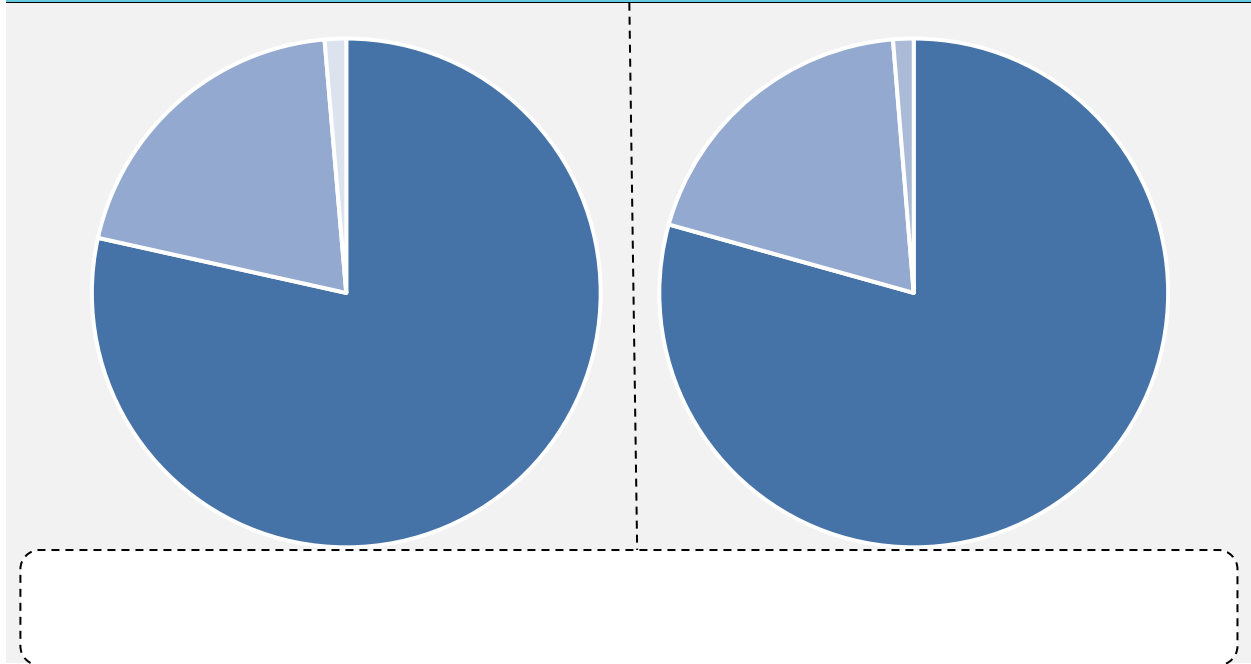
TABLE 14 Global atmospheric water generators market from cooling condensation product, by region, 2017 – 2028, (USD Million)

| Region | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|---------------|----------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| North America | 138.1 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Asia Pacific | 652.7 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Europe | 238.5 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| MEA | 175.6 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Latin America | 85.6 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 1,290.5 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

Chapter 6 Atmospheric Water Generators Market, By Application

6.1 Global atmospheric water generators market revenue share, by application, 2021 & 2028

FIG. 7 Global atmospheric water generators market revenue share, by product, 2021 & 2028



6.2 Industrial

6.2.1 Global atmospheric water generators market from industrial application estimates & forecast, 2017-2028, (Units) (USD Million)

TABLE 15 Global atmospheric water generators market from industrial application, 2017 – 2028, (Units) (USD Million)

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------------|---------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Units | 9,236 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| USD Million | 1,022.4 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 17 Global atmospheric water generators market from industrial application, by region, 2017 – 2028, (USD Million)

