Europe Digital Water Market Outlook:

Key Drivers, Competitive Shifts, and Forecasts, 2024–2033

Released January 2025

Summary

BACKGROUND

Europe is a global leader in digital water solutions, with countries including Denmark, the Netherlands, and the U.K. at the forefront. The region is shaped by a diverse set of water systems, regulatory frameworks, asset sizes, environmental pressures, and supra-national funding. As such, Bluefield Research anticipates strong demand for digital water solutions in Europe, underpinning a cumulative US$196 billion in spending from 2024 to 2033.

Investment in digital water solutions is fueled by the need for greater efficiency in operations and energy usage along with stringent compliance monitoring and accountability standards. The European Union (EU) plays an important role in financing and regulation, further incentivizing the adoption of digital technologies in the public sector and critical infrastructure.

As utility demand intensifies and the workforce and resources dwindle, the business case for proven digital solutions wins credibility and becomes more widely accepted among utilities, while the vendor landscape becomes more competitive. The market is currently dominated by established water technology players, but new market entrants are making inroads through strategic acquisitions and partnerships. Additionally, emerging startups are challenging the status quo, particularly with software-based solutions.

Europe is the largest digital water market in the world, poised for significant growth in the digital water sector.

report SCOPE

Backed by a transparent research methodology, this Insight Report provides **qualitative** and **quantitative analysis** to help companies understand the digital water **market opportunity** in Europe over the next ten years.

report HIGHLIGHTS

- Drivers and trends shaping digital water technology adoption in Europe.
- Market structure, dynamics in key regional hotspots.
- Profiles of 20 key digital water companies.
- Methodology breakdown by segment and by country.
- Market sizing and forecasts for the period 2024–2033 for digital water solution segments in 31 European countries.
    - Network & Plant Management
    - Metering & Customer Management
    - Work & Asset Management
    - Information Management

bluefield RESEARCH

About

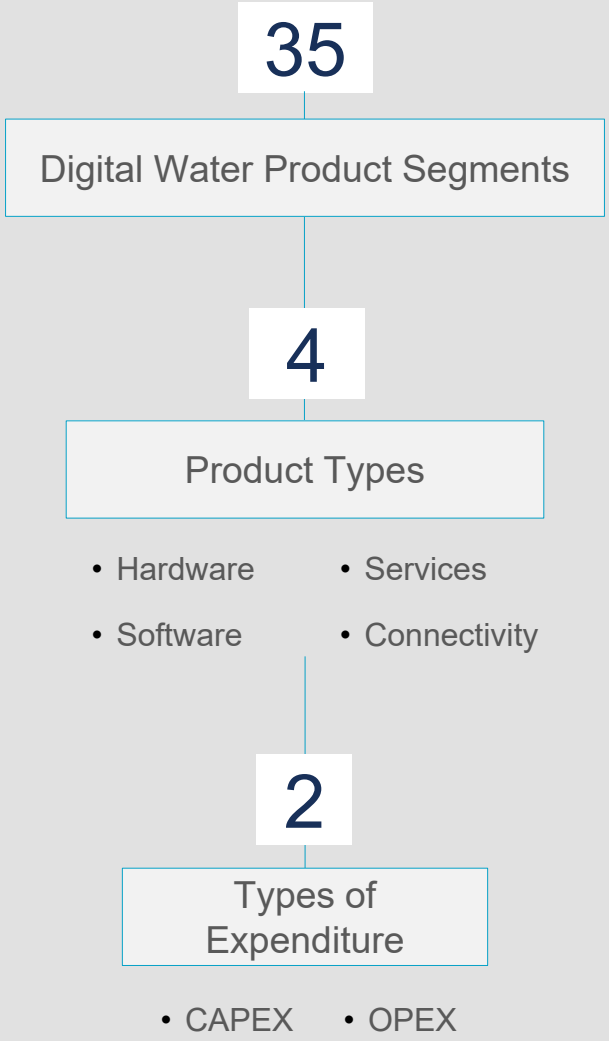
BUYER PROFILE

Who should buy this report?

