

# Water Reuse Insight Service



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

## Delivering In-depth Analysis of Municipal Water Reuse

States and cities are being forced to confront environmental risk and population growth, giving rise to alternative water supplies. At the forefront of this trend is water reuse, which leverages existing treatment capacity and local demand for off-take. Traditionally, reclaimed water has been used for irrigation purposes, but a shift towards potable is underway, particularly in the U.S.

For years, Bluefield's team has tracked more than 1,200 reuse projects, and the proliferation of advanced treatment technologies, project financing models, and portfolio of water supply strategies, globally. As the market for reuse and opportunities grow, decision makers across the industry are benefitting from Bluefield's ongoing, in-depth analysis.

### Key questions addressed by this service

- What is the potential for direct & indirect potable reuse?
- Which cities and utilities are successfully deploying reuse strategies?
- What policies are driving and inhibiting reuse project development?
- How is decentralized reuse impacting market growth?
- How will water reuse address water supply risk?
- How are utilities addressing the off-take of recycled wastewater?

### Benefits

- Understand regulatory shifts influencing reuse development
- Forecast the water reuse market by state, region, and segment
- Evaluate company strategies and evolving business models
- Track the project pipeline through phases of development
- Follow emerging trends shaping potable and decentralized applications
- Leverage a dedicated 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:

<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
- Water supply risk
- Advanced treatment
- Utility of the future



## Bluefield's Water Data Navigator



## Data Inputs & Analysis

- **Water Reuse Forecasts**  
Total CAPEX by State (US\$), Leading States, CAPEX by End-use (potable vs non-potable), Share of CAPEX by Application (industrial, irrigation, potable capacity), Share of CAPEX by Infrastructure and Services Category (pipes, treatment, engineering & design)
- **Water Reuse Projects**  
Number of Planned Projects, Total Planned Capacity, Planned Cost (US\$), Planned Projects by State, Project Status, Planned Projects by Year of Commissioning, Planned Projects by Type of Infrastructure (project name, location, capacity)

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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.