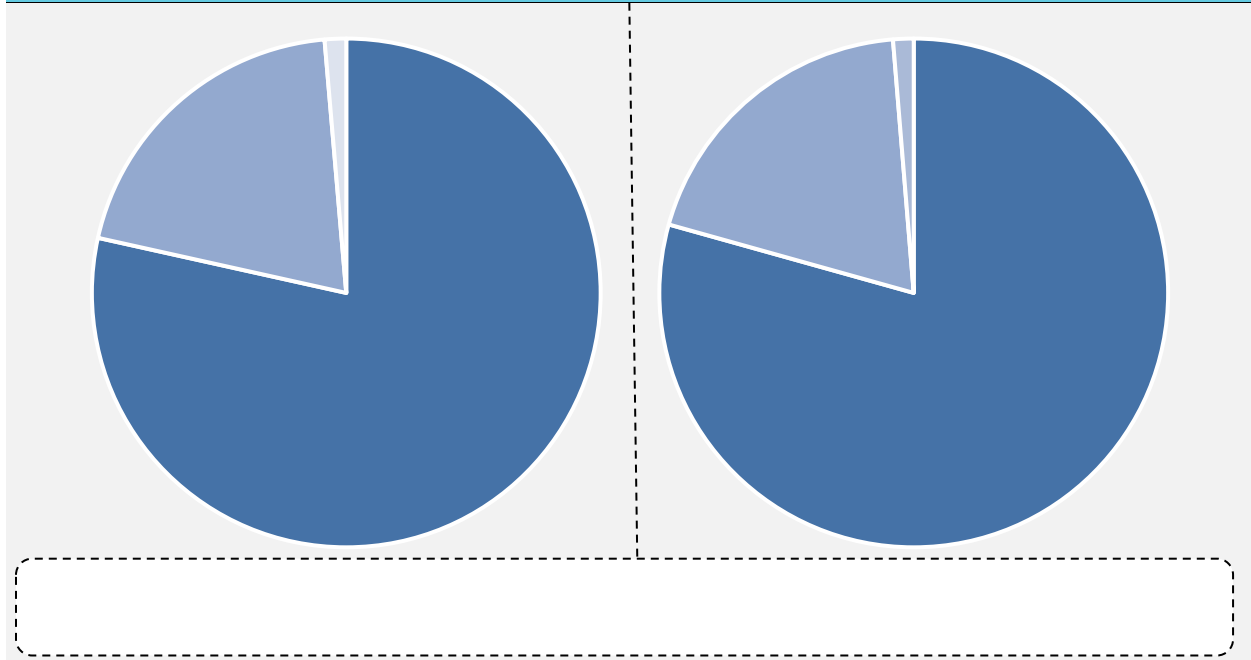
| Region | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|---------------|----------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| North America | 91 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Asia Pacific | 516 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Europe | 193 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| MEA | 149 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Latin America | 73 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 1,022.4 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

SAMPLE PAGE

Chapter 7 Atmospheric Water Generators Market, By Region

7.1 Global atmospheric water generators market revenue share, by region, 2021 & 2028

FIG. 8 Global atmospheric water generators market revenue share, by region, 2021 & 2028



7.2 North America

7.2.1 North America atmospheric water generators market, 2017-2028, (Units) (USD Million)

TABLE 18 North America atmospheric water generators market, 2017-2028, (Units) (USD Million)

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------------|--------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Units | 5,011 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| USD Million | 140.64 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

North America atmospheric water generator market may witness strong gains owing to favorable regulatory norms pertaining to safe and clean drinking water in various public drinking water systems is likely to favor

regional growth. AWG systems consist of RO and UV treatment mechanisms which provide safe water free from heavy metals, pesticides, and chemical impurities. The U.S. is witnessing an increasing number of installations in commercial institutions such as hotels, banks, schools, offices, and households owing to the high risk of water borne diseases which is likely to contribute towards product demand thus boosting market growth. Presence of various companies engaged in developing brine solution technology and modifying design may have a positive influence on product demand in this region.