- Digital water technology & service providers
- Private equity companies, investors, and financial firms
- Water and wastewater utilities
- Engineering companies
- Hardware, equipment, and infrastructure providers
- Software, technology and solutions companies

Comprehensive overview of Europe's digital water market, including hardware, software, services, and connectivity. Bluefield's bottom-up approach provides a detailed view of the current landscape, potential for future growth, and insights into major drivers and trends, the competitive environment, and detailed company profiles of 20 digital water incumbents.

Bluefield breaks down the outlook for 35 established and emerging digital water technology segments across four major categories.



bluefield RESEARCH

Insights

SAMPLE TAKEAWAYS

Europe is the largest digital water market in the world, poised for significant growth in the digital water sector.

Bluefield projects that the market will double from US$13.7 billion in 2024 to an impressive US$27.2 billion by 2033. This growth, underpinned by an 8.0% compound annual growth rate (CAGR), highlights the increasing reliance on digital solutions to manage water infrastructure more efficiently.

- As utilities prioritize modernization, this market expansion signals a critical shift toward more resilient water systems. However, progress varies significantly across the region, with Western and Southern Europe, as well as the U.K., leading the way in digital water adoption.
- EU initiatives like the Recovery and Resilience Facility funding and the European Investment Bank are key accelerators of digital water adoption. Together with regulations related to water quality, leakage management, and environmental factors, they compel utilities to adopt real-time data collection and management technologies to address increasing water risks.
- Traditional (i.e., legacy) digital water solutions, including SCADA, geographic information systems (GIS), and metering, continue to dominate total spend, accounting for over 75% of the forecasted growth.

- Although vendors report easing supply chain constraints, this forecast takes into account inflation and the effects of geopolitical instability. Prices for key hardware components, such as meters and SCADA systems, have risen by as much as 10% from 2021 to 2024. Such price increases have contributed to overall market growth. Nevertheless, the long-term outlook remains positive, with moderated costs helping to stabilize the market and encourage continued investment in digital infrastructure.
- The integration of more flexible, scalable, and data-driven technologies will be key to unlocking new water system efficiencies and capabilities. The move to 4G/5G networks will increase interoperability, connectivity, reliability, and data capacity of real-time information flows between networked equipment.

- Due to the geopolitical instability and increased cyberattacks on public services, the sector must develop robust information management strategies to adapt to the growing integration of digital solutions in water management. Bluefield forecasts that spending on cybersecurity, compliance, and data management in the water sector will grow at a compound annual growth rate (CAGR) of 12.2% from 2024 to 2033.

Key Questions Addressed

- How big is the European digital water market?
- What key factors are influencing and shaping Europe's digital water market?
- What are the key investment and policy plans in digital water solutions?
- Where are the pockets of opportunity?
- What will Europe's digital water solutions segment investment market look like over the next ten years?
- Where are the digital water investment hotspots in the European water market?
- How does the M&A landscape in digital water technologies look like?

Table of Contents

List of Exhibits

Europe Digital Water Forecast Research Methodology

RESEARCH SCOPE AND METHODOLOGY

- Forecast of utility spending on digital water across 35 technology segments to determine the size and growth outlook of the European digital water market from 2024 to 2033.
- Product pricing and adoption rates per utility tier were estimated based on publicly available resources, including financial filings, utility bid documents and contracts, and interviews with industry professionals.

