

U.S. And Canada Premium Bottled Water Market Size, Share & Trends Analysis Report By Product (Spring Water, Sparkling Water, Mineral Water), By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online), By Country, And Segment Forecasts, 2025 - 2033

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Abstracts

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U.S. And Canada Premium Bottled Market Summary

The U.S. and Canada premium bottled water market size was estimated at USD 6.88 billion in 2024 and is expected to reach USD 13.74 billion by 2033, growing at a CAGR of 8.1% from 2025 to 2033. Premium bottled waters distinguish themselves from mass-market options through unique selling propositions that appeal to a specific consumer segment, allowing them to command higher prices.

The rising demand for premium bottled water over beverages like coffee, tea, and soft drinks is driven by factors such as its perceived naturalness, superior taste compared to tap water, added mineral content, and purity. Additionally, the shift in consumer preference toward healthier drink options has contributed to increased bottled water consumption over carbonated soft drinks, a trend expected to continue throughout the forecast period.

According to a 2024 report by the International Bottled Water Association (IBWA), based on Beverage Marketing Corp. (BMC) data, bottled water remained the leading beverage by volume in the U.S. for the ninth consecutive year. It recorded a

consumption of 16.4 billion gallons in 2024, reflecting a 2.9% growth, outpacing all other beverage categories, most of which saw a decline in volume.

Bottled water is favored for its convenience and portability, making it ideal for on-the-go consumption. Its widespread availability through stores, vending machines, and multiple distribution channels ensures easy regional access. The strong presence of supermarkets and hypermarkets further enhances this accessibility, offering consumers a wide variety of premium bottled water options in one place, enabling easy comparison of brands, types, and prices. Moreover, the availability of various sizes, from single-serve bottles to larger multi-packs, caters to diverse consumer preferences and usage needs.

U.S. And Canada Premium Bottled Water Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. and Canada premium bottled water market report based on product, distribution channel:

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Spring Water

Sparkling Water

Mineral Water

Others

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

Supermarkets & Hypermarkets

Specialty Stores

Online

Others

Country Outlook (Revenue, USD Billion, 2021 - 2033)

U.S.

Canada

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