

# Vietnam Bottled Water Market Size, Share & Trend Analysis Report By Packaging (PET Bottles, Glass Bottles), By Distribution Channel (Hypermarkets & Supermarkets, Mom & Pop Stores), And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/V1FBDC987100EN.html>

Date: March 2026

Pages: 90

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

ID: V1FBDC987100EN

## Abstracts

The Vietnam bottled water market size was estimated at USD 845.4 million in 2025 and is projected to reach USD 1,298.8 million in 2033, growing at a CAGR of 5.5% from 2026 to 2033. A fundamental driver of the bottled water industry in Vietnam is the growing health consciousness among consumers, who increasingly prioritize clean and safe drinking options over sugary beverages or untreated tap water.

Concerns around waterborne diseases, urban pollution, and perceptions of tap water quality are prompting both urban and rural consumers to prefer bottled water as a reliable hydration source. This shift towards healthier consumption patterns has reinforced bottled water as an everyday staple, pushing up volume consumption, especially among younger and more urbanized segments.

Vietnam's rapid urbanization and economic growth have resulted in a booming middle class with higher disposable incomes and a faster pace of life. Urban shoppers value convenience and are more likely to pay for branded bottled water available through multiple retail formats such as supermarkets, convenience stores, and online platforms. Busy lifestyles create habitual demand, whether at work, school, travel, or leisure, fueling sustained bottled water consumption across the country.

Vietnam's tourism sector, which has seen pronounced growth in both international and domestic visitors, constitutes a significant demand driver for bottled water. Tourists and travelers frequently choose packaged water over local tap sources, particularly due to

safety perceptions and convenience during transit, excursions, and hospitality stays. This seasonal and year-round demand, reinforced by Vietnam's hot and humid climate, strengthens overall bottling volumes for both still and functional water offerings.

Vietnam's tourism sector has been on a strong growth trajectory: in 2024, the country welcomed over 17.5 million international visitors, marking a 39.5 % increase compared with the previous year and nearly recovering to pre-pandemic levels. In 2025, international arrivals continued to surge, with more than 19.1 million visitors in the first 11 months, up 20.9 % year-on-year and surpassing the 2019 record of 18 million. Vietnam has also set an ambitious target of 25 million international visitors for 2026 as tourism's economic contribution continues to expand.

Consumer trends in Vietnam are shifting beyond basic hydration to premiumization and product diversification. There is increasing uptake of value-added bottled water variants, such as mineral-rich, alkaline, flavored, and enhanced hydration options, that appeal to wellness-oriented and affluent buyers. As consumers become more willing to spend on perceived health benefits and differentiated experiences, bottled water manufacturers are innovating portfolios to include higher-margin offerings that reflect quality, source authenticity, and functional benefits.

The rapid growth of e-commerce and digital retail channels is reshaping how bottled water is purchased in Vietnam. Rising smartphone penetration, mobile payment adoption, and digitally savvy consumers have accelerated online stores, instant delivery services, and subscription models for bottled water. This digital shift not only enhances convenience but also expands market reach beyond traditional retail formats, enabling bulk purchases and wider brand exposure across demographic groups.

## Vietnam 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 of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Vietnam bottled water market report based on packaging and distribution channel.

Packaging Outlook (Volume, Metric Tons; Revenue, USD Million, 2021 - 2033)

PET Bottles

Glass Bottles

Boxed/Cartons

Tetra Packs

Cans & Flexible Packaging

Distribution Channel Outlook (Volume, Metric Tons; Revenue, USD Million, 2021 - 2033)

Hypermarkets & Supermarkets

Mom & Pop Stores

Online

Others

**This report can be delivered to the clients within 4 Business Days**

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Packaging Outlook
- 2.3. Distribution Channel Outlook

### **CHAPTER 3. VIETNAM BOTTLED WATER MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis – Porter's
- 3.6. Market Entry Strategies

### **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. VIETNAM BOTTLED WATER MARKET: PACKAGING ESTIMATES & TREND ANALYSIS**

- 5.1. Vietnam Bottled Water Market, by Packaging: Key Takeaways
- 5.2. Packaging Movement Analysis & Market Share, 2025 & 2033
  - 5.2.1. PET Bottles
    - 5.2.1.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 5.2.2. Glass Bottles
    - 5.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 5.2.3. Boxed/Cartons
    - 5.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 5.2.4. Tetra Packs
    - 5.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 5.2.5. Cans & Flexible Packaging
    - 5.2.5.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)

## **CHAPTER 6. VIETNAM BOTTLED WATER MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Vietnam Bottled Water Market, by Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033
  - 6.2.1. Hypermarkets & Supermarkets
    - 6.2.1.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 6.2.2. Mom & Pop Stores
    - 6.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 6.2.3. Online
    - 6.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
  - 6.2.4. Others
    - 6.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)

