

Global Water Metering Outlook: Evolving Technology Trends, Business Models, Competitive Landscape, and Leading Companies

Released May 2025

Section 1 – Drivers & Trends

Section 2 – Company Strategies

Section 3 – Company Profiles

Related Data Dashboard

Summary

BACKGROUND

Metering systems, often considered the cash registers of the water industry, play a central role in the digital transformation of utilities. Advanced metering equipment, including static meters and smart systems like Automatic Meter Reading (AMR) and Advanced Metering Infrastructure (AMI), enable utilities to optimize their shrinking workforces, recover revenue, improve customer relations, and manage underground infrastructure effectively.

The metering market is saturated with original equipment manufacturers (OEMs). Still, they are encountering increasing competition from newcomers, including metering service firms and telecommunications companies expanding their roles in the metering value chain.

This Insight Report updates Bluefield's 2023 Global Metering Landscape Report, addressing policy shifts, technological advancements, and emerging business models such as Metering-as-a-Service (MaaS) and artificial intelligence (AI) applications. The second section examines the strategies of 20 leading vendors identified by Bluefield experts, focusing on their expansion efforts, mergers and acquisitions (M&A) trends, and increasingly, software. Finally, the third section offers detailed profiles of these key players.

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 the 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



Hardware



Software



Networks



Services

About

Research Scope and Methodology

Comprehensive overview of leading global water meter companies, including metering hardware and software offerings, water meter revenues, geographical markets, target utility clients, competitive positions, M&A, non-metering offerings, and channel strategies.

Water meter revenues per company were estimated based on publicly available resources including financial filings, investor presentations, credible media reports, and interviews with industry professionals

Research Output

A ranking of 20 leading water metering companies identified by Bluefield's team of water experts.

- Detailed profiles of the top 20 water metering companies including:
 - Headquarters, Year Founded, Employee Headcount, Target Utility Size, Ownership, Market Capitalization on 20 March 2025 (if applicable), 2024 Annual Revenue, 2024 Water Metering Revenue, Target Utility Clients
 - Water Metering Product Offerings
 - Competitive Position
 - Market and Production Footprint
 - Bluefield Perspective
- Brief profiles of six metering companies to watch

Companies Profiled



Insights

SAMPLE TAKEAWAYS

Regulatory developments in major markets are creating uneven momentum for metering deployments.

Recent policy developments in key markets, particularly the U.S. and Europe, have had mixed effects on the metering market. Tariffs introduced by the Trump administration will likely increase manufacturing costs for vendors. In contrast, governments in Spain and the U.K. are implementing funding initiatives and regulatory pressures to boost the adoption of smart meters.

- **Metering vendors are increasingly offering alternative network options for AMI meters**, including cellular technologies such as LTE-M and NB-IoT, as well as LPWAN options like LoRaWAN. This shift has created opportunities for telecom companies to enter the market, influencing network decisions and, in some cases, serving as the lead vendor for meter replacement projects, especially in Europe.
- **New business models and offerings have emerged to help ease the transition to smart metering systems.** For example, retrofit devices provide utilities with a customizable AMI solution. Additionally, NaaS and MaaS offerings help offset the long-term maintenance responsibilities for utilities, transferring some of these burdens to vendors. However, these innovations may face resistance from utilities due to misalignments with standard procurement and management practices.

- **Still nascent, vendors are tapping AI's capabilities to enhance meter data processing and analytics.** This technology can improve various processes, such as installing meters, monitoring water consumption and network conditions, and even assessing device-level conditions to predict future maintenance needs
- **Metering OEMs possess unique capabilities across various metering products.** Some specialize in network infrastructure or ultrasonic meters, while others offer a wider range of products, from mechanical meters to analytics software. Notably, AMI has emerged as a rapidly growing area that is influencing vendor strategies. As utility preferences regarding data and network type have evolved, vendors have responded by expanding their AMI offerings to include a variety of protocols, encompassing proprietary, licensed, and unlicensed network options.

- **Metering vendors generally target a wide range of utilities;** however, some have experienced greater success securing contracts with utilities of specific sizes. For instance, Metron focuses on smaller utilities and small-scale commercial deployments, such as mobile home parks. In contrast, the advanced product offerings from Aclara and Sagemcom are better suited for larger utilities with more in-house technical expertise.

