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Bottled Water Processing Market by Product Type (Still Water and Sparkling Water), Packaging Material, Technology (Ion Exchange & Demineralization, Disinfection, Filtration, and Packaging), Equipment and Region - Global Forecast to 2028

https://marketpublishers.com/r/B3CF9A604CEEN.html
Date: January 2024
Pages: 322
Price: US$ 4,950.00 (Single User License)
ID: B3CF9A604CEEN

Abstracts

The bottled water processing market comprises the bottled water market and the bottled water equipment market. The bottled water market is projected to reach USD 457.1 billion by 2028 from USD 311.1 billion by 2023, at a CAGR of 8.0% during the forecast period in terms of value. And, the bottled water equipment market is projected to reach USD 9.5 billion by 2028 from USD 7.2 billion by 2023, at a CAGR of 5.7% during the forecast period in terms of value.

The bottled water processing market thrives in emerging economies by addressing water quality challenges and, globally, responds to the escalating demand for clean drinking water amid population growth and urbanization.

The bottled water processing market's significance in emerging economies lies in its ability to address issues of water quality and accessibility, offering a reliable source of clean drinking water. In these markets, where traditional water sources may be unreliable or contaminated, the processing of bottled water becomes a vital solution, catering to the rising consumer demand for safe and convenient hydration options. Moreover, the market's role expands globally as population growth strains existing water resources and infrastructure. The demand for bottled water processing technologies and products becomes a strategic response to the challenges posed by increased urbanization and a growing population, ensuring a consistent supply of clean and safe drinking water. As regulatory standards and consumer preferences evolve, the bottled water processing industry plays a pivotal role in meeting the dynamic demands

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of a changing global landscape, emphasizing the importance of innovation and sustainability in ensuring water quality and accessibility worldwide.

Asia Pacific is projected to witness the highest growth rate during the forecast period.

The Asia Pacific region, particularly China, Indonesia, and India, emerges as a dominant force, steering the industry's growth. Fueled by burgeoning populations, rapid urbanization, and evolving consumer preferences, these countries have become key players in shaping the trajectory of bottled water processing. China, with its colossal population and increasing urbanization, stands as a major driver for the bottled water processing market. As urban lifestyles evolve and health consciousness rises, Chinese consumers are gravitating towards packaged and purified water options, propelling the demand for advanced processing technologies.

In Indonesia, a nation characterized by its archipelagic geography and diverse demographics, the demand for bottled water processing is driven by factors such as a growing middle class, changing lifestyles, and concerns about the quality of tap water. The market in Indonesia reflects a blend of urban and rural demands, creating a diverse landscape for bottled water processing companies to navigate.

India, with its vast and varied population, is witnessing a surge in the demand for bottled water as access to safe drinking water remains a concern in many regions. The bottled water processing market in India is buoyed by a mix of urbanization, increased disposable income, and a heightened focus on health and hygiene

Sparkling Water is gaining rapid popularity in the bottled water market across the globe and is forecasted to have the highest growth rate.

The global bottled water market has witnessed a dynamic shift in consumer preferences, with a notable surge in the popularity of sparkling water. Sparkling water, also known as carbonated or fizzy water, has carved a distinctive niche within the industry, driven by changing tastes and an increasing focus on healthier beverage options.

Consumers seeking a refreshing and flavorful alternative to traditional still water have fueled the demand for sparkling water. The effervescence and subtle bubbles in sparkling water provide a unique sensory experience, making it an appealing choice for those looking to break away from mundane hydration routines. This trend aligns with the broader movement towards healthier beverage choices, as sparkling water offers a

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crisp and satisfying option without the added sugars and calories often found in carbonated sodas.

By Packaging Material, plastic form dominated the market for bottled water in value terms

Plastic, as a predominant packaging material in the bottled water market, has been both a facilitator of convenience and a subject of environmental concern. Widely adopted for its durability, lightweight nature, and affordability, plastic bottles have become ubiquitous in the industry. The convenience of portability and the ability to ensure product safety have contributed to the popularity of plastic packaging.

By technology, the filtration segment is expected to have the highest growth rate in the global bottled water equipment market

Filtration technology stands at the forefront of advancements in the bottled water equipment market, playing a pivotal role in ensuring the quality and purity of the final product. As consumers increasingly prioritize access to clean and safe drinking water, filtration has become a critical component in the production process.

