

Digital Water Insight Service



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

Guiding Company Strategies in a Digital Water Landscape

The water sector is being transformed by a wave of new technologies for connectivity, mobility, automation, and data analytics. Proactive utilities and industrial firms are now incorporating more digital water solutions into everyday operations from customer and asset management, to maximizing operational efficiency.

At this early stage in its growth trajectory, U.S. & Canada digital water spend is forecasted to rise from US\$5.4 billion in 2019 to US\$10.8 billion in 2030, framing the outlook for a host of established platform companies and startups positioning to compete in a still highly fragmented landscape.

Key decision makers, marketing teams, and executives rely on Bluefield's project investment and company data to make more informed decisions on the future of water and the outlook for digital technologies.

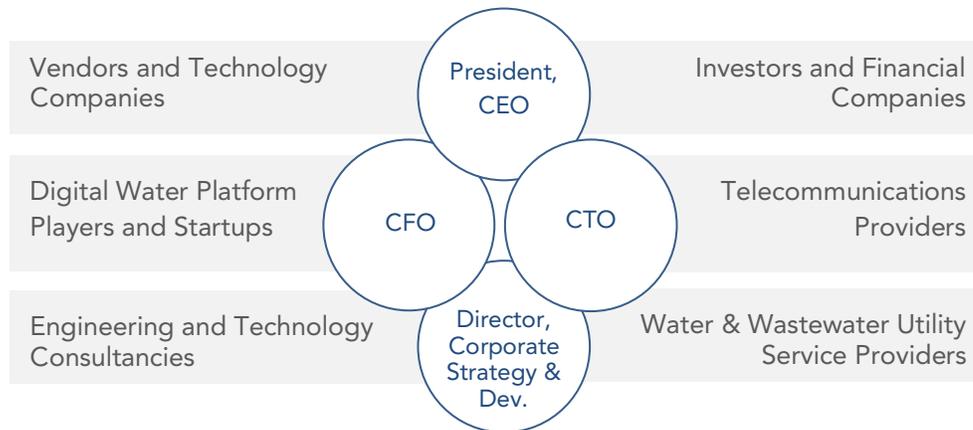
Key questions addressed by this service

- How are artificial intelligence, digital twins, and 5G impacting water?
- Which utilities are adopting digital water solutions at scale?
- What is the pace of growth for key technology segments?
- How is real-time monitoring being deployed in municipal water?
- Which markets geographically are demonstrating growth?
- Which companies are best positioned to capitalize on digital water growth?

Benefits

- Track the underlying drivers and market shifts influencing digital water investment
- Evaluate company strategies and evolving business models for new technologies
- Forecast and size different markets and technology segments to identify relevant opportunities
- Benchmark strategies of leading players, new market entrants, and innovative utilities
- Anticipate the biggest digital game-changers across municipal water
- Leverage a team of 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:

Research Notes	Market, Data Insights	Focus Reports
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.
Quarterly Briefings	Webinars	Analyst Access
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.
Custom Client Support	Data Navigator	
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

- Advanced asset management
- Utility of the future, smart city policies and strategies
- Disruptive digital technologies and business models
- M&A strategies (market entry, geographic, portfolio scaling)
- Role of financial players in the digital water startup ecosystem
- Data management and cybersecurity

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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.



Bluefield's Water Data Navigator



Data Inputs & Analysis

- **M&A Transactions**
Location (country, region), Customer Segment, Technology Type, Buyer/Seller, Ownership Type, Value Chain Position, Deal Value (US\$)
- **Project Announcements**
Location (country, region), Customer Segment, Technology Type, Product Type (hardware, software, services), Utility, Vendor, Project Value (US\$)
- **Venture Capital & Private Equity Funding Announcements**
Quarterly Transactions by Value (US\$), Location (country, region), Funded Company/Investor, Customer Segment, Product/Investment Type
- **Market Forecasts**
Location (state/province), Technology Segment (19 segments covered), Utility Tier, Product Type (hardware, software, services), Expenditure Type (CAPEX, OPEX)