

Premium Bottled Water Market Size, Share & Trends Analysis Report By Product (Still Water, Sparkling Water, Functional Water), By Packaging (Plastic, Glass, Cans), By Distribution Channel, By Region, Segment Forecasts, And Brand Share Analysis, 2025 - 2030

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Abstracts

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Premium Bottled Water Market Growth & Trends

The global premium bottled water market size is anticipated to reach USD 56.01 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 7.5% from 2025 to 2030. Growing concerns over high sugar content and sweeteners in carbonated drinks have played a prime role in driving the consumer preference for premium bottled water variants in last few years. With rising awareness among consumers regarding the importance of leading a healthy lifestyle, people are switching from regular water to premium bottled water. Due to the presence of a variety of minerals, including sodium, magnesium, and calcium, several consumers opt for premium bottled water over regular bottled water.

Mineral water held the largest market share in 2022 and is expected to maintain dominance over the forecast period. Mineral water is in high demand globally, thereby prompting several manufacturers to extend their operations internationally. For instance, Tata Consumer Products Limited (TCPL), a renowned Indian FMCG brand, launched its premium natural mineral water brand Himalaya water in the UK in August 2021, available in supermarkets and hypermarkets.

The supermarkets and hypermarkets segment contributed a majority of the share to become the largest division in the global revenue in 2022. The increasing

availability of premium bottled water at Walgreens, Walmart, Target Brands, Inc., Costco, and The Boots Company PLC among others has immensely helped these products to be in the demand for now and during the forecast years.

The Europe region contributed maximum share to become the largest segment of 2022. Europe is a popular tourist destination and most of the tourists prefer packaged premium bottled water as these are high in mineral content and come in attractive packaging. Due to health benefits such as digestive assistance, prevention of dehydration, and a frothy and fizzy taste, premium bottled water is popular in Europe, including Germany, France, and Spain.

Premium Bottled Water Market Report Highlights

The sparkling water segment is projected to register the fastest growth of 7.9% during the forecast period owing to numerous health benefits such as improving digestion, aiding weight loss, and keeping the body more hydrated than normal water

The online distribution channel is expected to register the fastest growth of 8.9% during forecast period owing to easy availability of products on a single platform

Asia Pacific is projected to register the fastest growth of 9.1% owing to rising demand for healthy foods & beverages, coupled with the increasing adoption of active lifestyles by consumers across the country

Product innovation and new launches emerged as the key strategy deployed by majority of market players to stay abreast of the competition

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