

Mineral-Enriched Wellness Waters Market Forecasts to 2034 – Global Analysis By Product Type (Still Mineral Water, Sparkling Mineral Water, Flavored Mineral Water, Functional Electrolyte Water, Alkaline Water and Vitamin & Mineral Water), Mineral Type, Packaging Type, Application, End User and By Geography

<https://marketpublishers.com/r/M8D51378E321EN.html>

Date: August 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: M8D51378E321EN

Abstracts

According to Statistics MRC, the Global Mineral-Enriched Wellness Waters Market is accounted for \$12.8 billion in 2026 and is expected to reach \$24.5 billion by 2034 growing at a CAGR of 8.4% during the forecast period. Mineral-enriched wellness waters refer to bottled waters and beverages that are fortified with essential minerals such as calcium, magnesium, potassium, zinc, and electrolyte blends to support hydration and overall health. These products are sourced from natural springs or formulated through remineralization processes to deliver health benefits beyond simple hydration. They are designed to cater to health-conscious consumers seeking functional beverages that align with their wellness goals.

Market Dynamics:

Driver:

Rising Health Awareness and Hydration Trends

Growing consumer awareness of the importance of proper hydration and electrolyte balance is driving demand for mineral-enriched waters that offer health benefits beyond plain water. The increasing prevalence of active lifestyles, sports participation, and

wellness culture is encouraging consumers to seek beverages that support performance and recovery. The shift away from sugary sodas and artificial beverages towards healthier alternatives is accelerating the adoption of functional waters, thereby fueling market growth.

Restraint:

Price Sensitivity and Perception of Plain Water

Premium pricing of mineral-enriched wellness waters compared to standard bottled water can limit adoption among budget-conscious consumers, particularly in developing regions where plain water is perceived as adequate. Consumer skepticism regarding the added value of mineral fortification and the perception that plain water is equally effective for hydration can hinder market expansion. The high cost of advanced remineralization and packaging technologies also impacts profit margins and pricing strategies.

Opportunity:

Innovation in Functional and Flavored Varieties

The development of innovative formulations that combine mineral fortification with natural flavors, botanicals, and additional functional ingredients like vitamins presents a significant opportunity to differentiate products and attract new consumer segments. The growing popularity of sparkling and flavored wellness waters is expanding product appeal. The integration of sustainable packaging solutions, such as aluminum cans and glass bottles, is enhancing brand positioning and appealing to environmentally conscious consumers.

Threat:

Intense Competition from Beverage Giants

The entry of major beverage corporations into the functional water market is intensifying competition, putting pressure on smaller niche brands and limiting market share growth. The threat of substitute products, including sports drinks, fortified juices, and plant-based beverages, poses a significant challenge. Regulatory scrutiny regarding health claims and mineral content labeling can lead to compliance costs and potential reputational damage for non-compliant manufacturers.

Covid-19 Impact:

The pandemic initially disrupted bottling operations and supply chains for natural spring sources, causing temporary product shortages. During the mid-pandemic period, heightened focus on health and immunity boosted demand for fortified beverages, including mineral-enriched waters. Post-pandemic, the market has sustained growth with an increased emphasis on functional hydration and wellness-focused product innovation.

The still mineral water segment is expected to be the largest during the forecast period

The still mineral water segment is expected to account for the largest market share during the forecast period, due to its widespread consumer acceptance as a healthy, hydrating beverage and its status as a staple product in the bottled water category. This segment benefits from established distribution networks and consistent consumer demand across household, office, and hospitality settings. The familiarity and perceived purity of still mineral water continue to reinforce its dominance in the overall wellness water market.

The calcium segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the calcium segment is predicted to witness the highest growth rate, driven by increasing awareness of bone health and the need for calcium supplementation among aging populations and postmenopausal women. The fortification of water with calcium offers a convenient method of intake for consumers who may not consume dairy or other calcium-rich foods. The growing focus on osteoporosis prevention and proactive bone health management is in turn accelerating the demand for calcium-enriched wellness waters.

Region with largest share:

During the forecast period, North America is expected to hold the largest share of the mineral-enriched wellness waters market, driven by high bottled water consumption, strong health awareness, and increasing demand for functional hydration products. The presence of major beverage companies, continuous innovation in mineral-infused formulations, and broad availability through supermarkets, convenience stores, specialty retailers, and e-commerce platforms further reinforce the region's leading position and sustained market growth.

Region with highest CAGR:

Over the forecast period, Asia Pacific is anticipated to register the highest CAGR in the mineral-enriched wellness waters market, supported by rapid urbanization, rising disposable incomes, and growing consumer focus on preventive health and hydration. Countries such as China, India, Japan, and Australia are witnessing increasing demand for premium functional beverages, driven by expanding middle-class populations, improving retail infrastructure, product innovation, and the rapid growth of e-commerce distribution channels.

Key players in the market

Some of the key players in Mineral-Enriched Wellness Waters Market include Nestl? Waters, Danone S.A., The Coca-Cola Company, PepsiCo, Inc., Primo Brands Corporation, Suntory Holdings, Gerolsteiner Brunnen, San Benedetto S.p.A., Acqua Minerale San Pellegrino, Fiji Water Company, VOSS Water, evian, Volvic, Perrier, Essentia Water, CORE Hydration and Highland Spring Group.

Key Developments:

In July 2026, Nestl? Waters launched a mineral-enriched sparkling water range fortified with zinc and vitamin C, supporting immune health, daily hydration, and growing consumer demand for functional wellness beverages.

In June 2026, PepsiCo, Inc. announced a major investment in a new electrolyte-enhanced water brand, expanding its functional beverage portfolio and strengthening its position in the rapidly growing wellness hydration market.

In May 2026, Danone S.A. introduced a calcium and magnesium-fortified still water designed for women over 40, promoting bone health while addressing increasing demand for targeted functional hydration products.

Product Types Covered:

Still Mineral Water

Sparkling Mineral Water

Flavored Mineral Water

Functional Electrolyte Water

Alkaline Water

Vitamin & Mineral Water

Mineral Types Covered:

Calcium

Magnesium

Potassium

Zinc

Electrolyte Blends

Trace Minerals

Packaging Types Covered:

PET Bottles

Glass Bottles

Aluminum Cans

Tetra Packs

Pouches

Bulk Containers

Applications Covered:

Daily Hydration

Sports Hydration

Clinical Nutrition

Wellness & Preventive Health

Weight Management

Recovery & Rehydration

End Users Covered:

Households

Fitness Centers

Hospitals

Hotels & Restaurants

Corporate Offices

Sports Organizations

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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