

Water Conservation and Sustainability Remain Top Concerns for Indian Consumers

Category: Business

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Ecolab, a global leader in water solutions and sustainability services, has released new findings from its **2024 Ecolab Watermark™ Study**, highlighting the growing concerns of Indian consumers around water conservation and sustainability. According to the study, India is making significant progress in water conservation, with 76% of consumers recognising the governments efforts and 78% acknowledging business initiatives toward sustainability. The study also reveals a significant shift in consumer behaviour. However, there is [rising consumer expectation for industries](#), particularly in manufacturing and food & beverage, to take further action to reduce water usage.

The Ecolab Watermark™ Study highlights the increased [awareness of sustainability](#) among Indian consumers, emphasising the need for industries like agriculture and manufacturing to take the lead in reducing water usage. As water conservation becomes a central issue, Ecolab continues to offer solutions to help [businesses](#) meet their sustainability goals while ensuring water efficiency across operations. To see the India-specific results, please visit the interactive dashboard at www.watermark.ecolab.com/india.

The [World](#) Resources Institute (WRI) projects that global water demand will increase by 20% to 25% by 2050. India, [ranked among the top](#) 17 countries facing “**extremely high water stress**,” is particularly vulnerable. With 17.5% of the [global population but only 4% of the worlds](#) freshwater resources, India is under significant pressure. According to WRI, India’s northern regions are experiencing severe groundwater

depletion, and by 2030, under a 'business-as-usual' scenario, water demand could double the available supply.

The second edition of the Ecolab Watermark™ Study, conducted in 15 countries, provides critical insights into [water stewardship and sustainability](#) efforts. The study aims to present a global overview of water stewardship through water's importance, usage, connection to climate, and responsibility among key consumer populations, [revealing several key insights in India:](#)

- **Reducing Water Consumption is [Indias](#) Top Priority:** 93% of Indian consumers list clean and safe water as a significant environmental concern, and 90% of respondents also consider access to water a significant concern.
- **How committed are these leaders to their organisation's role in water conservation:** the study reveals that over 70% of Indian consumers believe government and [business](#) leaders are committed to water conservation and climate action, with 76% rating government leaders highest in their efforts. Additionally, most adults agree that governments (82%) and [businesses](#) (78%) have made meaningful progress towards their climate and sustainability goals in the past year.
- **Impact on Consumer Behaviour:** the study shows that 86% of Indian consumers have adjusted their purchasing [habits](#) based on environmental concerns, with many increasing loyalty to eco-friendly brands, switching to more sustainable products, or avoiding brands that use excessive water or lack sustainable practices.

Manish Khandelwal, [Managing Director](#), India – Ecolab, commented, *"As India continues to face mounting water challenges, it's encouraging to see significant progress in*

adopting sustainable practices. The next step is to build on these achievements by accelerating the implementation of [innovative solutions](#) that secure a sustainable water future. At Ecolab, we believe sustainability and [business profitability](#) are complementary. Our [solutions help companies](#) enhance operational efficiency while protecting critical water resources for future generations.

The Ecolab Watermark™ Study highlights that the food and beverage [industry and the manufacturing sector are among Indias](#) largest water consumers, contributing significantly to the nation's water use. This increases concerns over water scarcity and sustainability. With 39% of respondents identifying the [food](#) and beverage industry and 30% pointing to manufacturing as major water users, the need for these sectors to adopt water-saving practices is urgent. This growing consumer awareness reinforces the [demand for industries](#) to take proactive steps in water conservation.

A 2024 report by The Energy and Resources Institute (TERI), supported by the National Water Mission, underscores [Indias critical challenges in managing](#) water consumption in water-intensive sectors like thermal power, textiles, and steel. Inefficiencies in water use and inadequate wastewater treatment further exacerbate the [water crisis](#). Addressing these [challenges is crucial for ensuring long-term industrial sustainability](#).

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About Ecolab

A [trusted partner](#) for millions of customers, Ecolab (NYSE:ECL)

is a global sustainability leader offering water, hygiene and infection prevention solutions and services that protect people and the resources vital to life. Building on a century of innovation, Ecolab has annual sales of \$15 billion, employs more than 46,000 associates and [operates in more than 170 countries](#) around the world. The company delivers comprehensive science-based solutions, data-driven insights and world-class [service to advance food safety](#), maintain clean and safe environments, and optimize water and energy use. Ecolab's [innovative](#) solutions improve operational efficiencies and sustainability for customers in the food, healthcare, life sciences, hospitality and industrial markets.

About the Ecolab Watermark™ Study

Launched in 2023, the Ecolab Watermark Study is annual [research](#) conducted by Ecolab. The global study reports on the state of water stewardship by measuring water's importance, usage, [connection to climate and responsibility among key consumer](#) populations. This [research](#) was conducted between January 3 – January 17, 2024, among a sample of general population adults in six regions, including the United.

