

Global Premium Bottled Water Market Size study & Forecast, by Product (Spring Water, Sparkling Water, Mineral Water, Others), by Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online, Others), and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G48BD6CF20A0EN.html>

Date: October 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G48BD6CF20A0EN

Abstracts

Global Premium Bottled Water Market is valued approximately USD 19.44 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.00% over the forecast period 2023-2030. Premium bottled water typically a healthier and more refined alternative to tap water or other lower-priced bottled water options. It may emphasize attributes such as purity, mineral content, alkalinity, natural filtration, or unique taste profiles. The market includes various types of premium water, including still, sparkling, flavored, and functional waters. The major driving factors for the Global Premium Bottled Water Market are increasing consumer awareness of health and wellness, rising disposable incomes, changing lifestyles, and the desire for luxury and indulgence. Moreover, the rising demand for beverages and increase in the number of commercial advertisements is creating lucrative growth opportunity for the market over the forecast period 2023-2030.

According to the Beverage Industry Report published in May 2021, the consumption of bottled water in the United States saw significant growth in 2020. Americans consumed approximately 15 billion gallons of bottled water during that year, marking a 4.2% increase compared to the consumption in 2019. The report also highlighted that in 2020, three out of five Americans preferred bottled water over other beverage options. This preference for bottled water over alternatives contributed to the increased consumption volume. The factors driving this preference could include health consciousness, convenience, taste preferences, and the availability of a wide range of bottled water options in the market. Along with this, the increased number of commercial

advertisements for bottled water has indeed played a significant role in boosting brand and product visibility within the market. These advertisements often focus on promoting the quality and hydration benefits of premium sparkling or natural water while emphasizing taste and convenience. For example, Nestlé, a prominent player in the bottled water industry, utilizes the catchphrase 'Drink Better. Live Better' in its campaigns for the Nestlé Pure Life brand. Nestlé Pure Life Sparkling Water is specifically marketed as having zero calories and zero sweeteners. The brand offers a variety of options, including Original and various fruit flavors, to cater to different consumer preferences. However, the high cost of Premium Bottled Water stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Premium Bottled Water Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America has a well-established market for premium bottled water, driven by factors such as increasing health consciousness, a preference for premium and unique products, and a growing demand for functional beverages. The United States and Canada are major contributors to the market in this region. The premium bottled water market in the Asia-Pacific region is experiencing substantial growth due to factors like urbanization, rising disposable incomes, and changing lifestyles. Countries like China, Japan, and India have emerged as key markets, with increasing consumer awareness about health and wellness driving the demand for premium water products.

Major market player included in this report are:

Bling H2O Inc.

Roiwater LLC.

Beverly Hills Drink Company, LLC.

NEVAS GmbH.

Lofoten Arctic Water AS.

MINUS 181 GmbH.

Alpine Glacier Water Inc.

BLVD Water, LLC.

Berg Water, LLC.

Uisge Source Ltd.

VEEN Water Ltd.

Recent Developments in the Market:

In November 2020, Bling H2O introduced its exclusive collection called The Ten Thousand Bespoke Collection, which consisted of individually crafted bottles adorned with over ten thousand Swarovski Crystals. Priced at USD 2,700.00 per bottle, each piece was made to order and could be customized with various colors or combinations based on customer preferences.

In January 2021, Lofoten Arctic Water launched a line of premium sparkling and still waters packaged in infinitely recyclable aluminum bottles. These bottles were manufactured by Ball Corporation, a renowned global producer of aluminum cans. The use of such packaging, along with the exceptional taste of the waters, significantly appealed to consumers and contributed to their increasing popularity.

Global Premium Bottled Water Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Spring Water

Sparkling Water

Mineral Water

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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