Modern filtration technologies deployed in bottled water equipment encompass a spectrum of techniques, including reverse osmosis, activated carbon filtration, and microfiltration. Reverse osmosis, for instance, utilizes semipermeable membranes to remove impurities and contaminants, ensuring a high level of water purity. Activated carbon filtration is effective in eliminating odors and improving taste by adsorbing organic compounds, chlorine, and other undesirable elements. Microfiltration involves the use of microscopic pores to separate particles and bacteria, providing an additional layer of protection. The adoption of advanced filtration technologies not only ensures the removal of impurities but also contributes to enhancing the overall taste and clarity of bottled water. This technological evolution aligns with consumer expectations for premium-quality water products.

The break-up of the profile of primary participants in the bottled water processing market:

By Value Chain Side: Manufacturers: 85%, and Suppliers: 15%

By Designation: CXO’s – 34%, Managers– 44%, and Executives- 22%

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By Region: North America – 60%, Europe – 18%, Asia Pacific – 10%, South America: 8% and Middle East – 4%

Research Coverage:

This research report categorizes the bottled water processing market by product type (still water, sparkling water), packing material (plastics, glass, cans, and other packing materials), technology (ion exchange and demineralization, disinfection, filtration, and packaging), equipment (filters, fillers & cappers, molders, shrink wrappers, bottle washers, and other equipment), and region (North America, Europe, Asia Pacific, South America and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the bottled water processing market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products, and services; key strategies; contracts, partnerships, and agreements. New product & service launches, mergers and acquisitions, and recent developments associated with the bottled water processing market. Competitive analysis of upcoming startups in the bottled water processing market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall bottled water processing market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing Water Scarcity and sustainability policies concerning the environment), restraints (Scarcity of energy increases operational cost for the bottled water processing industry), opportunities (Growth opportunities in the Asian market), and challenges (High capital investment for bottled water equipment) influencing the growth of the bottled water processing market.

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Product Development/Innovation: Detailed insights on research & development activities, and new product & service launches in the bottled water processing market.

Market Development: Comprehensive information about lucrative markets – the report analyses the bottled water processing market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the bottled water processing market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players including DuPont (US), GEA Group Aktiengesellschaft (Germany), Alfa Laval (Sweden), Nestl? (Switzerland), The Coca-Cola Company (US), PepsiCo (US), Danone (France) among others in the bottled water processing market strategies.

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About

The report, “Bottled Water Processing Market by Equipment (Filter, Bottle washer, Filler, Capper, Blow molder, Shrink wrapper), Technology (RO, UF, MF, Chlorination, Washing, Filling), Application (Still, Flavored, Sparkling) & Region - Trends & Forecasts to 2019” defines and segments the global market with analyses and projection of the size and trends, in terms of value.

The bottled water processing market, in terms of value, is projected to reach $2,106.5 million by 2019, at a CAGR of around 5.5% from 2014.

Leading players in bottled water processing market include

Pall Corporation

General Electric

Dow Chemical Co.

Seychelles Environmental Technologies, Inc.

The technology involved for bottled water processing are reverse osmosis, ultrafiltration, microfiltration, chlorination, bottle washing and filling. Reverse osmosis, ultrafiltration, and microfiltration are membrane filtration technology used for purification. Filtration is a pressure-driven technology used for separating solids from fluids (liquids or gases) by interposing a medium through which only the fluid can pass. It is an important tool used in many water processing industries. Factors such as increasing health concerns and growing purity requirements in beverage sectors, and various technological advancements are driving the growth for the bottled water processing market. However, huge capital expenditures required for setting up new production facilities, restricting growth of the bottled water processing market during the forecast period.

Bottled water is classified into still water, flavored water, sparkling water, and others (including mineral water and spring water). The still water segment dominated the bottled water processing market, having contributed around 44.1% share in 2013. The

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still water segment gained a major share owing to its increasing consumption in the form of bulk formats. The bottled water processing market is highly fragmented with the key market players driving the growth with agreements, expansions, acquisitions, and new product launches that develop its position in the bottled water industry. The market is competitive with leading players being involved in the research & development of new processing equipment and its technology.

The market has been segmented on the basis of major regions such as North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW); and their value has been projected. The size of the markets in key countries has also been covered and projected for each region. The market has also been segmented on the basis of equipment, application, and technology and their size has been projected.

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