RESEARCH OUTPUT

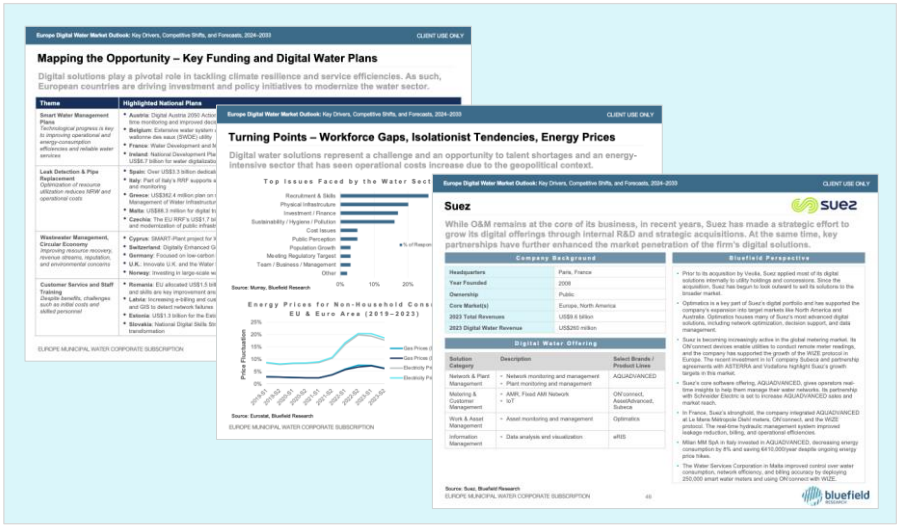
- Analysis of key drivers and inhibitors to digital water technology adoption in Europe.
- Forecasts of the digital water market from 2024 to 2033 by geography (region, country), technology segment, product type, water type, utility size, spend type, and software type.
- Competitive analysis of companies in the digital water value chain.
- Profiles of 20 key digital water companies primarily operating in Europe, including the following details:
  - Company details—headquarters, year founded, ownership, core markets, 2023 total revenue, 2023 digital water revenue
  - Bluefield perspective

KEY SOURCES

- Government reports on utility counts and asset bases.
- Publicly available utility budget and procurement documents, such as capital improvement plans, bid documents, and contracts.
- Interviews with industry professionals.
- Bluefield's Data Navigator (e.g., utility asset data, federal funding, company revenues, digital water M&A and VC deals, digital water vendor landscape).

SELECT COMPANIES MENTIONED

Schneider Electric, LACROIX, ABB, SIEMENS, HWM, xylem, ARCADIS, adasa, V ROLL N HYDRO, metasphere make data count, GRUNDFOS, Bentley, VEOLIA, OVARRO CONNECTING TECHNOLOGIES, HEXAGON, MUELLER, Badger Meter, AUTODESK, baseform, DIEHL Metering, Halma, suez, Itron, SULZER, Skion WATER, esri, kamstrup, PureTerra Ventures, DHI, emerald Technology Ventures, IDRICA, IBM, Honeywell, AECOM



bluefield RESEARCH

Defining the Market – What Is Digital Water?

Bluefield takes a broad view of the digital water market, covering the full ecosystem of technologies and services used by water, wastewater, and stormwater utilities to collect, transmit, manage, analyze, and use data.

Digital Water Forecast Scope

Included in Forecast

35 common digital water product segments, including:

- Established/mature water management technologies (e.g., SCADA, GIS, meters)
- New applications of cutting-edge technology to the water market (e.g., AI, IoT, cloud computing)

Four product types:

- Hardware (meters, sensors, telemetry devices)
- Software (on premises and cloud platforms)
- Services (installation/implementation services for digital water hardware and software)
- Connectivity (telecommunications/data transmission services for connected hardware)

Two types of expenditure:

- CAPEX (up-front capital investments in hardware, perpetual software licenses, installation services)
- OPEX (recurring annual operating expenses for software support, SaaS licenses, connectivity)

Not Included in Forecast

Digital technology expenditure by third-party industry consultants for services provided to utilities:

- Water infrastructure design and engineering software purchased by engineering firms
- CCTV inspection equipment purchased by third-party CCTV service providers

Spend on digital technologies for water, wastewater, and stormwater management outside the utility sector:

- Domestic / ‘smart home’ technology
- Commercial / ‘smart building’ technology
- Agricultural / ‘smart irrigation’ technology

Investment in digital solutions at industrial treatment facilities (e.g., food & beverage plants, data centers):

- SCADA systems
- Water and wastewater flow/quality monitoring equipment
- Plant optimization platforms

Source: Bluefield Research

Segmenting the Ecosystem – Digital Water Market Taxonomy

Bluefield provides in-depth forecasts for 35 digital water technology segments across four key product categories.

