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Bottled Water Packaging Market Size, Share & Trends Analysis Report By Material (Plastic, Glass, Metal), By Distribution Channel (Retail Stores, Ecommerce, Supermarkets, Hypermarkets), By Application, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

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Bottled Water Packaging Market Summary

The global bottled water packaging market size was estimated at USD 110.36 billion in 2024 and is expected to reach USD 204.26 billion by 2033, growing at a CAGR of 7.1% from 2025 to 2033. The global bottled water packaging industry's growth is driven by increasing health consciousness and rising demand for convenient, portable hydration solutions. Additionally, growing urbanization and improved retail infrastructure are boosting bottled water consumption worldwide.

The rising demand for convenience and on-the-go hydration is a major driver of the bottled water packaging industry. Urbanization, busy lifestyles, and increasing health consciousness have led consumers to prefer bottled water over sugary beverages. For example, in fast-growing economies such as India and China, the demand for packaged drinking water has surged due to rapid urbanization and the need for safe, portable drinking water. Additionally, the popularity of fitness trends has boosted sales of bottled water in ergonomic and resealable packaging, such as sports bottles from brands such as Gatorade and Smartwater.

Growing concerns over water safety and contamination are also fueling market growth. In regions with unreliable tap water quality, such as parts of Africa, Latin America, and

Southeast Asia, consumers rely on bottled water as a safer alternative. For instance, in Flint, Michigan (U.S.), the lead contamination crisis led to a spike in bottled water sales. Similarly, in countries such as Mexico, where tap water is often unsafe, companies such as Bonafont (a Danone brand) dominate the market with purified and mineral water offerings in durable PET bottles.

Innovations in sustainable packaging are reshaping the industry as environmental concerns push brands toward eco-friendly solutions. Many companies are shifting from single-use plastics to recycled PET (rPET), biodegradable materials, and even aluminum cans. For example, Evian has committed to using 100% recycled plastic by 2025, while startups such as Liquid Death use aluminum cans to appeal to eco-conscious consumers. Governments are also enforcing stricter regulations, such as the EU’s Single-Use Plastics Directive, pushing manufacturers to adopt greener alternatives.

Moreover, expansion in ecommerce and retail distribution is accelerating market growth. Online platforms such as Amazon and Alibaba have made bottled water more accessible, with subscription services ensuring regular deliveries. Supermarkets and convenience stores also play a key role, with private-label brands such as Costco’s Kirkland Signature gaining traction. The rise of functional waters (e.g., vitamin-infused, alkaline, or electrolyte-enhanced) further diversifies the market, with brands such as Essentia and Bai leveraging premium packaging to attract health-focused consumers. These trends, combined with rising disposable incomes in emerging markets, ensure sustained growth in the bottled water packaging industry.

Global Bottled Water Packaging Market Report Segmentation

This report forecasts revenue growth at a global level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global bottled water packaging market report based on material, distribution channel, application, and region:

Material Outlook (Revenue, USD Million 2021 - 2033)

Plastic

Glass

Metal

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Others

Distribution Channel Outlook (Revenue, USD Million 2021 - 2033)

Retail Stores

Ecommerce

Supermarkets

Hypermarkets

Application Outlook (Revenue, USD Million 2021 - 2033)

Still Water

Flavored Water

Carbonated Water

Functional Water

Regional Outlook (Revenue, USD Million 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

France

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- UK
- Italy
- Spain

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea

Latin America

- Brazil
- Argentina

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE

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