The Global Water Metering Landscape:
Technology Shifts, Competitive Strategies, and Market Outlook

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About this Insight Report

The century-old water metering market is at an inflection point, as a host of new digitally enabled technologies and business models transform global water utilities' relationships with their meters and meter providers. Against this backdrop, metering vendors face a host of macroeconomic, regulatory, and competitive shifts, from COVID-related supply chain shortages to a growing roster of agile newcomers and outsiders looking in.

Metering is the largest segment of the global digital water market, accounting for a third of total digital water spend. Bluefield projects that meter technology and services spend will scale at a 7.8% CAGR from US$7.5 billion in 2021 to US$14.7 billion in 2030, with 1.5 billion meters and endpoints sold.

This Insight Report provides an in-depth analysis of the global water metering market, including technology shifts, competitive dynamics, and market outlook. The report highlights emerging trends across the metering hardware, software, connectivity, and services landscape, and evaluates the strategic positioning of 20 top meter firms serving diverse global markets, as well as the broader ecosystem of metering software and services firms.

Diverse Roster of Firms Vie for Global Metering Dominance

Top global metering vendors range from water pure-plays, IoT firms, and energy metering incumbents to highly diversified industrial conglomerates serving the telecom, aerospace, and healthcare sectors.

report SCOPE

Backed by a transparent research methodology, this Insight Report provides **qualitative and quantitative market data** to help companies understand the **current landscape** and **projected future growth** of the global water metering market.
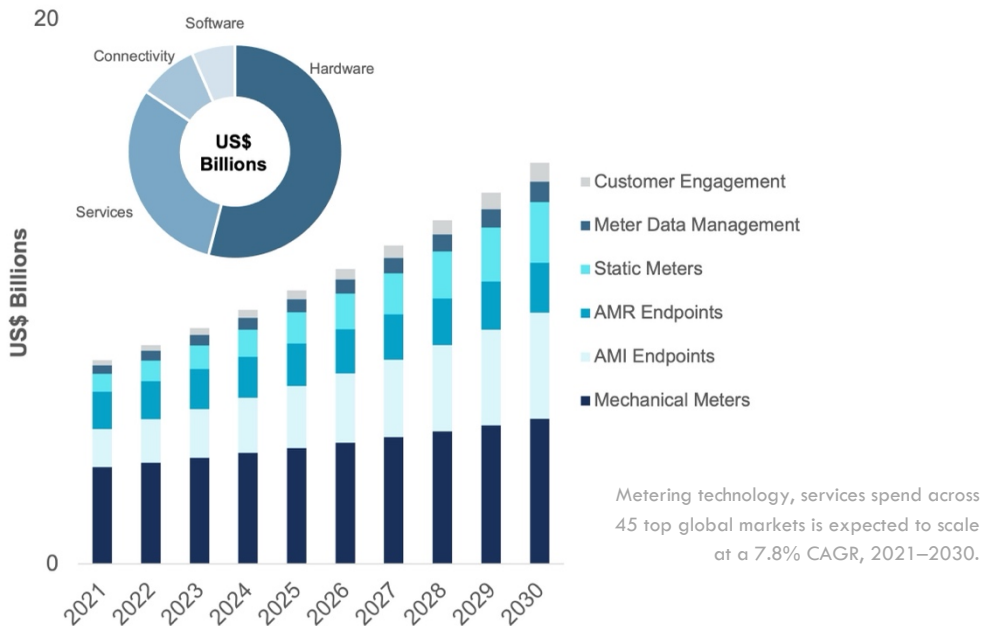
report HIGHLIGHTS

- Drivers and trends shaping global water metering market

- Key technology and business model shifts

- Competitive landscape of global metering providers

- Market share of key global metering companies

- Company profiles of leading metering players

- Market forecasts by region and technology segment ($ spend and meter unit sales)

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Exhibit: Global Water Metering Forecast by Segment & Product Type, 2021–2030

Donut chart segments: Software, Connectivity, Hardware, Services — center label: US$ Billions

Bar chart legend:
- Customer Engagement
- Meter Data Management
- Static Meters
- AMR Endpoints
- AMI Endpoints
- Mechanical Meters

Y-axis: US$ Billions (0 to 20). X-axis years: 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030

Metering technology, services spend across 45 top global markets is expected to scale at a 7.8% CAGR, 2021–2030.

Sample Insights

- Top metering firms have made 32 total acquisitions in the past 15 years, leveraging M&A to buy up distribution channels, scale meter product portfolios, and diversify into other digital water segments.

- Shifts in metering technology (e.g., static meters, analytics software) and services (e.g., cellular and LPWAN communications, as-a-Service business models) are shaking up the metering landscape, spurring utility demand and opening the door to a host of new competitors.

- Incumbent U.S. water metering providers (Sensus, Neptune Technology Group, Badger Meter, Itron) enjoy double-digit market share, though newer players from Europe (Kamstrup, Axioma Metering) and China (Sanchuan Wisdom, Suntront Technology) are making inroads in key regional markets.

Comprehensive analysis of water metering drivers, trends, technology shifts, and competitive strategies to help companies compete in the water metering market.

Who should buy this report?

- Metering manufacturers (including electric & gas metering providers)

- Metering service providers

- IoT Firms

- Water pure-plays

- Diversified equipment providers

- Big tech and telecom firms

- Private equity, venture capital investors, and financial firms

- Water and wastewater utilities

Key questions addressed in this report

What is the outlook ($ spend and unit sales) for the global metering market by country and by technology segment?

What is the market share of key metering companies and what are their expansion strategies?

How are technology shifts—such as the shift from mechanical to static meters—impacting market growth opportunities?

What are the distinct capabilities of leading metering vendors and how do vendors differentiate themselves?

