

AquaStore Expands Digital B2B Access Across the Global Water Technology Market Subhead:

The platform connects manufacturers, suppliers, contractors and project buyers across pool, spa, water treatment, irrigation and related service sectors.



Access Across the Global Water Technology Market

AquaStore, a specialized B2B marketplace for the water industry, is building a digital platform designed to connect manufacturers, distributors, wholesalers, suppliers, contractors, service providers, and professional buyers across key water-related sectors.

The platform focuses on Pool, Spa & Wellness, Water Filtration & Treatment, Water Irrigation, Water Tanks, and Services. AquaStore enables companies to present their products, technical solutions, and business capabilities to a targeted professional audience seeking reliable suppliers and commercial partners.

As global demand grows for efficient water infrastructure, specialized technologies and more transparent procurement processes, AquaStore aims to simplify how businesses discover, evaluate and connect with relevant companies. The marketplace is intended for organizations operating in construction, hospitality, real estate development, facility management, agriculture, industrial projects and commercial water systems.

“AquaStore was created to bring more structure, visibility and direct business access to a fragmented global market,” said Aydin Malikov, Founder of AquaStore. “Many companies in the water sector still depend heavily on exhibitions, traditional networks and local contacts. Our goal is to help professional buyers and suppliers find each other faster, communicate efficiently and create new international business opportunities.”

Founded by Azerbaijani entrepreneur Aydin Malikov, AquaStore was developed from his direct experience in the pool, water technology, distribution and international B2B trade sectors. Through working with manufacturers, distributors and suppliers across different markets, Malikov identified a recurring industry challenge: many established companies offer strong products and technical expertise but still lack a specialized digital channel through which they can reach qualified international buyers.

Malikov’s practical understanding of supplier relationships, cross-border sourcing and professional procurement has shaped AquaStore’s sector-focused model. Rather than creating another general online marketplace, his objective is to build a dedicated professional environment where water industry companies can present their capabilities, develop partnerships and access new regional and international opportunities.

Unlike general marketplaces, AquaStore is focused specifically on water-related industries. This allows manufacturers, distributors, contractors and service providers to showcase their offerings within a professional environment built around sector-specific requirements. Buyers can explore relevant categories, discover potential suppliers and request business information from companies operating across different markets.

The platform is being developed with features that support detailed company profiles, product listings, category visibility, project inquiries and RFQ-based communication. These functions are intended to help suppliers strengthen their digital presence while making procurement, supplier discovery and partnership development more efficient for buyers.

AquaStore’s development roadmap also includes supplier verification, project and tender opportunities, seller analytics, enhanced promotional tools and additional functionality intended to help buyers evaluate potential partners more effectively. The platform is designed to support both established industry leaders and emerging suppliers seeking access to international markets.

By bringing multiple water-related sectors into one professional digital ecosystem, AquaStore aims to reduce market fragmentation and create a more structured route for cross-border sourcing and commercial cooperation. Companies will be able to use the platform not only to display products, but also to build brand visibility, receive relevant inquiries and develop long-term business relationships.

AquaStore is initially focused on connecting businesses across the Middle East, the Gulf region, Europe, Turkey and other fast-growing water technology markets. Its long-term mission is to become a global B2B ecosystem supporting manufacturers, distributors, suppliers, contractors, service providers, developers and project buyers throughout the water industry.

“Our vision is to build more than a product-listing website,” Malikov added. “We want AquaStore to become a trusted digital business infrastructure where companies can discover opportunities, establish credibility and develop sustainable commercial relationships across borders.”

The platform is available at <https://aquastores.net>.

About AquaStore

AquaStore is a specialized global B2B marketplace for the Pool, Spa & Wellness, Water Filtration & Treatment, Water Irrigation, Water Tanks and related Services sectors. The platform connects manufacturers, distributors, wholesalers, suppliers, contractors, service providers and professional buyers through a dedicated digital ecosystem developed around the commercial needs of the water industry.

Founded by Aydin Malikov and operated by Aquamarket FZCO in Dubai, AquaStore is focused on improving supplier discovery, professional visibility, RFQ communication and international market access. Its long-term mission is to become a trusted digital gateway for water technology products, services, projects and commercial partnerships.

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