Product Category	Technology Segments	
Metering & Customer Management	• Mechanical meters • Static meters • Automatic meter reading (AMR) • Advanced metering infrastructure (AMI)	• Meter data management (MDM) • Utility billing/customer information system (CIS) • Customer engagement
Work & Asset Management	• Computerized maintenance management system (CMMS) • Enterprise asset management (EAM) • Geographic information system (GIS) • Network modeling • Plant design • Pipeline condition assessment service	• CCTV inspection • Plant asset monitoring • Pump asset monitoring • Asset failure analysis • Asset investment planning (AIP)
Network & Plant Management	• Plant SCADA • Remote SCADA • Plant RTUs • Remote RTUs • Dataloggers • Fixed leak detection • Leak detection service	• Flow monitors • Quality monitors • Level monitors • Pressure monitors • Network operations management/decision support • Network optimization • Plant optimization
Information Management	• Data management & integration • Cybersecurity	• Compliance management

Note: See appendix for technology segment definitions
Source: Bluefield Research

Water Market Trends and Drivers – Setting the Pace of Change

Amid mounting socioeconomic, staffing, environmental, and regulatory pressures, digital technology enables utilities to optimize service quality, efficiency, and sustainability standards.

Europe Digital Water Market Drivers & Inhibitors

Demographic Shifts

- Rapid urbanization in emerging markets spurs greenfield infrastructure buildout
- Utility staffing shortages coupled with high retirement rates drive demand for technology-driven efficiencies while limiting innovation bandwidth

Financial Pressures

- Water sector faces chronic underinvestment and artificially low rates, straining utility budgets and resources
- Water conservation and reuse, population declines in mature economies, and increased energy prices result in financial imbalances for utilities

Aging Infrastructure

- Aging/deficient infrastructure results in major operational challenges (e.g., water loss, sewer overflows, quality issues)
- Growing maintenance/rehabilitation backlog creates demand for proactive, data-driven asset management

Climate & Environmental Risks

- Climate change exacerbates key water sector challenges (e.g., drought, water scarcity, water quality issues, flooding)
- Growing awareness of climate risks spurs investment in sustainability, resilience for utility assets and operations

Regulatory & Policy Drivers

- Stricter regulation pressures to address perennial quality, reliability, affordability concerns (i.e., leakage rates), and emerging challenges (e.g., PFAS, cybersecurity) increase utility risks and liabilities
- EU and national funding in response to increased water stress is driving digital water market growth