Key Questions Addressed

- How are government policies shaping the meter market?
- What is the market share of key metering companies and what are their expansion strategies?
- How are technology shifts 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?
- How are telecom companies driving European smart meter adoption?

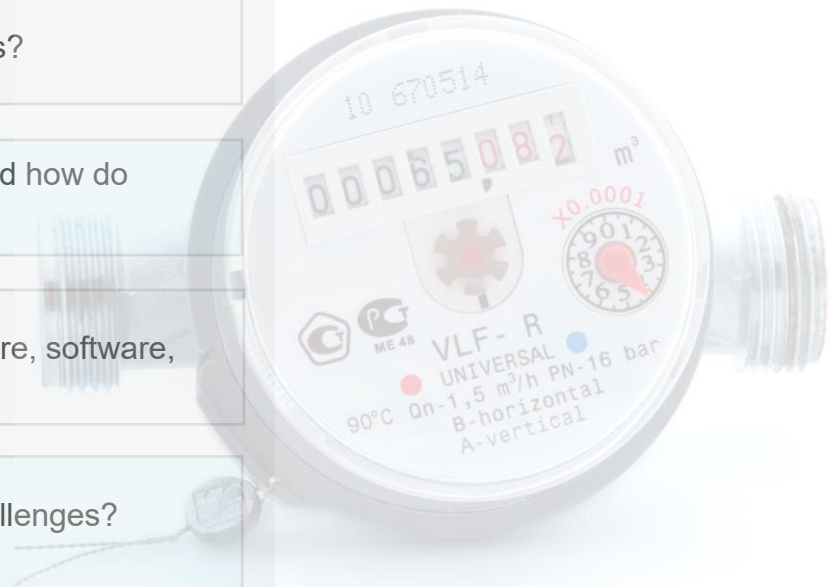


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A Multipurpose Solution – Drivers & Trends

Smart meters are expected to see consistent growth, bolstered by government funding, as utilities seek versatile solutions to address multiple industry pain points simultaneously.

Global Metering Market Drivers & Trends



Revenue Recovery & Cost Savings

- High-end meters (e.g., static/ultrasonic) can facilitate more accurate billing and revenue recovery
- Transitioning from drive-by metering reading to fully remote AMI systems results in labor and fuel savings



Regulatory & Funding Landscape

- National and local regulations (e.g., technology standards, data privacy, etc.) shape utility metering decisions
- National and supranational infrastructure funding (e.g., IIJA, PERTE) supports utility metering investments



Smart Cities & Infrastructure Convergence

- AMI networks can be the cornerstone of broader smart city strategies (e.g., traffic monitoring, smart streetlights)
- Multi-utilities can leverage the same smart metering infrastructure for various applications, improving the ROI



Climate & Sustainability

- More accurate, accessible meter data supports leakage reduction and conservation initiatives
- By transitioning from manual to remote meter reading systems, utilities can reduce vehicle use and emissions



Customer Service & Engagement

- More frequent consumption data and analytics can improve customer satisfaction and reduce bill shock
- Leverage smart metering data to offer water monitoring and management services for high-volume C&I customers

