

Europe Functional Water Market Size, Share & Trends Analysis Report By Product (Vitamin-infused Water, Mineral-infused Water), By Flavor (Fruit, Herbal & Botanical), By Packaging (PET, Cans), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/EAC32DC6EA8FEN.html>

Date: November 2024

Pages: 165

Price: US\$ 3,950.00 (Single User License)

ID: EAC32DC6EA8FEN

Abstracts

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Europe Functional Water Market Growth & Trends

The Europe functional water market size is estimated to reach USD 2.16 billion in 2030 and is anticipated to expand at a CAGR of 7.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growing awareness of health and wellness has become a significant factor driving consumer behavior, especially in Europe. Over the past decade, individuals have increasingly prioritized maintaining a healthy lifestyle, focusing on both physical and mental well-being. This shift is largely influenced by rising public awareness of lifestyle-related diseases such as obesity, diabetes, and cardiovascular conditions. As a result, consumers are making more informed decisions about their diets, exercise routines, and overall habits to improve long-term health outcomes.

One of the most notable impacts of this awareness is the changing landscape of the food and beverage industry. Consumers are moving away from products with high levels of sugar, artificial additives, and unhealthy fats, opting instead for healthier alternatives. Functional foods and beverages, which offer additional health benefits beyond basic nutrition, have gained substantial popularity. Products such as functional

water, enriched with vitamins, minerals, and other beneficial ingredients, are seen as convenient ways to enhance hydration while supporting various health goals, from immune support to energy boosts.

Product innovation and diversification are key strategies driving growth in many industries, particularly in the health and wellness sector, where consumer demands are continuously evolving. Companies are recognizing the need to differentiate themselves in highly competitive markets by offering unique products that cater to specific consumer needs and preferences. Brands are constantly innovating by introducing new formulations, flavors, and packaging solutions to capture diverse segments of health-conscious consumers. These innovations not only provide functional benefits but also create distinct brand identities that resonate with niche markets.

One major area of product innovation is the incorporation of functional ingredients that go beyond basic hydration. Functional water, for example, is increasingly being infused with vitamins, minerals, electrolytes, probiotics, antioxidants, and even plant-based extracts that offer additional health benefits. These ingredients are tailored to meet the needs of specific consumer groups, such as athletes seeking better performance and recovery, or individuals looking for immune support, skin health, or energy-boosting properties. This trend aligns with the broader consumer interest in holistic health, where products that address multiple wellness aspects such as hydration, nutrition, and beauty, are particularly attractive.

Europe Functional Water Market Report Highlights

Romania is expected to grow with a CAGR of 9.7% over the forecast period from 2025 to 2030. The market for functional water in Romania is growing rapidly as consumers become more health-conscious and seek out beverages that offer added health benefits. With a rising awareness of nutrition and wellness, Romanians are shifting away from sugary drinks toward healthier, low-calorie options. Functional water, enriched with vitamins, minerals, and other nutrients, appeals to the country's increasingly active population, particularly young adults and fitness enthusiasts.

CBD-infused functional water is expected to grow with a CAGR of 9.6% from 2025 to 2030. The

demand for CBD-infused water in Europe is significantly influenced by the trend of reduced alcohol consumption among consumers. As people increasingly seek healthier lifestyles and look for alternatives to alcoholic beverages, CBD-infused water offers a refreshing option that promotes relaxation without the drawbacks associated with alcohol.

Herbal & botanical flavored functional water is expected to grow with a CAGR of 8.6% from 2025 to 2030. The versatility of herbal and botanical flavors allows brands to create unique blends that cater to specific consumer preferences. The ability to combine herbs with fruits or other functional ingredients enhances the flavor experience and offers a broader range of health benefits.

Canned functional water are expected to grow at a CAGR of 6.2% from 2025 to 2030. Cans offer practical advantages, such as portability and convenience, which resonate with consumers leading active lifestyles. They are lightweight, stackable, and less prone to breakage compared to glass bottles, making them suitable for outdoor activities and on-the-go consumption.

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