

Carbonated Bottled Water Market By Product Type (Flavored, Unflavored) , By Packaging (Bottles, Cans, Others) By Distribution Channel (Supermarkets/hypermarkets, Convenience stores, Online retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The carbonated bottled water market was valued at \$29.7 billion in 2023, and is projected to reach \$72.8 billion by 2033, growing at a CAGR of 9.5% from 2024 to 2033.

Carbonated bottled water, also known as sparkling water, is water that has been infused with carbon dioxide gas under pressure. This process creates bubbles, giving the water its characteristic effervescence. Carbonated water can be naturally sourced from mineral springs where the water absorbs carbon dioxide naturally or it can be artificially carbonated. It is available in various flavors, from plain sparkling water to those with added minerals or flavorings. The product has gained popularity as a healthier alternative to sugary sodas, appealing to consumers seeking a refreshing, calorie-free beverage option.

The growth of the global carbonated bottled water market is majorly driven by rise in health consciousness, increase in awareness about the negative effects of sugary beverages, and surge in demand for healthier, zero-calorie alternatives. A study by the Centers for Disease Control and Prevention in 2021 reported that 63% of U.S. adults actively avoid sugary drinks due to health concerns like obesity and diabetes. This trend has contributed to a rise in the consumption of zero-calorie alternatives such as carbonated water. Moreover, shift in preferences toward beverages with lower sugar content, combined with the desire for flavorful yet refreshing drinks, has driven the

popularity of flavored carbonated water. Furthermore, exponential increase in urban population and rise in disposable incomes, particularly in emerging markets, have led to greater consumption of convenience beverages, including carbonated water. A report from the United Nations in 2021 estimated that by 2050, nearly 68% of the global population would live in urban areas, significantly increasing the demand for ready-to-drink, convenience beverages like carbonated bottled water. In addition, widespread availability of carbonated bottled water in supermarkets, convenience stores, and online platforms acts as the key force augmenting the market growth. However, the use of single-use plastic bottles is a significant issue, with growing concerns over pollution and environmental sustainability, which hampers the market growth. In addition, high cost of premium carbonated bottled water such as mineral-infused or naturally sourced variants can limit its accessibility, thereby restraining the market growth. On the contrary, constant introducing of new flavors, packaging formats, and eco-friendly packaging solutions to attract environmentally conscious consumers, which is expected to offer lucrative opportunities for the market growth during the forecast period.

The global carbonated bottled water market is segmented into product type, packaging, distribution channel, and region. On the basis of product type, the market is categorized into flavored and unflavored. Depending on packaging, it is divided into bottles, cans, and others. By distribution channel, it is classified into supermarkets/hypermarkets, convenience stores, online retailers, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product type, the flavored segment is expected to experience the highest growth by 2033.

By packaging, the plastic segment is anticipated to dominate the carbonated bottled water market from 2024 to 2033.

Depending on distribution channel, the supermarkets/hypermarkets segment is likely to exhibit the highest growth during the forecast period.

Region wise, North America is projected to emerge as the most lucrative market for carbonated bottled water in the coming years.

Competition Analysis

Competitive analysis and profiles of the major players in the global carbonated bottled water market include Nestlé Waters, PepsiCo, The Coca-Cola Company, Danone S.A., Keurig Dr Pepper Inc, LaCroix Beverages, Sanpellegrino S.p.A, Gerolsteiner Brunnen GmbH & Co., Gerolsteiner Brunnen GmbH & CO. KG, VOSS of Norway ASA, and Perrier. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Investment Opportunities

Distributor margin Analysis

Historic market data

Key Market Segments

By Product Type

Flavored

Unflavored

By Packaging

Bottles

Cans

Others

By Distribution Channel

Supermarkets/hypermarkets

Convenience stores

Online retailers

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Nestl? Waters

PepsiCo

The Coca-Cola Company

Danone S.A.