Technology Changes

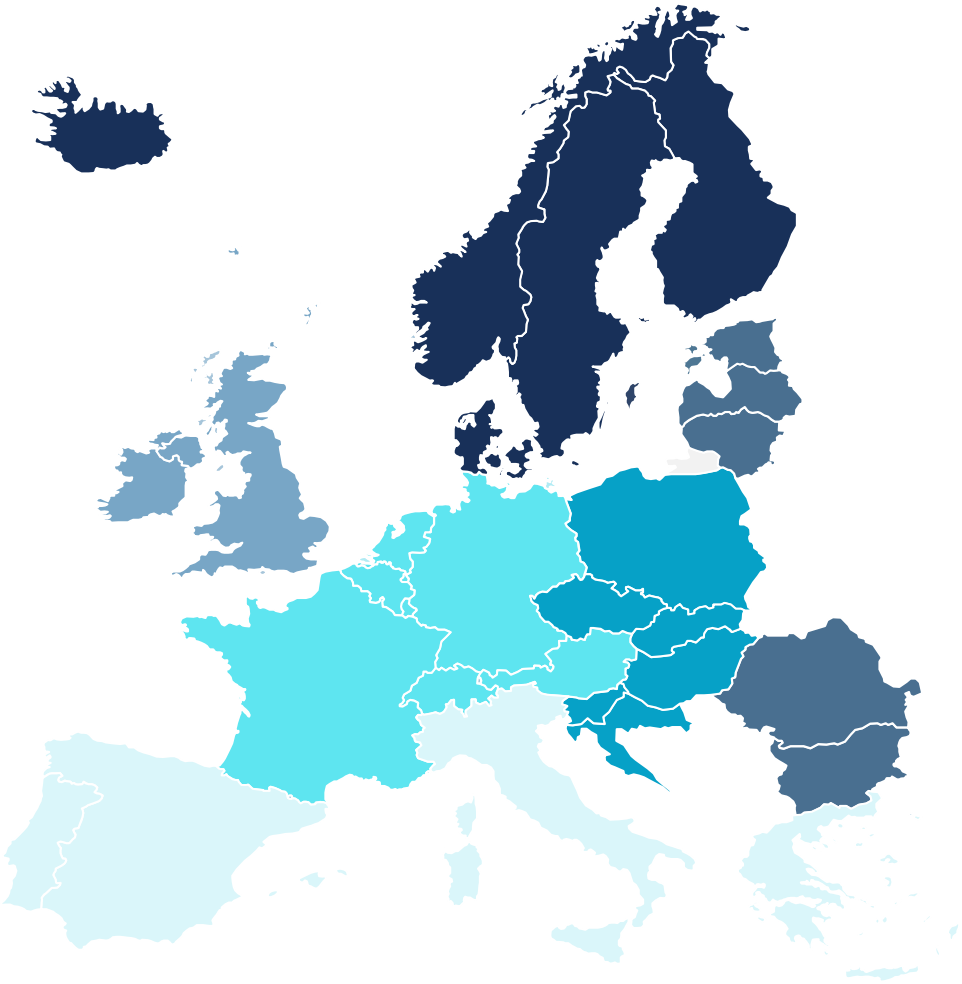
- Evolving tech landscape (i.e., 2G/3G sunsetting, AI, IoT, cloud, mobile) provides new data-driven solutions for key utility pain points
- Increasingly ‘on-demand’ economy drives customer and stakeholder expectations for real-time data, services

Source: Bluefield Research

Mapping the Opportunity – European Markets Covered

Markets forecasted—based on similar water industry legislative frameworks and relative GDP—include the EU 27 plus the U.K. and EFTA countries.

European Countries & Regions



U.K. & Ireland
- Ireland
- U.K.

Western Europe
- Austria
- Belgium
- France
- Germany
- Luxembourg
- Netherlands
- Switzerland

Southern Europe
- Cyprus
- Greece
- Italy
- Malta
- Portugal
- Spain

Nordics
- Denmark
- Finland
- Iceland
- Norway
- Sweden

Central Europe
- Croatia
- Czech Republic
- Hungary
- Poland
- Slovakia
- Slovenia

