



Bluewater



Bluewater mobile hydrations have proven a big at a variety of work sites, from film locations to mining operations, in South Africa where fresh water is not available.

Jan 30, 2026 03:38 EST

## Bluewater Brings Smarter Ways to Protect Water Quality at Home, Work, and Play Across Africa as UN Water Report Raises Alarm

A new [UN report](#) has issued a stark warning: time is running out to fix failing water systems, and the health consequences are already hitting hard especially across Africa, warns Sweden's water purification and beverage innovator Bluewater.

Findings from *Global Update 2025*, part of the UN-Water Global Analysis and Assessment of Sanitation and Drinking-Water (GLAAS) led by WHO and UNICEF, show that many countries still struggle to turn water plans into working services. The analysis draws on data from 105 countries and territories, covering 62% of the world's population, including much of Africa.

With less than five years to reach Sustainable Development Goal 6, the gap between ambition and delivery is growing. Fewer than 13% of countries report having enough financial and human resources to implement their national water, sanitation and hygiene (WASH) plans. Nearly two-thirds say government roles overlap, creating confusion, slowing projects and draining limited budgets. For millions of African households, the result is simple and dangerous: unsafe water remains a daily reality.

The health impact is severe. Unsafe water and poor sanitation caused at least 1.4 million preventable deaths globally in 2019. In 2024, cholera surged again, with more than 560,000 reported cases across 60 countries – many of them in Africa, where outbreaks often hit hardest and fastest.

“Millions of lives continue to be lost each year due to inadequate access to safe drinking-water,” said Dr Ruediger Krech of the World Health Organization. “This calls for stronger systems and sustained investment.”

Bluewater, a global water purification and beverage company with its Africa HQ sited in Cape Town, South Africa, says the findings reflect what many African communities already know: water challenges are not only about access, but also about quality, reliability and trust.



“Across Africa, people often rely on multiple water sources – taps, tanks, boreholes or bottled water – because they cannot always trust one system,” said Bengt Rittri, founder and CEO of Bluewater. “Climate change, pollution and aging infrastructure are making that challenge even tougher.”

Bluewater develops advanced water purification solutions for homes, businesses and public spaces, helping users reduce health risks and take greater control of water quality. The company’s [SuperiorOsmosis™ technology](#) improves on traditional reverse osmosis by delivering a strong, clean flow while using less water, extending filter life and cutting maintenance needs – key advantages in regions where resources and servicing can be limited.

Smart IoT features allow easier monitoring and fewer breakdowns, while Bluewater’s optional Liquid Rock™ electrolyte solution restores essential minerals, sourced naturally from mountain rock in northern Sweden.

“Safe water is the foundation of health, productivity and resilience,” Rittri said. “While governments work to strengthen national systems, people also need practical solutions that protect them today, at home, at work and in their communities.”

The GLAAS report was released ahead of the 2026 UN Water Conference in Dakar, Senegal, where leaders will face growing pressure to move faster and ensure safe water reaches everyone.

For more information, contact Bluewater chief communications officer, David Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com).

#### About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world's most planet-friendly water purification and beverage company. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and a 2024 and 2025 GOOD DESIGN® Award.

<https://www.bluewatergroup.com>

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)[IG1]

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