

# **Fruit Infused Water Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

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## **Abstracts**

The Global Fruit Infused Water Market was valued at USD 14.8 billion in 2023 and is projected to grow at an impressive CAGR of 7% from 2024 to 2032. This market focuses on beverages and drinks that enhance water's flavor using natural ingredients like fruits and herbs, all without artificial components and added sugars. As health consciousness rises, consumers increasingly seek out natural, low-calorie beverages. The trend is evident in the growing preference for low-calorie drink options, reflecting a significant shift towards healthier choices. Several factors are driving the growth of the fruit-infused water market, particularly the surging demand for low-calorie, healthier beverages and the growing inclination towards clean-label products.

Many consumers are now actively trying to reduce sugar intake, steering clear of sugary sodas and artificial drinks. This shift is fostering a preference for healthier alternatives like fruit-infused water, which provides natural flavors and potential health benefits without added sugars or preservatives. The clean-label movement also plays a crucial role, as consumers gravitate towards products with transparent ingredient lists, further accelerating market expansion. The segment of citrus-infused water is anticipated to reach USD 7.9 billion by 2032, growing at a CAGR of over 6.8% during the forecast period.

Citrus flavors are highly appealing due to their refreshing taste and perceived health benefits. They are popular choices for consumers seeking tangy, natural flavors, making citrus-infused water a key segment in driving innovation and product diversity within the market. The conventional fruit-infused water segment is expected to observe a CAGR of around 6.8% through 2032, with a projected market size of USD 17.2 billion. This segment appeals to a broad consumer base looking for simple and affordable beverages.

Familiar flavors make these options accessible, enabling them to penetrate various

market segments effectively. Additionally, the bottle segment of the market is expected to grow at a 6.7% CAGR, reaching USD 13.1 billion. Convenience, portability, and aesthetic appeal drive consumer preferences for bottled fruit-infused water. Innovative bottle designs enhance user experience while aligning with health-conscious trends.

The supermarkets and hypermarkets segment is anticipated to grow at a CAGR of 7.4%, with a market size of USD 11.5 billion. These retail channels play a crucial role by offering extensive selections of fruit-infused water products, enhancing visibility and accessibility. In North America, the market is projected to reach USD 8.7 billion, with a 6.3% CAGR from 2024 to 2032. Driven by increasing health awareness and a shift towards low-calorie beverages, this region benefits from a robust retail infrastructure and ongoing innovation in flavors and packaging.

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