Eastern Europe & Baltics
- Estonia
- Latvia
- Lithuania
- Bulgaria
- Romania

Source: Bluefield Research

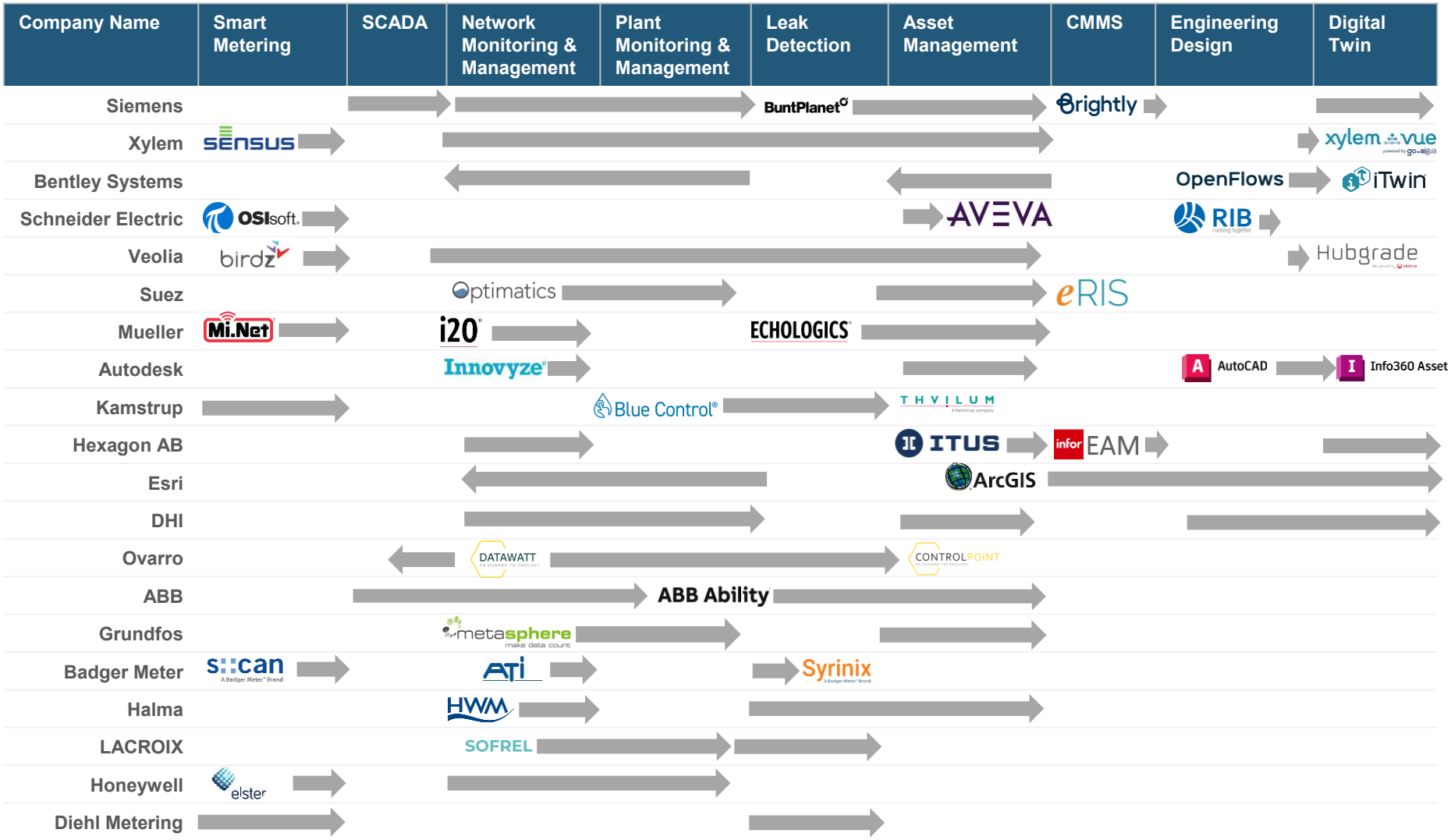
Mapping the Opportunity – European Markets Covered

Bluefield applies a tiered approach to market calculations that requires a calibration of adoption and growth rates, scope of services, and type of solution procured, accounting for digital maturity of each market / region throughout a period of 10 years.