What are the market factors and trends driving metering hardware, software, services, and connectivity investment?

How is the water metering market impacted by supply chain challenges, including the semiconductor shortage?

How are software and telecom firms competing in the metering space?

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We find real value in Bluefield's responsiveness and transparency in answering questions about the supporting data and research methodology used in their water market insights.

--Research Specialist
Black & Veatch

Bluefield's reports contain tons of useful, detailed data and qualitative inputs into key trends. We rely on their insights for our business planning.

--Market Research Analyst
Leading Engineering Company

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Company Profiles

Section 4. Metering Companies Profiled

- Aclara
- ARAD Group
- Axioma Metering
- Badger Meter
- Diehl Metering
- Hidroconta
- Honeywell
- Huizhong Instrumentation
- Itron
- Kamstrup
- Landis+Gyr
- Metron-Farnier
- Mueller Water Products
- Neptune Technology Group
- Sagemcom
- Sanchuan Wisdom
- Sensus
- Suntront Technology
- Taggle Systems
- ZENNER International

Bluefield selected **20 global metering manufacturers** offering diverse coverage in terms of geography, firm size, value chain position, and product offerings. Our analysis focuses on comparing these firms' capabilities and strategic positions in digital water.

Each company profile includes:
- Overview & Strategy
- Key Statistics
- Water Metering Product Offerings
- Recent Market Activity
- Clients / Case Studies

*Appendix includes Select Meter Product Specs by Vendor (Factors Measured, Data Interval, Data Upload Frequency, Device Memory, Broadcast Network, Battery Life, Warranty Period, Meter Digits, Battery Type).

Landis+Gyr

Landis+Gyr

Overview & Strategy

Landis+Gyr is largely focused on power rather than water, with products designed primarily for electric metering and grid management applications.

The firm has focused its water industry efforts on developing meter-agnostic AMI endpoints with two-way RF communications that leverage its proprietary fixed AMI network, Gridstream. Driven by acquisitions and partnerships, Landis+Gyr has shown a growing commitment to IoT, smart cities, and utility network management, leveraging its AMI network capabilities as a springboard to move beyond metering. The firm plans to make an active effort to expand in water, launching two new ultrasonic water meter products in 2023.

Key Statistics

- Company Headquarters: Zug (Zug, Switzerland)
- Year Founded: 1896
- Employees: 6,800
- Ownership: Public
- Total Company Revenue (2022): US$1.6 billion
- Water Metering Revenue (2022): US$XX million

Market Footprint
- Core
- Secondary

Water Metering Product Offerings

Positive Displacement Meter	Mechanical Velocity Meter	Electromagnetic Meter	Ultrasonic Meter
			●

AMR Register	Fixed AMI	Cellular AMI	LPWAN	MDM Software	Customer Engagement Software
●	●	●	●	●	●

Recent Market Activity

- Landis+Gyr strengthened its Nordic positioning with its Jul. 2021 acquisition of Swedish telecom provider Telia's meter reading service business. The firm also acquired Turkish electric and water metering firm Luna in Jan. 2022, and announced a decision to shift production from Germany to Turkey in Jan. 2023.

- In Nov. 2022, the firm announced its new W270 and W370 lines of NB-IoT ultrasonic water metering products, which will be available in 2023. The new meters are 100% recyclable after a 15-year lifetime and have integrated temperature sensor capabilities.

- In 2021, Landis+Gyr launched a SaaS-based water and gas MDM solution, and introduced its W350 ultrasonic water meter to Australia and New Zealand.

- Landis+Gyr has built a modest position in the U.S. water AMI market by partnering with established meter OEMs, including Master Meter (2011), Mueller (2017).

- In 2011, Toshiba became the primary stakeholder after acquiring a 60% stake. However, in 2017, following financial scandals, Landis+Gyr once again became a publicly-traded company on the Swiss Exchange.

Clients / Case Studies

- South East Water (Victoria, Australia)
- Pittsburgh Water and Sewer Authority (Pennsylvania, U.S.)
- Colorado Springs Utilities (Colorado, U.S.)
- City of Seymour (Missouri, U.S.)
- Liechtensteinische Kraftwerke (Schaan, Liechtenstein)
- Lappeenrannan Energiaverkot Oy (Lappeenranta, Finland)
- Acea Distribuzione (Rome, Italy)
- Tatu City (Kiambu, Kenya)

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Data is a key component to this analysis. Our team has compiled relevant data dashboards available as an add on purchase option. Dashboards are accessible in Bluefield's Data Navigator platform.

$5,000 USD **Report + Data**

Immediate report download upon release.
Access to data provided same day.

Purchase Report

> As most people know, Amazon is a very data-driven culture. Having the depth of market intelligence and the ability to deep dive into Data Navigator has been invaluable to our team. We are able to quickly generate defensible insights that guide our decision-making process.
>
> -- Patrick Keaney
> Worldwide Head of Development
> AWS Water

about
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Companies across the value chain are developing strategies to capitalize on opportunities in water but are often challenged by a lack of high-quality, reliable intelligence. Bluefield bridges this gap with actionable, data-backed analysis that is supported by a transparent research methodology and ongoing access to our global team of water experts.

As an independent insight firm focused exclusively on water & wastewater in the municipal and industrial sectors, executives rely on our suite of insight services to validate assumptions, address critical questions, and strengthen strategic planning processes.

Bluefield works with key decision makers at utilities, project development companies, industrial companies, engineering firms, technology vendors, manufacturers, and investment companies, giving them tools to execute growth strategies.

Bluefield does not charge or exchange goods with industry players for inclusion in its research. The firm retains editorial control and the right to express fact-based opinions that are not influenced by clients.

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