

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

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Abstracts

GCC Bottled Water Market Outlook 2023-2028:

The GCC bottled water market size reached US\$ 22.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.5 Billion by 2028, exhibiting a growth rate (CAGR) of 8.24% during 2023-2028.

Bottled water is purified drinking water packed in glass bottles and food-grade plastic that is intended for human consumption. It is generally treated using ultraviolet (UV) irradiation technology before packaging to eliminate the growth of pathogenic organisms during storage and transportation, which makes it completely free from impurities. It contains an adequate amount of total dissolved solids (TDS), dissolved minerals, and additional nutrients compared to regular water. Besides this, it offers more enhanced purity, quality, taste, and safety than normal water. At present, bottled water is available in different varieties, including still, carbonated, flavored, mineral, and artesian, across the GCC region.

GCC Bottled Water Market Trends:

The rising consciousness among individuals about the impact of increasing water pollution levels on human health represents one of the key factors positively influencing the demand for bottled water in the GCC region. In addition, the growing occurrence of gastrointestinal and digestive tract ailments caused due to the consumption of contaminated water is catalyzing the demand for purified bottled water. Apart from this, a significant rise in the number of tourists and pilgrims, coupled with the increasing expatriate community in the region, is increasing the sales of bottled water in the region. Additionally, the escalating consumer demand for carbonated bottled water alternatives

to sugar-sweetened beverages are offering lucrative growth opportunities to manufacturers. Besides this, the expansion of hotels, restaurants, cafes, resorts and bars is catalyzing the demand for bottled mineral water. Along with this, leading manufacturers are focusing on developing new and innovative flavored water variants, which offer improved taste along with nutritional benefits, including vitamins and reduced calorie content. Moreover, the rising focus of leading market players on marketing strategies and promotional campaigns to expand their market reach and increase profitability is offering a favorable market outlook. Furthermore, the expansion of hypermarkets, supermarkets, general stores, and convenience stores is propelling the market growth.

Key Market Segmentation:

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

Breakup by Product Type:

- Still
- Carbonated
- Flavored
- Mineral

Still water presently represents the largest market segment as the majority of the GCC population prefers consuming bottled water over tap water.

Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Retailers
- Stores
- On-Trade
- Others

Supermarkets/hypermarkets hold the majority of the market share as they provide larger shelf space, wider availability of numerous brands, and the convenience of choosing different products.

Regional Insights:

Saudi Arabia
United Arab Emirates
Oman
Qatar
Kuwait
Bahrain

Saudi Arabia enjoys the leading position in the market due to the burgeoning tourism industry and liberal policies in the country.

Competitive Landscape:

The competitive landscape of the market is characterized by the presence of numerous small and large manufacturers who compete in terms of prices and quality.

Some of the leading players operating in the market are:

National Plant for Healthy Water (HANA)
Bin Zomah Group Trading Mfg.
Health Water Bottling Co. Ltd.
Al Ain Mineral Water Co.
Al Jomaih Bottling Plants (Al Jomaih Holding Co.)
Al Manhal Water Factory Co. Ltd.

Key Questions Answered in This Report:

What was the size of the GCC bottled water market in 2022?
What is the expected growth rate of the GCC bottled water market during 2023-2028?
What are the key factors driving the GCC bottled water market?
What has been the impact of COVID-19 on the GCC bottled water market?
What is the breakup of the GCC bottled water market based on the product type?
What is the breakup of the GCC bottled water market based on the distribution channel?
What are the key regions in the GCC bottled water market?
Who are the key players/companies in the GCC bottled water market?

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