



Impacts on Filtration Market Growth

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Filtration has historically been an attractive and resilient market with good growth potential. Increasingly trends such as, consumer awareness, government regulations, industry guidelines, and corporate environmental policies - accelerated by COVID-19 - are shifting norms and creating new growth opportunities. Even prior to COVID consumer awareness had been fueling innovation in the filtration industry. A growing appreciation for clean air and evidence demonstrating the health benefits of improved indoor air quality are driving the expansion of the air filtration market. Issues with water quality and water shortages are increasing the need for wastewater filtration and recycling. Government regulations are targeting emissions and setting minimum requirements for commercial indoor air quality in an effort to meet society's needs. Responding to these trends, many companies are mandating Environment, Social & Governance policies to prepare for the future. COVID-19 has accelerated and broadened the adoption of these widely recognized mega-trends; face-masks, airplanes, office buildings and process liquids for vaccines are just the beginning of a new larger filtration growth cycle. The maturing of adjacent technologies such as sensors will reinforce the need for filtration. The filtration industry's ability to create consistent, clear standards and measurement systems will shape the future of filtration for years to come.