



## Guiding Decision Makers across Global Water Markets

The World Economic Forum has determined that interconnected, environment-related risks such as extreme weather events, climate change, and water crises rank among the leading global risks. Given that the global population is on track to surpass 9 billion inhabitants by 2050—a 50% increase from 2010—calls for widespread water infrastructure investment is on the rise. At the forefront are utilities that are driving usage efficiencies and resiliency through wastewater reuse, advanced treatment, alternative financing, and digital solutions.

Bluefield Research analyzes the myriad of factors influencing water and wastewater sector investments for municipalities and industrial firms, globally. Our insights focus on long-term solutions to confront the increasing pressure on water and wastewater infrastructure.

### Key questions addressed by this service

Which global markets are poised for water infrastructure investment?

How is urban water risk influencing government water strategies?

What is the role of public-private partnerships?

How are advanced treatment and digital solutions being deployed?

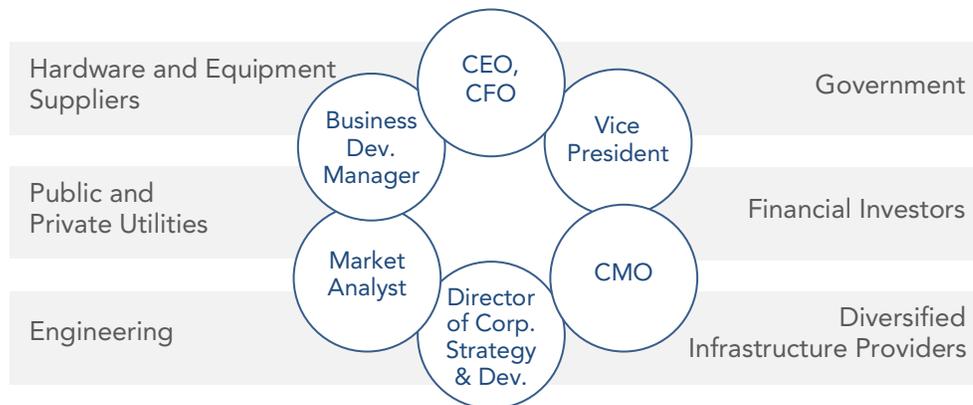
Where is large scale desalination being deployed?

*Rely on our water industry expertise to support your strategic decisions and gain a competitive edge.*

### Benefits

- Identify emerging trends and market shifts impacting global municipal water markets
- Understand company strategies and emerging business models, geographically
- Forecast and size global water markets
- Track the deployment of alternative water supplies and solutions
- Leverage a team of dedicated water market experts for questions and validation

## Companies & roles this service is targeted towards



## Client Deliverables

Access to a steady stream of ongoing deliverables, including:

<b>Research Notes</b>	<b>Market, Data Insights</b>	<b>Focus Reports</b>
Event-based intelligence briefings on respective market shifts and competitive impacts.	Analysis of unique market segments, providing rich data, and market analysis.	Deep-dive analyses of markets, competitive trends, and growth drivers.
<b>Quarterly Briefings</b>	<b>Webinars</b>	<b>Analyst Access</b>
Updates of critical market changes, competitive developments, contracts, and M&A.	Bi-annual analyst presentations of key market findings, competitive shifts, and trends.	Dedicated team on-call to meet client enquiries, review forecast methodologies, or clarify proprietary data and analysis.
<b>Custom Client Support</b>	<b>Data Navigator</b>	
Board meeting presentations, onsite client workshops, and customer-focused events.	Access to Bluefield's Data platform for more real-time data updates and relevant dashboards.	

## Research Themes

- Water affordability
- Urban water risk
- Resiliency
- Utility of the future
- Economic volatility
- Reuse, desalination, and alternative water supplies

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### About Bluefield Research

Companies approaching water as a business are often challenged by a lack of high quality, reliable information. Bluefield bridges this gap with actionable, data-backed analysis supported by a transparent research methodology and ongoing access to our global water experts. As an independent insight firm focused exclusively on water markets, executives rely on our suite of research services to validate their assumptions, address critical questions, and strengthen strategic planning processes.



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## Bluefield's Water Data Navigator



## Data Inputs & Analysis

- **Large-Scale Desalination Projects**  
Desalination Capacity by Country, Ownership by Country, Ownership Type, Large-Scale Additions by Year (operating and planned), Top 25 Large-Scale System Owners
- **Public-Private Partnerships (P3)**  
Contracts by Country, Asset Type, Capacity by Management, Top 25 Large-Scale System Owners