

# **India Bottled Water Market By Stock Keeping Units (Less than 1L, 1L-2L, More than 2L), By Packaging (Bottles, Barrels, Glasses), By End-User (Individual and Commercial), By Region, Competition Forecast and Opportunities, 2029F**

<https://marketpublishers.com/r/IB9969F92D12EN.html>

Date: September 2023

Pages: 88

Price: US\$ 3,500.00 (Single User License)

ID: IB9969F92D12EN

## **Abstracts**

India bottled water market will witness a robust growth during the forecasted period owing to the rising awareness among consumers about health and hygiene, shortage of clean water in the country and the easy availability of bottled water in India.

Because of India's massive population growth, influx of foreign students and visitors, poor quality of tap water, easy access to bottled water, and growing health consciousness, there is a significant demand for bottled water. Private players have not only filled the gap left by the government's failure to supply clean drinking water everywhere, but they have also built a growing industry.

Water that is packaged in food-grade bottles and designed for human consumption is referred to as bottled water. Depending on the type of water offered and the source of the water, there are various sorts of bottled water.

### **Degrading Water Quality to Fuel the Market Growth**

According to the article published by India Today, in 2020–21, urban areas produced 72,368 MLD of sewage daily, compared to 39,604 MLD produced by rural areas. Despite the fact that just 35% of Indians live in urban areas and that 65% of the country's population lives in rural areas it is alarming to consider that only 28% of the sewage produced in metropolitan areas was treated. Hence, freshwater bodies were affected by the remaining 72% of sewage that hadn't been treated. According to Niti

Aayog, among the 351 identified river stretches, 45 were severely polluted, 59 were moderately polluted, 72 were mildly polluted and only 175 were mentioned clean. Thus, with the rise in degrading water quality in the country, consumers are shifting towards bottled water for daily consumption of clean water which is increasing the demand of bottled market in India.

### Influx of Foreign Students and Visitors Fueling the Market Growth

In India, international students and visitors usually prefer bottled water over tap water. According to the data provided by Ministry of Tourism, the number of foreign tourist arrivals in India in 2019 was 10.93 million which registered a negative growth of 74.9% in 2020 to reach to 2.74 million tourist arrivals due to COVID-19 rules and regulations, but, the number of foreign visitors that arrived in March 2022 was 3,42,308, an increase of 177.9% from the 1,23,179 who arrived in March 2021. Additionally, data from the All India Survey on Higher Education (AISHE) for seven years, from 2012–13 to 2019–20, shows that there were 49,348 international students studying in India in 2019–20, up from 34,774 in 2012–13. Thus, with the rise in foreign tourism and the growing number of foreign students in the country, the market for bottled water is witnessing a high growth.

### Growing Demand for Flavored Bottled Water is Driving the Market Growth

Flavored bottled water is becoming more and more common in India. A vast majority of people prefer flavoured bottled water to plain bottled water. Since it contains fruit essence and artificial sweeteners, flavoured water frequently takes the place of conventional water bottles. They are gaining popularity since they are also seen as a healthy alternative to sweetened soft drinks. The players in India's bottled water sector now have the chance to increase their consumer base and vary their product offerings. Additionally, water processing facilities are looking into ways to incorporate as many Indian herbs as possible into the daily dose of drinking water in order to diversify their business and strengthen the bottled water sector. For instance, Zenzi launched sparkling water, through which the company aims to change the market that is overrun with unhealthy options loaded with sugar and artificial tastes.

### Market Segmentation

The India bottled water market is segmented based on stock keeping units, packaging, end-user, region, and competition landscape. Based on stock keeping unit, the market is further fragmented into less than 1L, 1L-2L and more than 2L. Based on packaging, the

market is segmented into bottles, barrels and glasses. In terms of end-user, the market is divided into individual and commercial. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among north, south, west & east.

### Company Profiles

Bisleri International Pvt. Ltd., Varun Beverages Ltd, Coca-Cola India Pvt. Ltd, Parle Agro Private Limited, Tata Consumer Products Limited, Indian Railway Catering and Tourism Corporation Limited, RMD Foods & Beverages Pvt. Ltd., United Breweries Limited (UBL), Picasona Agriculture Products Private Limited, Narang Group (RN), etc. are among the top players operating in the India bottled water market.

### Report Scope:

In this report, India Bottled Water Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### India Bottled Water Market, By Stock Keeping Units:

Less than 1L

1L-2L

More than 2L

#### India Bottled Water Market, By Packaging:

Bottles

Barrels

Glasses

#### India Bottled Water Market, By End-User:

Individual

Commercial

## India Bottled Water Market, By Region:

North

West

South

East

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Bottled Water Market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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