Source: Bluefield Research

Portfolio Expansion – Organic and Inorganic Growth Strategies

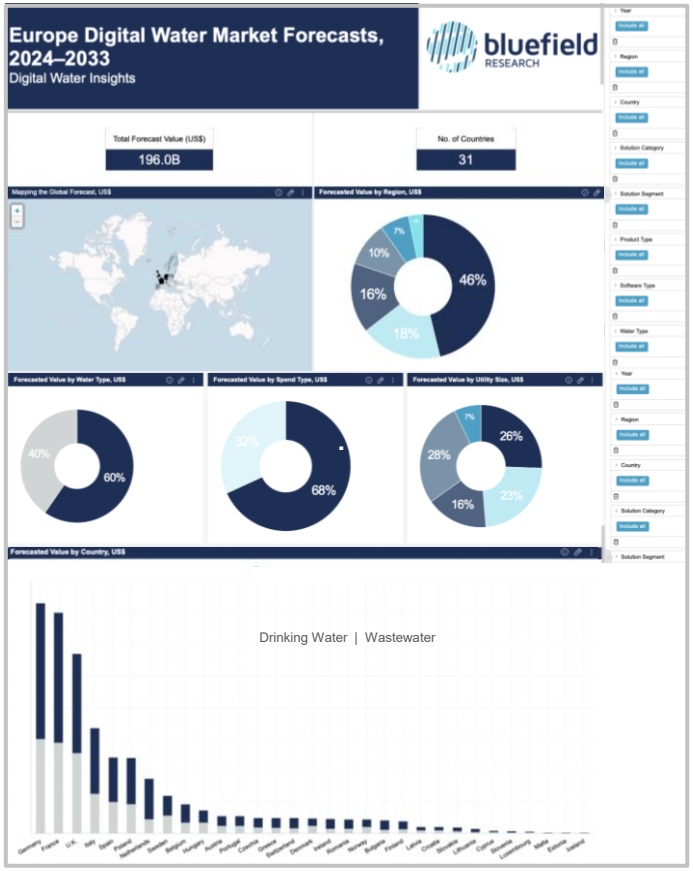
Select Vendors and Growth of Digital Water Portfolio



Note: Select acquisitions and product lines displayed; arrows indicate expansion in digital water offerings
Source: Companies, Bluefield Research

Data Navigator

Data underpins Bluefield's breadth of insight reports and analysis. This report is accompanied by a data dashboard that is available in Bluefield's flexible and interactive Data Navigator platform.



DATA DASHBOARD

Dashboard Widgets US$:

- Mapping the Global Forecast
- **Forecasted Value by:**
  - Region, Country
  - Water Type, Spend Type, Utility Size
  - Solution Segment, Solution Category, Product Size
  - Year by Utility Size, Year by Water Type

Talk to us about our data or book a demo.

Book 30-min demo

See the power of Data Navigator

bluefield RESEARCH

Global companies across the value chain are developing strategies to capitalize on greenfield opportunities in water − new build, new business models, and private investment. Bluefield Research supports a growing roster of companies across key technology segments and industry verticals addressing risks and opportunities in the new water landscape.

Companies are turning to Bluefield for in-depth, actionable intelligence into the water sector and the sector's impacts on key industries. The insights draw on primary research from the water, energy, power, mining, agriculture, financial sectors and their respective supply chains.

Bluefield works with key decision makers at utilities, project development companies, independent water and power providers, EPC companies, technology suppliers, manufacturers, and investment firms, giving them tools to define and execute strategies.

Boston | Barcelona | Chicago | Paris | San Francisco

NORTH AMERICA: +1 (617) 910 2540
EUROPE: +34 932 716 546

waterexperts@bluefieldresearch.com | www.bluefieldresearch.com

Learn about purchase options or for any questions please contact:

Dovilė Vaičiūnaitė
Sales Associate
Email
Phone: +34 932 716 546

Built on years of data and analysis, Bluefield Research's Digital Water Corporate Subscription has become a key resource for companies across the value chain to identify key verticals, trends, and growth opportunities that stand out in an already crowded and more competitive field.