

# **Bottled Water Market Size, Share & Trends Analysis Report By Product (Purified Water, Mineral Water, Spring Water, Sparkling Water), By Region (Asia Pacific, North America, Europe), And Segment Forecasts, 2018 - 2025**

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## **Abstracts**

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The global bottled water market size is expected to reach USD 215.12 billion by 2025, according to a new report by Grand View Research, Inc. The market is estimated to register a CAGR of 7.4% during the forecast period. It is anticipated to witness a higher growth as compared to carbonated drinks on account of better health benefits and added nutrients. Factors such as increase in per capita spending and rapid urbanization are likely to fuel the demand for bottled water over the forecast period.

However, higher cost of bottled water may restrain the growth of the market. On the other hand, growing awareness regarding benefits of bottled water coupled with increasing preference for active lifestyle is expected to play a significant role in driving the market. Companies such as PepsiCo Inc. launched premium priced bottled water in order to strengthen consumer interest in healthier beverages.

Some of the key companies in the market are Mountain Valley Spring Water; Nestl? S.A.; Tata Global Beverages; Danone Waters of America, Inc.; PepsiCo, Inc.; Gerolsteiner Brunnen GmbH & Co. KG; RHODIUS Mineralquellen und Getr?nke GmbH & Co. KG; Nongfu Spring; Bisleri International Pvt. Ltd.; and The Coca-Cola Company.

Further key findings from the study suggest:

The spring bottled water segment accounted for revenue share of over 17.0% in 2016

Mineral bottled water accounted for the largest market share in 2016 and is expected to witness a CAGR of 7.3% over the forecast period. This is due to its added nutrients compared to spring water and the fact that mineral water is less processed than sparkling water

Sparkling bottled water witnessed a share of 8.0% in 2016 and is expected to witness a significant growth over the forecast period owing to increasing demand for alternatives for carbonated beverages

Asia Pacific is likely to be the dominant regional market for bottled water over the forecast period. Rising population coupled with rapid urbanization in countries such as India, China, Indonesia, and Malaysia is likely to be the key driver for the market

Regional expansion and R&D are the key strategies adopted by most of the key companies to strengthen their market position

In November 2017, The Coca-Cola Company launched its bottled water brand Kinley in Nepal in order to gain domestic market share. In March 2017, Nestl? Waters collaborated with Danone and Origin Materials to develop PET plastic bottles, which were made from 100% renewable and sustainable resources.

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope & Assumptions
- 1.3 List of Data Sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Snapshot

### CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market segmentation & scope
- 3.2 Bottled Water Market Value Chain Analysis
- 3.3 Technology Trend
  - 3.3.1 Polyethylene terephthalate (PET)
- 3.4 Regulatory Framework
  - 3.4.1 U.S. Food and Drug Administration (FDA)
- 3.5 Market Dynamics
  - 3.5.1 Market Driver Analysis
    - 3.5.1.1 Rising consumer awareness
    - 3.5.1.2 Gaining acceptance of soda taxes around the globe
  - 3.5.2 Market Restraint Analysis
    - 3.5.2.1 Expensive compared to tap water
- 3.6 Penetration & growth prospect mapping
- 3.7 Bottled water market - PESTEL Analysis
- 3.8 Industry Analysis - Porter's

### CHAPTER 4 BOTTLED WATER MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1 Global bottled water market share, by product, 2016 & 2025
- 4.2 Spring water
  - 4.2.1 Global bottled water market estimates & forecasts, by spring water, 2014 - 2025
- 4.3 Purified water
  - 4.3.1 Global bottled water market estimates & forecasts, by purified water, 2014 - 2025 (USD Million)