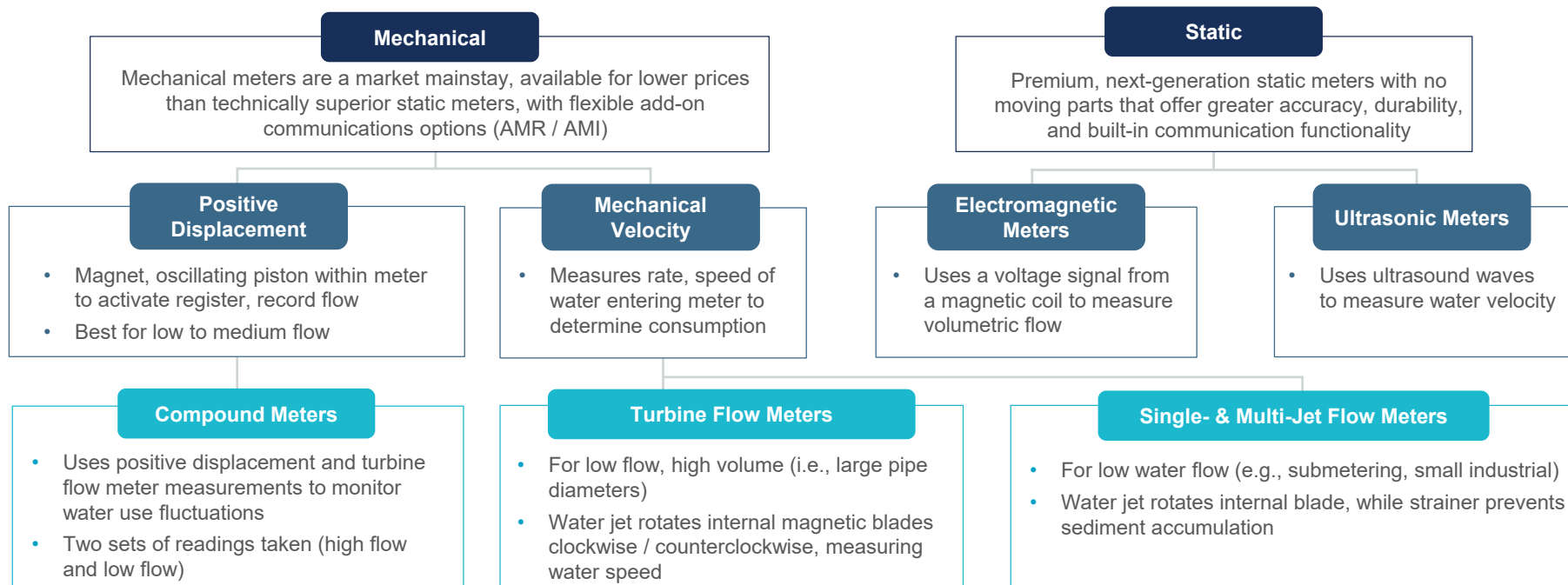


Network & Leakage Management

- District metering areas (DMAs) provide insights into network operations and customer behaviors
- Real-time data from DMAs can be triangulated to pinpoint leaks and enable timely repair crew dispatches