Keurig Dr Pepper Inc

LaCroix Beverages

Sanpellegrino S.p.A

Gerolsteiner Brunnen GmbH & Co.

gerolsteiner brunnen gmbh & co. kg

VOSS of Norway ASA

Perrier

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: CARBONATED BOTTLED WATER MARKET, BY PRODUCT TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Flavored
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Unflavored
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: CARBONATED BOTTLED WATER MARKET, BY PACKAGING

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Packaging
- 5.2. Bottles
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Cans
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. Others
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country

CHAPTER 6: CARBONATED BOTTLED WATER MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Supermarkets/hypermarkets
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Convenience Stores
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Online Retailers
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities

- 6.4.2. Market Size and Forecast, By Region
- 6.4.3. Market Share Analysis, By Country
- 6.5. Others
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region
 - 6.5.3. Market Share Analysis, By Country

CHAPTER 7: CARBONATED BOTTLED WATER MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Product Type
 - 7.2.3. Market Size and Forecast, By Packaging
 - 7.2.4. Market Size and Forecast, By Distribution Channel
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Carbonated Bottled Water Market
 - 7.2.6.1. Market Size and Forecast, By Product Type
 - 7.2.6.2. Market Size and Forecast, By Packaging
 - 7.2.6.3. Market Size and Forecast, By Distribution Channel
 - 7.2.7. Canada Carbonated Bottled Water Market
 - 7.2.7.1. Market Size and Forecast, By Product Type
 - 7.2.7.2. Market Size and Forecast, By Packaging
 - 7.2.7.3. Market Size and Forecast, By Distribution Channel
 - 7.2.8. Mexico Carbonated Bottled Water Market
 - 7.2.8.1. Market Size and Forecast, By Product Type
 - 7.2.8.2. Market Size and Forecast, By Packaging
 - 7.2.8.3. Market Size and Forecast, By Distribution Channel
- 7.3. Europe
 - 7.3.1. Key Market Trends and Opportunities
 - 7.3.2. Market Size and Forecast, By Product Type
 - 7.3.3. Market Size and Forecast, By Packaging
 - 7.3.4. Market Size and Forecast, By Distribution Channel
 - 7.3.5. Market Size and Forecast, By Country
 - 7.3.6. France Carbonated Bottled Water Market
 - 7.3.6.1. Market Size and Forecast, By Product Type
 - 7.3.6.2. Market Size and Forecast, By Packaging
 - 7.3.6.3. Market Size and Forecast, By Distribution Channel

- 7.3.7. Germany Carbonated Bottled Water Market
 - 7.3.7.1. Market Size and Forecast, By Product Type
 - 7.3.7.2. Market Size and Forecast, By Packaging
 - 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Italy Carbonated Bottled Water Market
 - 7.3.8.1. Market Size and Forecast, By Product Type
 - 7.3.8.2. Market Size and Forecast, By Packaging
 - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Carbonated Bottled Water Market
 - 7.3.9.1. Market Size and Forecast, By Product Type
 - 7.3.9.2. Market Size and Forecast, By Packaging
 - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Carbonated Bottled Water Market
 - 7.3.10.1. Market Size and Forecast, By Product Type
 - 7.3.10.2. Market Size and Forecast, By Packaging
 - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Russia Carbonated Bottled Water Market
 - 7.3.11.1. Market Size and Forecast, By Product Type
 - 7.3.11.2. Market Size and Forecast, By Packaging
 - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.3.12. Rest Of Europe Carbonated Bottled Water Market
 - 7.3.12.1. Market Size and Forecast, By Product Type
 - 7.3.12.2. Market Size and Forecast, By Packaging
 - 7.3.12.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Product Type
 - 7.4.3. Market Size and Forecast, By Packaging
 - 7.4.4. Market Size and Forecast, By Distribution Channel
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Carbonated Bottled Water Market
 - 7.4.6.1. Market Size and Forecast, By Product Type
 - 7.4.6.2. Market Size and Forecast, By Packaging
 - 7.4.6.3. Market Size and Forecast, By Distribution Channel
 - 7.4.7. Japan Carbonated Bottled Water Market
 - 7.4.7.1. Market Size and Forecast, By Product Type
 - 7.4.7.2. Market Size and Forecast, By Packaging
 - 7.4.7.3. Market Size and Forecast, By Distribution Channel
 - 7.4.8. India Carbonated Bottled Water Market

