

Bottled Water Market Size, Share & Trends Analysis Report By Product (Still Water, Sparkling Water, Functional Water), By Packaging (PET, Cans), By Distribution Channel (On-trade, Off-trade), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Bottled Water Market Growth & Trends

The global bottled water market size is expected to reach USD 509.18 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 5.9% from 2023 to 2030. Increasing demand for bottled water owing to the rising scarcity of fresh and pure drinking water across the globe is driving the market. Factors such as health benefits with added minerals and nutrients are likely to fuel the demand for bottled water over the forecast period.

Growing awareness regarding the adverse health effects of consuming sugary drinks, such as weight gain, obesity, diabetes, and heart disease, is supporting the consumption of alternative beverages such as still and sparkling water. The trend of switching from sugary drinks to healthier options is observed in several countries such as Germany, the U.S., the UK, and France. This has widened the scope for bottled water across the globe.

Still, the water segment held the largest revenue share in 2022 and is expected to maintain dominance over the forecast period. The rising concerns over the quality and safety of tap water in certain regions have fueled the demand for bottled still water. Consumers, particularly in developing countries or areas with inadequate water

infrastructure, view bottled water as a reliable and convenient source of clean drinking water.

The off-trade segment contributed to the majority of revenue share in 2022, owing to the presence of a high number of retail stores across the globe. Further, in developed countries, convenience stores and supermarkets/hypermarkets are popular places to purchase bottled water; thus, this market segment is growing rapidly.

In January 2022, Evian launched its first-ever sparkling water, available in cans and bottles. The new product is part of evian's 'Drink True' global campaign, which aims to celebrate authenticity and honesty. The sparkling water is crafted through a 15-year natural filtration journey in the French Alps and encourages healthy hydration.

The market for bottled water is fragmented, with the presence of a large number of regional and local players. Major companies are focusing on new product launches, capacity expansions, and technological innovations. Some of the key players are Nestl?; PepsiCo; The Coca-Cola Company; DANONE; Primo Water Corporation; FIJI Water Company LLC; Gerolsteiner Brunnen GmbH & Co. KG; VOSS WATER; Nongfu Spring; National Beverage Corp.; and Keurig Dr Pepper Inc.

Bottled Water Market Report Highlights

The functional bottled water segment is projected to register the fastest CAGR of 6.9% from 2023 to 2030. Consumers are increasingly looking for natural and organic products, and functional bottled water fits this trend. Functional bottled water is often made with natural ingredients, such as vitamins, minerals, and herbs, and it is free of artificial flavors, colors, and preservatives

The PET segment held the largest market share of more than 80.0% in terms of revenue in 2022 and is expected to maintain dominance over the forecast period. PET packaging stands out in the bottled water market due to its cost-effectiveness when compared to alternative materials like glass or aluminum

The on-trade channel segment is anticipated to register the fastest CAGR of 6.2% from 2023 to 2030 owing to increasing consumers demanding bottled water when they eat out, and restaurants and bars are happy to oblige, as it is a convenient way to provide their customers with a refreshing drink

Asia Pacific is expected to register the fastest growth during the forecast period.

Strong demand for clean and hygienic drinking water in countries including Indonesia and India is driving the market growth in the region

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook

CHAPTER 3. BOTTLED WATER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Outlook
 - 3.2.2. Manufacturing and Technology Outlook
 - 3.2.3. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. BOTTLED WATER MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