#### 4.4 Mineral water

4.4.1 Global bottled water market estimates & forecasts, by mineral water, 2014 - 2025 (USD Million)

#### 4.5 Sparkling water

4.5.1 Global bottled water market estimates & forecasts, by sparkling water, 2014 - 2025 (USD Million)

#### 4.6 Others

4.6.1 Global bottled water market estimates & forecasts, by others, 2014 - 2025 (USD Million)

### **CHAPTER 5 BOTTLED WATER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

#### 5.1 Global bottled water market share, by region, 2016 & 2025

#### 5.2 North America

5.2.1 North America bottled water market estimates & forecasts, 2014 - 2025

5.2.2 North America bottled water market estimates & forecasts, by product, 2014 - 2025

5.2.3 U.S.

5.2.3.1 U.S. bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

5.2.3.2 U.S. bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

#### 5.3 Europe

5.3.1 Europe bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

5.3.2 Europe bottled water market estimates & forecasts, by product, 2014 - 2025

5.3.3 Germany

5.3.3.1 Germany bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

5.3.3.2 Germany bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

5.3.4 France

5.3.4.1 France bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

5.3.4.2 France bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

#### 5.4 Asia Pacific

5.4.1 Asia Pacific bottled water market estimates & forecasts, 2014 - 2025

5.4.2 Asia Pacific bottled water market estimates & forecasts, by product, 2014 - 2025

5.4.3 China

5.4.3.1 China bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

5.4.3.2 China bottled water market estimates & forecasts, by product, 2014 - 2025  
(USD Million)

5.5 Central & South America (CSA)

5.5.1 CSA bottled water market estimates & forecasts, 2014 - 2025

5.5.2 water market estimates & forecasts, by product, 2014 - 2025

5.6 Middle East & Africa (MEA)

5.6.1 MEA bottled water market estimates & forecasts, 2014 - 2025

5.6.2 MEA bottled water market estimates & forecasts, by product, 2014 - 2025

## **CHAPTER 6 COMPETITIVE LANDSCAPE**

6.1 Vendor Landscape

6.2 Competitive environment

6.3 Strategic Framework

## **CHAPTER 7 COMPANY PROFILES**

7.1 Nestl? S.A.

7.1.1 Company Overview

7.1.2 Financial Performance

7.1.3 Product Benchmarking

7.1.4 Strategic Initiatives

7.2 PepsiCo Inc.

7.2.1 Company Overview

7.2.2 Financial Performance

7.2.3 Product Benchmarking

7.2.4 Strategic Initiatives

7.3 Bisleri International Pvt. Ltd.

7.3.1 Company Overview

7.3.2 Financial Performance

7.3.3 Product Benchmarking

7.3.4 Strategic Initiatives

7.4 THE COCA-COLA COMPANY

7.4.1 Company Overview

7.4.2 Financial Performance

7.4.3 Product Benchmarking

7.4.4 Strategic Initiatives

7.5 Mountain Valley Spring Water

7.5.1 Company Overview

- 7.5.2 Financial Performance
- 7.5.3 Product Benchmarking
- 7.6 Danone Waters of America, Inc.
  - 7.6.1 Company Overview
  - 7.6.2 Financial Performance
  - 7.6.3 Product Benchmarking
  - 7.6.4 Strategic Initiatives
- 7.7 GEROLSTEINER BRUNNEN GMBH & CO. KG
  - 7.7.1 Company Overview
  - 7.7.2 Financial Performance
  - 7.7.3 Product Benchmarking
- 7.8 RHODIUS Mineralquellen und Getränke GmbH & Co. KG
  - 7.8.1 Company Overview
  - 7.8.2 Financial Performance
  - 7.8.3 Product Benchmarking
- 7.9 Nongfu Spring
  - 7.9.1 Company Overview
  - 7.9.2 Financial Performance
  - 7.9.3 Product Benchmarking
- 7.10 Tata Global Beverages
  - 7.10.1 Company Overview
  - 7.10.2 Financial Performance
  - 7.10.3 Product Benchmarking

## List Of Tables

### LIST OF TABLES

TABLE 1 Global bottled water market estimates & forecasts, by spring water, 2014 - 2025 (USD Million)

TABLE 2 Global bottled water market estimates & forecasts, by purified water, 2014 - 2025 (USD Million)

TABLE 3 Global bottled water market estimates & forecasts, by mineral water, 2014 - 2025 (USD million)

TABLE 4 Global bottled water market estimates & forecasts, by sparkling water, 2014 - 2025 (USD million)

TABLE 5 Global bottled water market estimates & forecasts, by others, 2014 - 2025 (USD million)

TABLE 6 North America bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 7 North America bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 8 U.S. bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 9 U.S. bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 10 Europe bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 11 Europe bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 12 Germany bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 13 Germany bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 14 France bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 15 France bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 16 Asia Pacific bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 17 Asia Pacific bottled water market estimates & forecasts, by product, 2014 - 2025 (USD Million)

TABLE 18 China bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 19 China bottled water market estimates & forecasts, by product, 2014 - 2025

(USD Million)

TABLE 20 CSA bottled water market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 21 CSA bottled water market estimates & forecasts, by product, 2014 - 2025  
(USD Million)

TABLE 22 MEA bottled water market estimates & forecasts, 2014 - 2025 (USD million)

TABLE 23 MEA bottled water market estimates & forecasts, by product, 2014 - 2025  
(USD Million)

TABLE 24 Vendor landscape



## List Of Figures

### LIST OF FIGURES

- FIG. 1 Market snapshot
- FIG. 2 Market segmentation & scope
- FIG. 3 Bottled water market - Value chain analysis
- FIG. 4 Market Dynamics
- FIG. 5 Market driver relevance analysis (Current & future impact)
- FIG. 6 Market restraint relevance analysis (Current & future impact)
- FIG. 7 Penetration & growth prospect mapping
- FIG. 8 PESTEL Analysis
- FIG. 9 Porter's Five Forces Analysis
- FIG. 10 Global bottled water market share, by product, 2016 & 2025 (%)
- FIG. 11 Global bottled water market share, by region, 2016 & 2025 (%)
- FIG. 12 Competitive environment
- FIG. 13 Strategic Framework

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