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7.2.2 North America atmospheric water generators market estimates & forecast, by product, 2017 - 2028, (Units) (USD Million)

TABLE 19 North America atmospheric water generators market volume, by product, 2017 - 2028 (Units)

| Product | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|-----------------------------|--------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Cooling condensation | 4,909 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Wet desiccation | 102 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 5,011 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 20 North America atmospheric water generators market revenue, by product, 2017 - 2028 (USD Million)

| Product | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|-----------------------------|---------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Cooling condensation | 138.1 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Wet desiccation | 2.6 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 140.64 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

7.2.3 North America atmospheric water generators market estimates & forecast, by application, 2017 - 2028, (Units) (USD Million)

TABLE 21 North America atmospheric water generators market volume, by application, 2017 - 2028 (Units)

| Application | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------|--------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Industrial | 787 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Commercial | 1,149 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Residential | 3,075 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 5,011 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

TABLE 22 North America atmospheric water generators market revenue, by application, 2017 - 2028 (USD Million)

| Application | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | CAGR (2022-28) |
|--------------|---------------|------|------|------|------|------|------|------|------|------|------|------|----------------|
| Industrial | 91.1 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Commercial | 46.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Residential | 2.8 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| Total | 140.64 | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx | xx |

Chapter 8 Company Profiles

8.1 Planets Water Corp

8.1.1 Business overview

| Snapshot | |
|-----------------------|-----------------|
| Headquarters | Isle of Man, UK |
| Year of Establishment | 2008 |
| Regional Presence | Europe |

Planets Water Corp. is primarily engaged in providing clean water solution to meet growing demand for clean and safe drinking water. The company endorse and distribute AWG which doesn't require water lines, pipes and plumbing for their operations and solely works on electricity. Industries it caters to includes office, residential complexes, commercial buildings, villages, and townships. The company produces pure drinking water for hot as well as cold purposes through their unique technology named Planetswater, which extracts water from the air. This technology enables the company to offer Atmospheric Water Generator of wide capacities ranging from 15 ltrs- 8- ltrs per day for home/office uses to around 10,000 ltrs per day for industrial uses. The company offers economical and energy efficient solutions of atmospheric water generators to mitigate rising water scarcity problems.

The company operates manufacturing facilities across three continents and also has a multidisciplinary research & development team. The company has global presence with distribution partnerships across U.S., Brazil, India, Australia, Mexico, Thailand, Vietnam, China, the Philippines, African countries, and CIS countries. The company provides licensed distributorships to enhance its global reach and market their products.