5.1. Product Movement Analysis & Market Share, 2022 & 2030

5.1.1. Still Water

5.1.1.1. Market estimates and forecast of still water for bottled water 2017 - 2030 (USD Million)

5.1.2. Sparkling Water

5.1.2.1. Market estimates and forecast of sparkling water for bottled water 2017 - 2030 (USD Million)

5.1.3. Functional Water

5.1.3.1. Market estimates and forecast of functional water for bottled water 2017 - 2030 (USD Million)

5.1.4. Others

5.1.4.1. Market estimates and forecast for others 2017 - 2030 (USD Million)

CHAPTER 6. BOTTLED WATER MARKET: PACKAGING ESTIMATES & TREND ANALYSIS

6.1. Product Movement Analysis & Market Share, 2022 & 2030

6.1.1. PET

6.1.1.1. Market estimates and forecast of PET for bottled water 2017 - 2030 (USD Million)

6.1.2. Cans

6.1.2.1. Market estimates and forecast of cans for bottled water 2017 - 2030 (USD Million)

6.1.3. Others

6.1.3.1. Market estimates and forecast for others 2017 - 2030 (USD Million)

CHAPTER 7. BOTTLED WATER MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

7.1. Distribution Channel Movement Analysis & Market Share, 2022 & 2030

7.1.1. Off-trade

7.1.1.1. Market estimates and forecast through off-trade, 2017 - 2030 (USD Million)

7.1.1.2. Supermarkets & Hypermarkets

7.1.1.2.1. Market estimates and forecast through supermarkets & hypermarkets, 2017 - 2030 (USD Million)

7.1.1.3. Convenience Stores

7.1.1.3.1. Market estimates and forecast through convenience stores, 2017 - 2030 (USD Million)

7.1.1.4. Grocery Stores

7.1.1.4.1. Market estimates and forecast through grocery stores, 2017 - 2030 (USD Million)

7.1.1.5. Others

7.1.1.5.1. Market estimates and forecast through other channels, 2017 - 2030 (USD Million)

7.1.2. On-trade

7.1.2.1. Market estimates and forecast through on-trade, 2017 - 2030 (USD Million)

CHAPTER 8. BOTTLED WATER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2022 & 2030

8.2. North America

8.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.2.4. U.S.

8.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.4.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.2.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.2.5. Mexico

8.2.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.5.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.2.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.2.6. Canada

8.2.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.6.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.2.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.5. France

8.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.5.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.6. Germany

8.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.6.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.7. UK

8.3.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.7.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.8. Italy

8.3.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.8.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.8.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.9. Spain

8.3.9.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.9.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.9.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.3.9.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4. Asia Pacific

8.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.5. China

8.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.5.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.6. India

8.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.6.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.7. Indonesia

8.4.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.7.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.8. Thailand

8.4.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.8.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.8.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.9. Singapore

8.4.9.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.9.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.9.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.9.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.10. Japan

8.4.10.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.10.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.10.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.4.10.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5. Central & South America

8.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.4. Brazil

8.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.5. Argentina

8.5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.5.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.5.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.6. Middle East & Africa

8.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.6.4. South Africa

8.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.6.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.6.5. UAE

8.6.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.6.5.3. Market estimates and forecast, by packaging, 2017 - 2030 (USD Million)

8.6.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 9. COMPANY PROFILES

- 9.1. Recent developments & impact analysis, by key market participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2022 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. List of key companies analyzed in this section include:
 - 9.9.1. Nestl?
 - 9.9.2. PepsiCo
 - 9.9.3. The Coca-Cola Company
 - 9.9.4. DANONE
 - 9.9.5. Primo Water Corporation
 - 9.9.6. FIJI Water Company LLC
 - 9.9.7. Gerolsteiner Brunnen GmbH & Co. KG
 - 9.9.8. VOSS WATER
 - 9.9.9. Nongfu Spring
 - 9.9.10. National Beverage Corp.
 - 9.9.11. Keurig Dr Pepper Inc.

List Of Tables

LIST OF TABLES

1. List of Abbreviations
2. Bottled water - Key market driver analysis
3. Bottled water - Key market restraint analysis
4. Global still water market estimates and forecast, 2017 - 2030 (USD Million)
5. Global sparkling water market estimates and forecast, 2017 - 2030 (USD Million)
6. Global functional water market estimates and forecast, 2017 - 2030 (USD Million)
7. Global others market estimates and forecast, 2017 - 2030 (USD Million)
8. Global bottled water market estimates and forecast for PET packaging, 2017 - 2030 (USD Million)
9. Global bottled water market estimates and forecast for cans packaging, 2017 - 2030 (USD Million)
10. Global bottled water market estimates and forecast for others packaging, 2017 - 2030 (USD Million)
11. Global bottled water market estimates and forecast through supermarket/hypermarket, 2017 - 2030 (USD Million)
12. Global bottled water market estimates and forecast through convenience stores, 2017 - 2030 (USD Million)
13. Global bottled water market estimates and forecast through grocery store, 2017 - 2030 (USD Million)
14. Global bottled water market estimates and forecast through others, 2017 - 2030 (USD Million)
15. North America bottled water market estimates and forecast, 2017 - 2030 (USD Million)
16. North America bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
17. North America bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
18. North America bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
19. U.S. bottled water market estimates and forecast, 2017 - 2030 (USD Million)
20. U.S. bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
21. U.S. bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
22. U.S. bottled water market estimates and forecast by distribution channel, 2017 -

