3.2.8 DRINKING WATER

New, sophisticated technologies will also be needed for drinking water, and this should be of interest to suppliers of water purification equipment.

Inverse osmosis, distillation, ozonation, ultraviolet, chemical extraction and biotechnological methods will have very high growth potential over the next few years not only in the area of drinking water but also as methods for decontaminating industrial wastewater. There is a growing demand for processes to help recycle water and reduce its consumption as well as processes for decontaminating groundwater and sediment.

CONCLUSION

The environmental market is changing rapidly and it increasingly involves co-operation among universities, industry and government. The North-American market (United States - Canada - Mexico) is estimated at $185 billion and the U.S. market at between $120 and $130 billion in 1991, with the private sector alone representing $78 billion of this.

In the area of industrial wastwater, 1990 and 1991 saw capital investments of some $5 billion by private-sector industry and public utilities:

according to Miller:	industry + utilities =	$ 5.5 billion (1991)
according to Lorenz:	ind. $ 3.6 + utilities $ 1.1 =	$ 4.7 billion (1990)

Development of new technologies for industry is being strongly affected by environmental regulations. The EPA is stressing reduction at source rather than "end-of-the-line" treatment, and the most recent technological trends are reflecting this. (See Appendix 3.2: Summary of Investment by U.S. Private-Sector Firms in the Industrial Wastewater Management Market and Summary of Technological Trends).