Static Meters – High Tech, High Potential Return

Key Water Meter Hardware Categories



Analysis

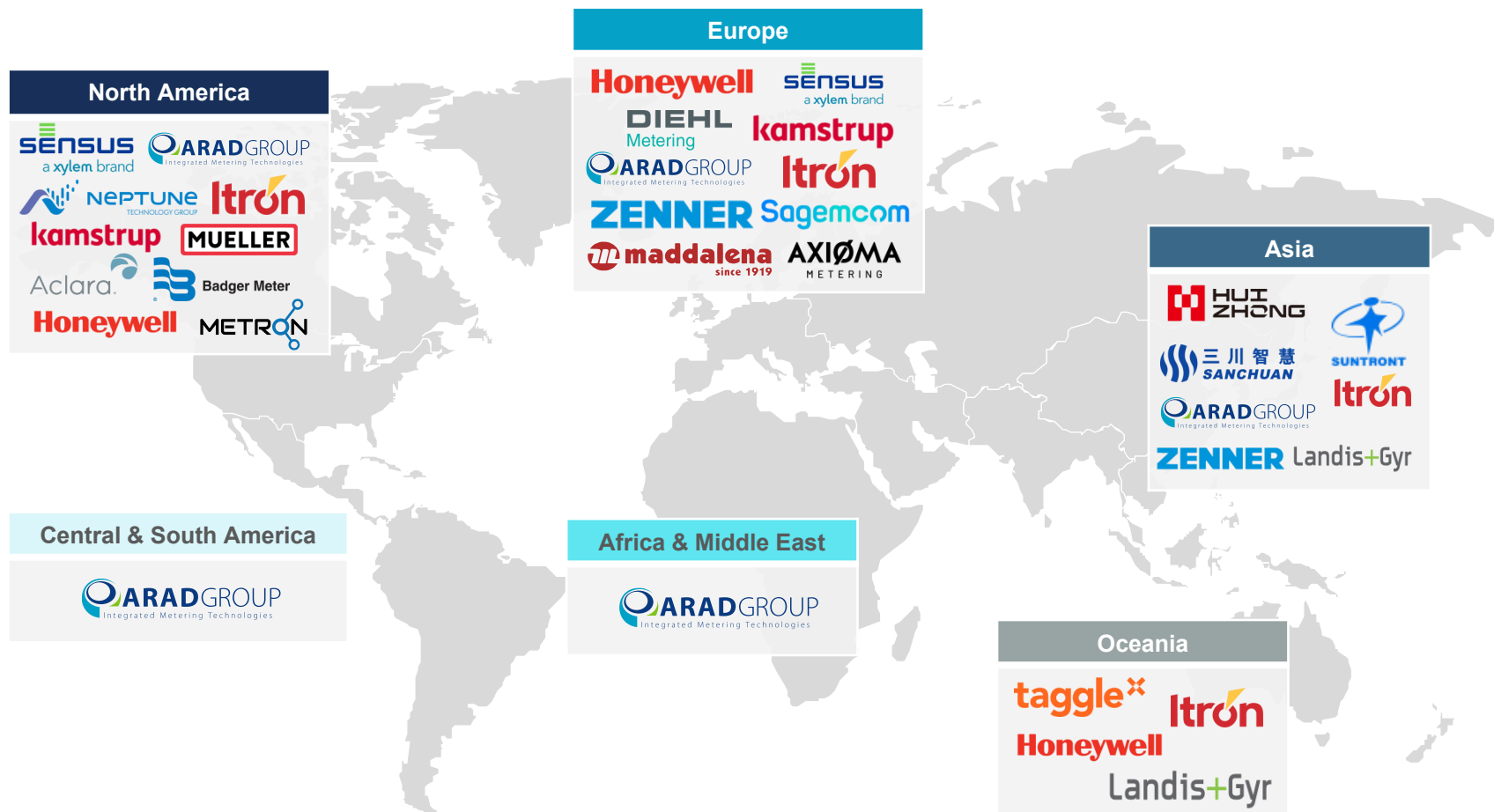
While mostly in the early stages of rollout, vendors anticipate widespread adoption of static meters.

- In recent years, the cost gap between mechanical and static meters has been narrowing; this suggests that static meters could soon become a cost-effective solution for utilities. Currently, most utilities are adopting static meters for their commercial and industrial connections to improve the billing accuracy of their water-intensive customers.
- Other recent innovations in the metering hardware space include integrated sensors (e.g., pressure, temperature, acoustic leak detection) and automatic shutoff valves to prevent leaks and limit water consumption by delinquent accounts.
- By the end of 2024, major metering vendors reported a normalization of supply chains and product lead times resulting from the COVID-19 pandemic, initially leading to price shocks. In the U.S., new tariffs from the Trump administration might present renewed supply chain challenges.

Core Markets – Regional Footprints

North America and Europe represent the most competitive global metering markets, while Asia and Oceania see competition between homegrown and overseas players.

