

Bottled Water Industry in India (2012-17)

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Abstracts

EXECUTIVE SUMMARY

Bottled water market has emerged as one of the most rapidly growing and competitive markets worldwide. The global Bottled Water Industry is a multibillion dollar industry. It has been a remarkable growth trajectory for the sector.

India is among the top ten countries in terms of bottled water consumption. Today Bottled Water is one of the India's fastest growing industrial sectors.

Trends in the Industry

Mushrooming Bulk Segment

New Entrants

Flavored Water

Rising Investments & JV's

On the back of rising health awareness among citizens and inability of the Indian government to provide safe drinking water, bottled water industry has flourished during the past decade. Evolving perception of bottled water has made its consumption a bare necessity especially in the water scarce areas of the nation. And these factors will bring the next wave of growth in the sector.

Along with these, rising disposable income, growing organized retail, rising awareness among the consumer segment and growing focus on product extension and quality will

further stimulate the gains for the industry. Rising urban drift in the country will also be a wheel of growth for the industry. We have estimated the industry to grow at a CAGR of 18% till 2017 and would be soaring to new heights. Indian Bottled Water Industry currently pegged at USD 1454 million in 2011 will jump to reach USD 3925 million by 2017.

SCOPE OF THE REPORT

Indian Bottled Water Industry at a glance

Emerging trends in the industry like mushrooming bulk segment, Investments, Flavored water etc

Demand Supply scenario encompassing consumption numbers, region wise data, number of licensees and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

REASONS TO BUY

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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