- 7.4.8.1. Market Size and Forecast, By Product Type
- 7.4.8.2. Market Size and Forecast, By Packaging
- 7.4.8.3. Market Size and Forecast, By Distribution Channel
- 7.4.9. South Korea Carbonated Bottled Water Market
 - 7.4.9.1. Market Size and Forecast, By Product Type
 - 7.4.9.2. Market Size and Forecast, By Packaging
 - 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Carbonated Bottled Water Market
 - 7.4.10.1. Market Size and Forecast, By Product Type
 - 7.4.10.2. Market Size and Forecast, By Packaging
 - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Thailand Carbonated Bottled Water Market
 - 7.4.11.1. Market Size and Forecast, By Product Type
 - 7.4.11.2. Market Size and Forecast, By Packaging
 - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.4.12. Malaysia Carbonated Bottled Water Market
 - 7.4.12.1. Market Size and Forecast, By Product Type
 - 7.4.12.2. Market Size and Forecast, By Packaging
 - 7.4.12.3. Market Size and Forecast, By Distribution Channel
- 7.4.13. Indonesia Carbonated Bottled Water Market
 - 7.4.13.1. Market Size and Forecast, By Product Type
 - 7.4.13.2. Market Size and Forecast, By Packaging
 - 7.4.13.3. Market Size and Forecast, By Distribution Channel
- 7.4.14. Rest of Asia-Pacific Carbonated Bottled Water Market
 - 7.4.14.1. Market Size and Forecast, By Product Type
 - 7.4.14.2. Market Size and Forecast, By Packaging
 - 7.4.14.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Product Type
 - 7.5.3. Market Size and Forecast, By Packaging
 - 7.5.4. Market Size and Forecast, By Distribution Channel
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Carbonated Bottled Water Market
 - 7.5.6.1. Market Size and Forecast, By Product Type
 - 7.5.6.2. Market Size and Forecast, By Packaging
 - 7.5.6.3. Market Size and Forecast, By Distribution Channel
 - 7.5.7. South Africa Carbonated Bottled Water Market
 - 7.5.7.1. Market Size and Forecast, By Product Type

- 7.5.7.2. Market Size and Forecast, By Packaging
- 7.5.7.3. Market Size and Forecast, By Distribution Channel
- 7.5.8. Saudi Arabia Carbonated Bottled Water Market
 - 7.5.8.1. Market Size and Forecast, By Product Type
 - 7.5.8.2. Market Size and Forecast, By Packaging
 - 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Carbonated Bottled Water Market
 - 7.5.9.1. Market Size and Forecast, By Product Type
 - 7.5.9.2. Market Size and Forecast, By Packaging
 - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Carbonated Bottled Water Market
 - 7.5.10.1. Market Size and Forecast, By Product Type
 - 7.5.10.2. Market Size and Forecast, By Packaging
 - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Carbonated Bottled Water Market
 - 7.5.11.1. Market Size and Forecast, By Product Type
 - 7.5.11.2. Market Size and Forecast, By Packaging
 - 7.5.11.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Nestl? Waters
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. PepsiCo

- 9.2.1. Company Overview
- 9.2.2. Key Executives
- 9.2.3. Company Snapshot
- 9.2.4. Operating Business Segments
- 9.2.5. Product Portfolio
- 9.2.6. Business Performance
- 9.2.7. Key Strategic Moves and Developments
- 9.3. The Coca-Cola Company
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Danone S.A.
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Keurig Dr Pepper Inc
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. LaCroix Beverages
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments

- 9.7. Sanpellegrino S.p.A
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Gerolsteiner Brunnen GmbH And Co.
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. Gerolsteiner Brunnen GmbH And Co. Kg
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. VOSS Of Norway ASA
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments
- 9.11. Perrier
 - 9.11.1. Company Overview
 - 9.11.2. Key Executives
 - 9.11.3. Company Snapshot
 - 9.11.4. Operating Business Segments
 - 9.11.5. Product Portfolio
 - 9.11.6. Business Performance

9.11.7. Key Strategic Moves and Developments

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