Top Metering Companies by Region

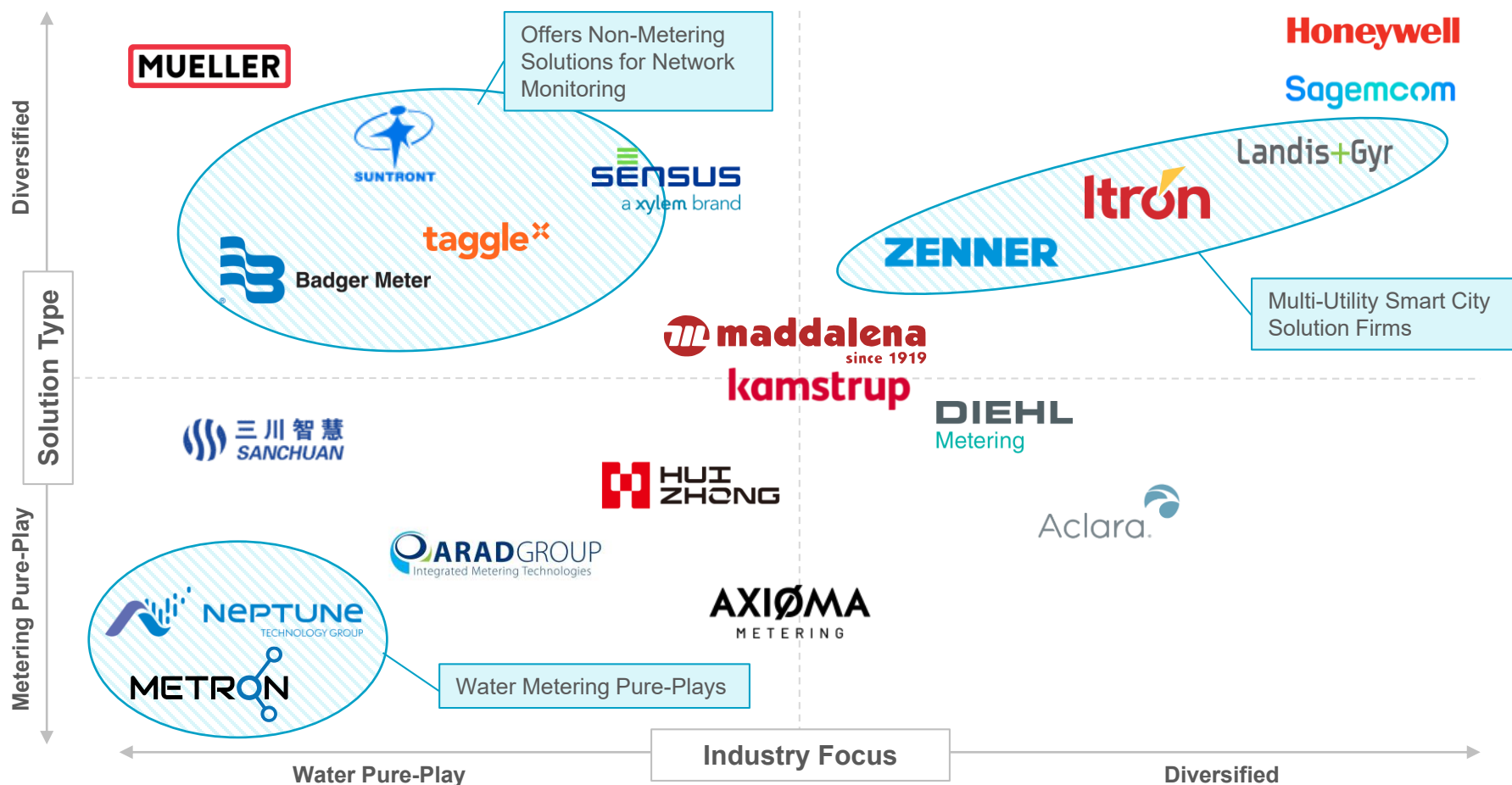


Source: Companies, Bluefield Research

Competitive Landscape – Leading Metering Firms Vie for Market Dominance

The water meter market is filled with established companies in the water industry, as well as highly diversified industrial solutions firms and experts in energy metering.

Select Metering Firms by Solution Type & Industry Focus



Note: Positions of companies along the axis refer to the extent of diversification by solution type and industry focus for the company as a whole or the specific metering subsidiary as indicated by the respective logos

Source: Bluefield Research

Sanchuan Wisdom (三川智慧)



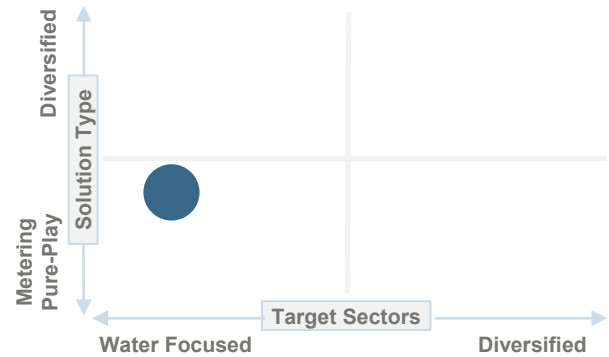
Company Details

Company Headquarters: Yingtan (Jiangxi, China)
Year Founded: 1983
Employees: 1,464
Ownership: Public (M/C: US\$4.6 B)
Total Company Revenue (2024): US\$271.9 M
Water Metering Revenue (2024): US\$120.0 M