2030 (USD Million)

23. Canada bottled water market estimates and forecast, 2017 - 2030 (USD Million)

24. Canada bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

25. Canada bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)

26. Canada bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

27. Mexico bottled water market estimates and forecast, 2017 - 2030 (USD Million)

28. Mexico bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

29. Mexico bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)

30. Mexico bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

31. Europe bottled water market estimates and forecast, 2017 - 2030 (USD Million)

32. Europe bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

33. Europe bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)

34. Europe bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

35. Germany bottled water market estimates and forecast, 2017 - 2030 (USD Million)

36. Germany bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

37. Germany bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)

38. Germany bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

39. UK bottled water market estimates and forecast, 2017 - 2030 (USD Million)

40. UK bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

41. UK bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)

42. UK bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

43. France bottled water market estimates and forecast, 2017 - 2030 (USD Million)

44. France bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

45. France bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
46. France bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
47. Italy bottled water market estimates and forecast, 2017 - 2030 (USD Million)
48. Italy bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
49. Italy bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
50. Italy bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
51. Spain bottled water market estimates and forecast, 2017 - 2030 (USD Million)
52. Spain bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
53. Spain bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
54. Spain bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
55. Asia Pacific bottled water market estimates and forecast, 2017 - 2030 (USD Million)
56. Asia Pacific bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
57. Asia Pacific bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
58. Asia Pacific bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
59. China bottled water market estimates and forecast, 2017 - 2030 (USD Million)
60. China Bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
61. China Bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
62. China bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
63. India bottled water market estimates and forecast, 2017 - 2030 (USD Million)
64. India bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
65. India bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
66. India bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

67. Japan bottled water market estimates and forecast, 2017 - 2030 (USD Million)
68. Japan bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
69. Japan bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
70. Japan bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
71. Indonesia bottled water market estimates and forecast, 2017 - 2030 (USD Million)
72. Indonesia bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
73. Indonesia bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
74. Indonesia bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
75. Thailand bottled water market estimates and forecast, 2017 - 2030 (USD Million)
76. Thailand bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
77. Thailand bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
78. Thailand bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
79. Singapore bottled water market estimates and forecast, 2017 - 2030 (USD Million)
80. Singapore bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
81. Singapore bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
82. Singapore bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
83. Central & South America bottled water market estimates and forecast, 2017 - 2030 (USD Million)
84. Central & South America bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
85. Central & South America bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
86. Central & South America bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
87. Brazil bottled water market estimates and forecast, 2017 - 2030 (USD Million)
88. Brazil bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)

89. Brazil bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
90. Brazil bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
91. Argentina bottled water market estimates and forecast, 2017 - 2030 (USD Million)
92. Argentina bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
93. Argentina bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
94. Argentina bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
95. Middle East & Africa bottled water market estimates and forecast, 2017 - 2030 (USD Million)
96. Middle East & Africa bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
97. Middle East & Africa bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
98. Middle East & Africa bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
99. South Africa bottled water market estimates and forecast, 2017 - 2030 (USD Million)
100. South Africa bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
101. South Africa bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
102. South Africa bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
103. South Africa bottled water market estimates and forecast, 2017 - 2030 (USD Million)
104. UAE bottled water market estimates and forecast, 2017 - 2030 (USD Million)
105. UAE bottled water market estimates and forecast by product, 2017 - 2030 (USD Million)
106. UAE bottled water market estimates and forecast by packaging, 2017 - 2030 (USD Million)
107. UAE bottled water market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
108. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Bottled water market snapshot
2. Bottled water market segmentation & scope
3. Bottled water market penetration & growth prospect mapping
4. Bottled water market value chain analysis
5. Bottled water market dynamics
6. Bottled water market Porter's analysis
7. Bottled water market: Product share (%) analysis, 2022 & 2030
8. Bottled water market: Packaging share (%) analysis, 2022 & 2030
9. Bottled water market: Distribution Channel share (%) analysis, 2022 & 2030
10. Bottled water market: Regional share (%) analysis, 2022 & 2030
11. Key bottled water company market share analysis, 2022

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