

# **Bottled Water Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

The global bottled water market size reached US\$ 237.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 364.4 Billion by 2028, exhibiting a growth rate (CAGR) of 7.3% during 2023-2028.

Bottled water is sealed in food-grade bottles and intended for human consumption. It has considerable amounts of dissolved minerals or total dissolved solids (TDS) compared to regular water. It is treated and disinfected with the process involving filtration, ultraviolet (UV), ozone treatment, reverse osmosis (RO) and then packaged in bottles, pouches, plastic, and glass for consumption. At present, several manufacturers are introducing test kits to analyze the quality of bottled water.

### **Bottled Water Market Trends:**

The increasing prevalence of water-borne diseases and the rising awareness among the masses about the health hazards of consuming carbonated drinks are the major factors positively influencing the demand for bottled water around the world. In addition, the rising consumer preferences for premium water bottled in restaurants, cafes, and hotels on account of the expanding purchasing power is contributing to the market growth. Moreover, the growing travel and tourism activities are catalyzing the demand for bottled water due to the convenience offered and ease of carrying. Apart from this, key players are introducing sparkling and flavored bottled water to expand their product portfolio. They are also focusing on extensive advertising campaigns and celebrity and social media influencer endorsements to enhance brand awareness and profitability. Furthermore, the emerging trend of gifting unique premium items, such as sparkling water in personalized packaging, hand-crafted wooden boxes, and innovative wrappers with attractive labels, is providing a positive thrust to the market. As these products are readily available via online retail stores, the thriving e-commerce industry is also

creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global bottled water market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel and packaging type.

#### Breakup by Product Type:

- Still
- Carbonated
- Flavored
- Mineral

#### Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Convenience Stores
- Direct Sales
- On-Trade
- Others

#### Breakup by Packaging Type:

- PET Bottles
- Metal Cans
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea

Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bisleri International Pvt. Ltd., Danone S.A., Gerolsteiner Brunnen GmbH & Co. KG, Nestle S.A., Nongfu Spring (Yangshengtang Co. Ltd.), Otsuka Pharmaceutical Co. Ltd., PepsiCo Inc., Primo Water Corporation, Tata Consumer Products Limited and The Coca-Cola Company.

#### Key Questions Answered in This Report

1. What was the size of the global bottled water market in 2022?
2. What is the expected growth rate of the global bottled water market during 2023-2028?
3. What are the key factors driving the global bottled water market?
4. What has been the impact of COVID-19 on the global bottled water market?
5. What is the breakup of the global bottled water market based on the product type?
6. What is the breakup of the global bottled water market based on the packaging type?
7. What are the key regions in the global bottled water market?
8. Who are the key players/companies in the global bottled water market?

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