

Saudi Arabia Bottled Water Market By Packaging Size (Less than 1L, 1L-2L, More than 2L), By Packaging Type (Bottles, Barrels, Glasses), By End User (Retail, Commercial), By Distribution Channel (Baqala Stores, Convenience Stores, Supermarket & Hypermarkets, Online Channels, Others (Distributors, Dealers) By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

Saudi Arabia bottled water market is witnessing robust growth owing to the rising awareness among consumers about the ill effects of contaminated water. Moreover, desalinated water leaves an unpleasant taste in the water. Further fuelling the demand for bottled water in Saudi Arabia.

Due to the absence of fresh water, the country is highly dependent on desalinated water. As per the data published by Arab News, according to Saline Water Conversion Corporation, the production of desalinated water in the country increased from 1,898 million cubic meters in 2018 to 2,154 million cubic meters in 2021. Thus, with the increase of desalinated water in the country, which is not that good for health as the desalination process removes not only harmful contaminants such as arsenic, lead, and barium from the water supply but also absorbs certain “good” minerals, such as magnesium, potassium, and calcium which are essential for the body. Moreover, the desalination process involves a high expenditure and creates a high pollution level. Thus, the increasing presence of desalination water is leading to rising bottled water demand in Saudi Arabia.

Flourishing Tourism Industry is Driving the Sales of Bottled Water Market

Both religious and non-religious sectors of the Saudi Arabian economy have tremendous potential for growth in tourism. The country's use of bottled water is expected to rise with the rising number of domestic and foreign tourists visiting tourist destinations. Saudi Arabia's food services channels, such as hotels and restaurants, are expanding due to the country's growing tourism industry. As a result, they also contribute to the high percentage of bottled water sales to provide quality service to its tourists. As per the data provided by World Tourism Organization, more than 18 million tourists visited Saudi Arabia till October 2022, which makes Saudi Arabia the most visited nation in the Arab countries in 2022. Companies manufacturing bottled water in Saudi Arabia are creating and selling a range of sizes of bottled water that consumers may easily transport due to the country's rapidly expanding tourism sector.

Growing Incidence of Several Health-Related Conditions to Boost Demand for Bottled Water

The rising incidence of many health-related conditions, including diabetes, obesity, and hypertension, is boosting the market for bottled water in Saudi Arabia. As a result, individuals are choosing to consume bottled water instead of carbonated and sweetened beverages. Owing to the health advantages and all-natural flavor profiles of carbonated beverages, many customers also choose to drink them instead of sparkling water. The market is also expanding as more innovative bottled waters are being developed with functional benefits such as immune-boosting vitamins and caffeine.

The market is expected to increase owing to the rising number of unique bottled water products that obtain their drinking water from deep wells and have improved nutritional and flavor profiles. Leading businesses are also starting more and more creative mineral water extraction projects that use solar and wind energy to reduce greenhouse gas emissions. These initiatives are anticipated to significantly increase the country's ability to produce sustainable bottled water. Furthermore, it is predicted that the market will have profitable growth prospects during the forecast period due to the leading companies' increasing expenditures on new technologies to improve their bottled water output.

Introduction of Flavored and Mineral-Rich Water is Fueling Market Growth

Caffeine and phosphoric acid in carbonated water cause digestive problems, weight gain, heartburn, and other health problems. A switch from carbonated beverages to

healthy, low-calorie and flavored water has occurred due to carbonated water's high sugar content and acidity. Additionally, consumers' growing preference for drinks with less or no sugar is driving up demand in the industry. As a result, businesses are now concentrating on creating healthy beverages such as flavored water.

Market Segmentation

Saudi Arabia bottled water market is segmented into packaging size, packaging type, end user, and by distribution channel. Based on packaging size, the market is segmented into less than 1L, 1L-2L, and more than 2L. Furthermore, based on packaging type, the market is segmented into bottles, barrels, and glasses. The market is divided into retail and commercial based on the end user. Based on distribution channels, the market is fragmented into baqala stores, convenience stores, supermarkets & hypermarkets, and online channels, including distributors and dealers.

Market Players

Health Water Bottling Co. Ltd., Saudi Snack Foods Company Limited (PepsiCo), Aloyoun Water Factory Co.Ltd ., Al Hada Water Co. Ltd., Pure Beverages Industry Co., Agthia Group PJSC, Highland Spring Limited, Nestle Saudi Arabia L.L.C., Hana Food Industries Co., Tania Bottled Water Company Ltd. in Saudi Arabia bottled water market.

Report Scope:

In this report, Saudi Arabia bottled water market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Bottled Water Market, By Packaging Size:

Less than 1L

1L-2L

More than 2L

Saudi Arabia Bottled Water Market, By Packaging Type:

Bottles

Barrels

Glasses

Saudi Arabia Bottled Water Market, By End Use:

Retail

Commercial

Saudi Arabia Bottled Water Market, By Distribution Channel:

Baqala Stores

Convenience Stores

Supermarket & Hypermarkets

Online Channels

Others

Saudi Arabia Bottled Water Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Saudi Arabia bottled water market.

Available Customizations:

Saudi Arabia Bottled Water Market By Packaging Size (Less than 1L, 1L-2L, More than 2L), By Packaging Type (Bo...

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:

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