

# **Smart Water Bottle Market By Technology (Hydration Tracking Sensors, Temperature Control, UV-C Sterilization, Bluetooth/Wi-Fi Connectivity), By Material (Stainless Steel, Plastic, Others), By Price Range (Economy, Premium), By Distribution Channel (Supermarkets-Hypermarkets, Departmental Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2024-2035**

<https://marketpublishers.com/r/SC38EA7CFD5BEN.html>

Date: March 2025

Pages: 458

Price: US\$ 2,439.00 (Single User License)

ID: SC38EA7CFD5BEN

## **Abstracts**

The global smart water bottle market size was valued at \$256.9 million in 2023, and is projected to reach \$896.6 million by 2035, growing at a CAGR of 11.2% from 2024 to 2035.

A smart water bottle is a high-tech hydration device created to monitor and enhance daily water consumption. Equipped with sensors, Bluetooth or Wi-Fi connectivity, and app integration, it offers real-time tracking, reminders, and temperature regulation. Certain models of smart water bottles have the ability to connect with fitness apps, enabling users to track hydration in relation to their physical activity. By providing alerts or visual indicators, these bottles encourage better hydration habits, making them ideal for fitness enthusiasts, busy professionals, and anyone looking to boost their overall well-being.

Rise in health awareness, adoption of smart fitness devices, and increase in demand for hydration tracking have boosted the global smart water bottle market. Integration with mobile apps, advancements in sensor technology, and a shift toward sustainable and reusable bottles contribute to the smart water bottle market growth. Corporate wellness

programs and personalized hydration solutions also drive market expansion.

Rise in awareness of sustainability and benefits of reusable water bottles has increased the demand for smart water bottles. As environmental concerns continue to rise, more consumers are opting for durable hydration options instead of single-use products. Smart water bottles, typically made from BPA-free plastic or stainless steel, help reduce single-use plastic waste and align with eco-friendly practices. The International Union for Conservation of Nature and Natural Resources reports that over 460 million metric tons of plastic are produced each year, with about 20 million metric tons ending up as litter in the environment. Thus, rise in focus on environmental preservation and sustainable living is influencing consumer buying habits and driving the growth in the smart water bottle market.

However, limited battery life and dependency on frequent charging have led to significant challenges in the global smart water bottle market. The need for continuous power supply is anticipated to reduce interest among individuals who prefer a low-maintenance hydration solution, limiting growth of the smart water bottle market. In addition, integration of AI and personalized hydration guidance is opening up new opportunities in the global smart water bottle market. AI-enabled smart water bottles assess variables like body measurements, physical activity, climate, and individual hydration habits to deliver tailored hydration recommendations. Thus, technological advancement is attracting health-conscious consumers and individuals seeking data-driven hydration solutions for daily health management, thus driving the smart water bottle market growth.

### **Segment Review:**

The smart water bottle market is divided into technology, material, price range, distribution channel, and region. By technology, the market is segmented into hydration tracking sensors, temperature control UV-C sterilization, Bluetooth/Wi-Fi connectivity. Based on material, the market is categorized into stainless steel, plastic, and others. Based on price range, the market is bifurcated into economy, and premium. Based on distribution channel, the market is classified into supermarkets-hypermarkets, departmental stores, online sales channel, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### **Key Findings:**

By technology, the hydration tracking sensors segment dominated the market in

2023 and is anticipated to maintain its dominance during the forecast period.

By material, the stainless steel segment dominated the global smart water bottle market in 2023 and is anticipated to maintain its dominance during the forecast period.

By price range, the economy segment dominated the global smart water bottle market in 2023 and is anticipated to maintain its dominance during the forecast period.

By distribution channel, the supermarkets-hypermarkets segment dominated the global smart water bottle market in 2023.

Region-wise, North America is anticipated to dominate the global smart water bottle market with the largest share during the forecast period.

### **Competition Analysis:**

The key players operating in the global smart water bottle industry include Aquame, Aquaminder Tech Pvt Ltd, Botell Trading Pty Ltd., Ecomo Inc., EQUA d.o.o., Hamilton Housewares Pvt. Ltd., HidrateSmart LLC, Re-Company SA, WaterH, and Zhe Jiang Haers Vacuum Containers Co., Ltd.

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Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Volume Market Size and Forecast

## **Key Market Segments**

## By Technology

Hydration Tracking Sensors

Temperature Control

UV-C Sterilization

Bluetooth/Wi-Fi Connectivity

## By Material

Stainless Steel

Plastic

Others

## By Price Range

Economy

Premium

## By Distribution Channel

Supermarkets-Hypermarkets

Departmental Stores

Online Sales Channel

Others

## By Region

## North America

U.S.

Canada

Mexico

## Europe

Germany

UK

France

Italy

Spain

Rest of Europe

## Asia-Pacific

China

Japan

India

South Korea

Australia

Singapore

Rest of Asia-Pacific

## LAMEA

Brazil

Argentina

South Africa

Saudi Arabia

UAE

Rest of LAMEA

#### Key Market Players

WaterH

Botell Trading Pty Ltd.

Re-Company SA

Hamilton Housewares Pvt. Ltd.

Ecomo Inc.

Aquaminder Tech Pvt. Ltd.

HidrateSmart LLC

EQUA d.o.o.

Aquame

Zhe Jiang Haers Vacuum Containers Co., Ltd.

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