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		
⦿		⦿	⦿	⦿	⦿		

Competitive Position



Market & Production Footprint



Bluefield Perspective

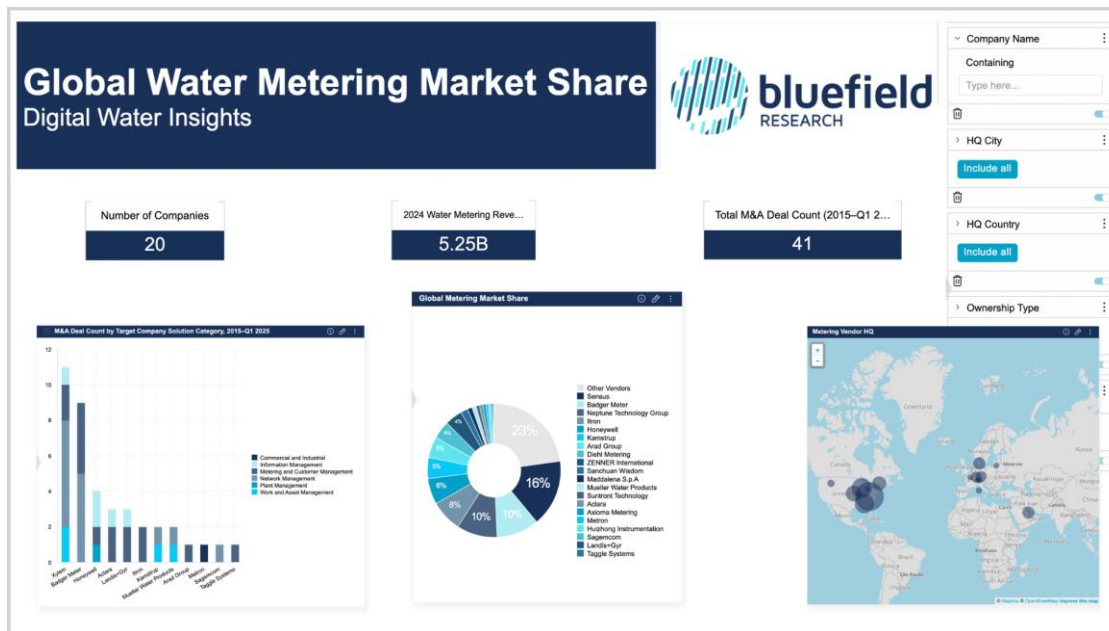
- Sanchuan Wisdom is a China-based water technology company specializing in metering, which accounts for over 40% of its annual revenues. The company offers both mechanical and smart metering solutions, tapping into network protocols such as M-Bus, LoRa, and NB-IoT. In addition to smart metering, Sanchuan provides solutions for rare minerals recycling.
- In recent years, Sanchuan has seen notable growth in sales of its smart meter product lines, while sales of mechanical meters have declined. Between 2022 and 2023, revenues from smart meters grew by 33%, whereas sales of mechanical meters dropped by 18%. This trend indicates a broader shift among Chinese utilities toward adopting cutting-edge smart meters instead of traditional mechanical options.
- In addition to its MDM and customer engagement software platforms, Sanchuan offers other analytics platforms to support utility management. These tools include a pipeline monitoring and management platform, a DMA platform, and other business intelligence solutions aimed at optimizing the operations of water assets.
- In 2024, Sanchuan worked with China Telecom to develop an AI module for its water meters. The module is designed to optimize power consumption at the device level and integrate fault diagnosis for communications modules. This enhancement enables utilities and Sanchuan to effectively manage and monitor assets, allowing for proactive after-sales support.

Note: M/C refers to Market Capitalization on 20 March 2025
Source: Sanchuan Wisdom, 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](#).

SAMPLE DATA DASHBOARD



Dashboard Widgets by:

- Global Metering Market Share
- Company Headquarters
- Ownership Type
- M&A Deal Count (2015–Q1 2025)
- Metering product Offerings
- 2024 Water Metering Revenues (US\$)
- 2024 Revenue Share

[Learn more](#)

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Book 30-min demo

See the power of Data Navigator

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.

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