

Assessing the need for water recycling solutions in different industries



A leader in liquid filtration systems.

The client wanted to gain an understanding of which industry types have the highest water volumes to effectively fuel their business development strategy.



Challenge:

In this research support service project, the client engaged PreScouter to identify groups and applications that have the highest water use by volume in the United States. Based on the volumetric data, the client planned to investigate high-volume industries further and engage with major companies in this space to pitch their new water filtering solution.



Approach:

The PreScouter team collected data from public sources such as databases, scientific papers, journals, press releases, government sources, and white papers. In addition, PreScouter collaborated with a market research partner to obtain water volume data for the industries of interest and to supplement the publicly available data. An outreach campaign was performed to investigate which industry associations or government bodies had water volume data available. Over the course of two rounds of research, PreScouter contacted 17 industry associations and government agencies.



Outcome:

In collaboration with the research partner, a full report was obtained for power generation, wastewater treatment, data centers, and the automotive, pharmaceutical, food & beverage, coatings & lubricants, and pulp & paper industries. The PreScouter team prepared an interactive data matrix that contained data for the segments of interest to the client team.



Impact of PreScouter's Work: The client looked further into the highest water volume segments: Food & beverage, power generation, wastewater treatment, and chemical manufacturing.