## **CHAPTER 7. COMPETITIVE ANALYSIS**

- 7.1. Recent developments & impact analysis, by key market participants

- 7.2. Company Categorization
- 7.3. Participant's Overview
- 7.4. Financial Performance
- 7.5. Product Portfolios
- 7.6. Company Market Share Analysis, 2025 (%)
- 7.7. Company Heat Map Analysis
- 7.8. Strategy Mapping
- 7.9. Company Profiles
  - 7.9.1. Aquafina (Suntory PepsiCo Vietnam Beverage)
    - 7.9.1.1. Company Overview
    - 7.9.1.2. Financial Performance
    - 7.9.1.3. Product Portfolios
    - 7.9.1.4. Strategic Initiatives
  - 7.9.2. Dasani (Coca-Cola Beverages Vietnam)
    - 7.9.2.1. Company Overview
    - 7.9.2.2. Financial Performance
    - 7.9.2.3. Product Portfolios
    - 7.9.2.4. Strategic Initiatives
  - 7.9.3. La Vie (Nestlé Waters Vietnam)
    - 7.9.3.1. Company Overview
    - 7.9.3.2. Financial Performance
    - 7.9.3.3. Product Portfolios
    - 7.9.3.4. Strategic Initiatives
  - 7.9.4. Vĩnh Hảo Mineral Water Joint Stock Company
    - 7.9.4.1. Company Overview
    - 7.9.4.2. Financial Performance
    - 7.9.4.3. Product Portfolios
    - 7.9.4.4. Strategic Initiatives
  - 7.9.5. Bidrico (Tan Quang Minh Manufacturing & Trading Company)
    - 7.9.5.1. Company Overview
    - 7.9.5.2. Financial Performance
    - 7.9.5.3. Product Portfolios
    - 7.9.5.4. Strategic Initiatives
  - 7.9.6. Sai Gon Beverage Co., Ltd (SAPUWA)
    - 7.9.6.1. Company Overview
    - 7.9.6.2. Financial Performance
    - 7.9.6.3. Product Portfolios
    - 7.9.6.4. Strategic Initiatives
  - 7.9.7. Nam Viet Food & Beverages Co., Ltd.

- 7.9.7.1. Company Overview
- 7.9.7.2. Financial Performance
- 7.9.7.3. Product Portfolios
- 7.9.7.4. Strategic Initiatives
- 7.9.8. Quang Ninh Mineral Water JSC
  - 7.9.8.1. Company Overview
  - 7.9.8.2. Financial Performance
  - 7.9.8.3. Product Portfolios
  - 7.9.8.4. Strategic Initiatives
- 7.9.9. i-On Life (Hoang Minh Water JSC)
  - 7.9.9.1. Company Overview
  - 7.9.9.2. Financial Performance
  - 7.9.9.3. Product Portfolios
  - 7.9.9.4. Strategic Initiatives
- 7.9.10. Vikoda / Vital
  - 7.9.10.1. Company Overview
  - 7.9.10.2. Financial Performance
  - 7.9.10.3. Product Portfolios
  - 7.9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. Vietnam bottled water market - Key market driver analysis
2. Vietnam bottled water market - Key market restraint analysis
3. Vietnam bottled water market estimates and forecast by packaging, 2021 - 2033 (USD Million, Metric Tons)
4. Vietnam bottled water market estimates and forecast by distribution channel, 2021 - 2033 (USD Million, Metric Tons)
5. Recent developments & impact analysis by key market participants
6. Company market share, 2025
7. Company heat map analysis
8. Companies undergoing key strategies

## List Of Figures

### LIST OF FIGURES

1. Vietnam bottled water market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Market snapshot
7. Packaging snapshot
8. Distribution channel snapshot
9. Competitive landscape snapshot
10. Vietnam bottled water market size (USD Billion)
11. Vietnam bottled water market size, 2021 to 2033 (USD Billion)
12. Vietnam bottled water market: Penetration & growth prospect mapping
13. Vietnam bottled water market: Value chain analysis
14. Vietnam bottled water market: Profit margin analysis
15. Vietnam bottled water market: Market dynamics
16. Vietnam bottled water market: Porter's five forces analysis
17. Factors influencing buying decisions
18. Vietnam bottled water market: Packaging movement analysis, 2025 & 2033 (%)
19. PET Bottles bottled water market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
20. Glass Bottles bottled water market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
21. Boxed/Cartons bottled water market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
22. Tetra Paks bottled water market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
23. Cans & Flexible Packaging bottled water market estimates and forecast, 2021 - 2033 (USD Million, Metric Tons)
24. Vietnam bottled water market: Distribution channel movement analysis, 2025 & 2033 (%)
25. Vietnam bottled water market estimates and forecast, through hypermarkets & supermarkets, 2021 - 2033 (USD Million, Metric Tons)
26. Vietnam bottled water market estimates and forecast, through mom & pop stores, 2021 - 2033 (USD Million, Metric Tons)
27. Vietnam bottled water market estimates and forecast, through online channel, 2021

- 2033 (USD Million, Metric Tons)

28. Vietnam bottled water market estimates and forecast, through other channels, 2021

- 2033 (USD Million, Metric Tons)

29. Key company categorization

30. Company market share analysis, 2025

31. Strategic framework of Vietnam bottled water market

## I would like to order

Product name: Vietnam Bottled Water Market Size, Share & Trend Analysis Report By Packaging (PET Bottles, Glass Bottles), By Distribution Channel (Hypermarkets & Supermarkets, Mom & Pop Stores), And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/V1FBDC987100EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V1FBDC987100EN.html>