8.1.2 Financial data

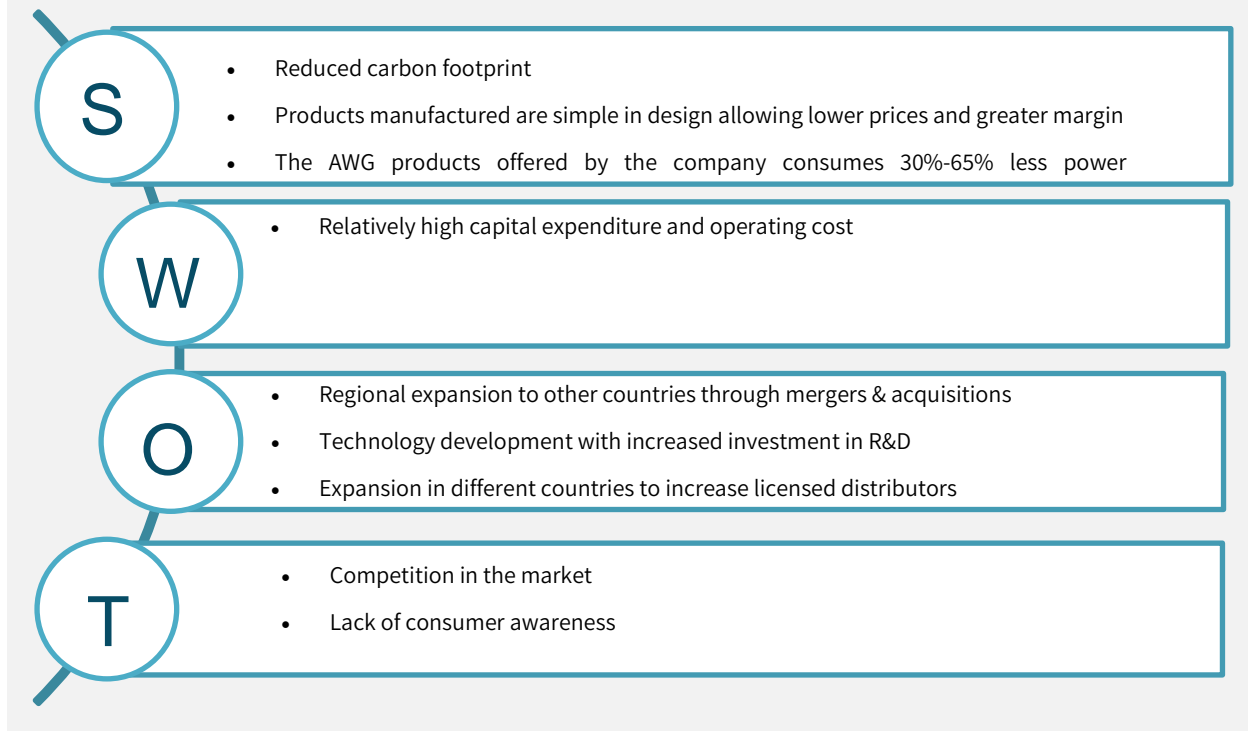
Planets Water Corp is a privately listed company and hence does not report its financials.

8.1.3 Product landscape

| Product/Service | Features | Applications |
|---------------------------------------|--|--|
| AWG Home/Office Device | <ul style="list-style-type: none"> • Available in range of production capacity of 15, 30 and 100 liters. Per day • Low maintenance cost • Plug-and-operate system • Operable at a temperature range of 35°C and above • Saves Water by wasting 85% less water than DE or sand filters, and 66% less than cartridge filters • Saves Time by eliminating the task of manual cleaning other filters | <ul style="list-style-type: none"> • It is used in household and office environments. |
| AWG-C-Series Commercial/Industrial | <ul style="list-style-type: none"> • Helps reduce 'carbon footprint' • Units present in range of production capacity of 100-5000 liters/ day ○ Savings in size, weight and price | <ul style="list-style-type: none"> • It is used in disaster relief camps, industries, and commercial application. |
| PlanetsWaterGEN 5000L | <ul style="list-style-type: none"> • Perfect for villages, off-grid settlements, and factories. • The unit can be integrated into AWS farms • It has a capacity of 5000 ltrs/1,321 gallons (per day) | <ul style="list-style-type: none"> • Used in villages, factories, and farms |
| Planets Industrial AWG WaterGEN | <ul style="list-style-type: none"> • It has a capacity of 10000 ltrs/2,642 gallons (per day) • It is the quickest and easiest water supply solution | <ul style="list-style-type: none"> • Used in emergency relief vehicles |
| Planets 500L WaterGEN | <ul style="list-style-type: none"> • It has a capacity of 500 ltrs/132 gallons (per day) | <ul style="list-style-type: none"> • Used in schools, hospitals, commercial centers, or residential buildings. |

8.1.4 SWOT analysis

FIG. 9 SWOT Analysis, Planets Water Corp



8.1.5 Strategic Outlook

- In April 2020, Planets Water Corp. aims to expand its distribution network by offering PlanetsWater AWG 'Exclusive' Distributorship License that provides lower prices to the distributor. In addition, the distributor can further sell distributorships to third parties in other regions. The company Distributorship License cost varies based on the demographics such as population, per capita income, and geographic area
- The company emphasizes on product innovation to improve product efficiency and offer innovative products. The company has developed and launched new generation low power consumption AWG products that uses 30%-65% less power as compared to other brands available in the market.