

Singapore Bottled Water Market, By Product Type (Spring Water, Purified Water, Mineral Water, Sparkling Water, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Singapore Bottled Water Market was valued at USD 9.12 Billion in 2024 and is anticipated to grow USD 12.92 Billion by 2030 with a CAGR of 5.98% during forecast period. The Singapore bottled water market is witnessing steady growth, driven by rising health consciousness, increasing demand for convenient hydration options, and concerns over water safety despite the nation's high-quality tap water. With a busy urban lifestyle, many consumers prefer bottled water for its portability, trust in branded purity, and wide availability across retail outlets, supermarkets, convenience stores, and online platforms. Premium bottled water, including mineral, sparkling, and flavored variants, is gaining popularity among health-focused and affluent consumers. Moreover, tourism and hospitality sectors further boost demand.

Key Market Drivers

Rising Health and Wellness Awareness

One of the strongest drivers of the Singapore bottled water market is the growing health and wellness awareness among its population. Singapore's wellness economy grew at an annual rate of 7.79%, reaching USD 20.4 billion in 2023, indicating a rapid rebound post-pandemic and reflecting deepening integration of wellness into everyday urban life. Although Singapore is known for its clean and safe tap water, many consumers

perceive bottled water as a healthier and purer option, especially as global health campaigns emphasize the importance of hydration for overall well-being. Urban consumers, in particular, are increasingly adopting bottled water as part of their daily lifestyle, associating it with quality, safety, and trust in international or domestic brands. The rising prevalence of lifestyle-related diseases such as obesity, diabetes, and hypertension has also heightened the focus on healthier beverage choices, encouraging people to reduce consumption of sugary carbonated drinks and switch to low-calorie, sugar-free hydration options like bottled water. Moreover, marketing campaigns highlighting natural mineral content, electrolyte balance, and the detoxifying benefits of certain bottled water categories have further strengthened consumer preference. Fitness enthusiasts, gym-goers, and working professionals are among the core demand drivers, as bottled water has become synonymous with health maintenance and performance enhancement. This trend reflects Singapore's broader societal shift toward healthier living, creating a sustainable growth foundation for the bottled water industry.

Key Market Challenges

Environmental Concerns and Plastic Waste Management

One of the most pressing challenges confronting the Singapore bottled water market is the rising concern over environmental sustainability, particularly the issue of plastic waste management. Bottled water, while convenient, relies heavily on single-use plastic packaging, which has become a global environmental problem. Singapore, being a small island nation with limited land resources, faces significant constraints in managing waste, making plastic pollution a growing social and regulatory concern. Government initiatives and public campaigns emphasizing sustainability, such as Singapore's Zero Waste Masterplan, have placed increased pressure on industries to reduce single-use plastics. Consumers are becoming more environmentally conscious and critical of bottled water brands that fail to adopt eco-friendly practices, often preferring alternatives such as reusable bottles or water filtration systems. This poses a long-term challenge for bottled water companies that must balance consumer convenience with environmental responsibility. The rising call for sustainable packaging—whether through biodegradable materials, recycled plastics, or refillable solutions—requires substantial investment in innovation and supply chain transformation. While some brands have already taken steps to reduce their carbon footprint, the industry as a whole must accelerate its transition to greener practices to maintain relevance in a market where environmental responsibility is becoming a core consumer expectation.

Key Market Trends

Shift Toward Sustainable and Eco-Friendly Packaging

A major trend shaping the Singapore bottled water market is the growing demand for sustainable and eco-friendly packaging solutions. With rising awareness about plastic waste and its environmental impact, both consumers and regulators are pushing brands to adopt greener alternatives. Singapore, being a small island nation with limited landfill space, has introduced strong waste reduction initiatives such as the Zero Waste Masterplan, which encourages industries to minimize single-use plastics. In response, bottled water companies are increasingly investing in recycled polyethylene terephthalate (rPET), biodegradable materials, plant-based plastics, and lightweight bottle designs to reduce their carbon footprint. Some brands are also exploring reusable packaging options and promoting recycling programs to encourage responsible consumer behavior. This trend has been further accelerated by the preferences of younger, environmentally conscious consumers who demand brands align with their sustainability values. Premium bottled water companies, in particular, are leveraging eco-friendly packaging as a differentiator, not just to reduce environmental impact but also to enhance brand reputation. In the long run, eco-packaging will likely become a standard industry practice in Singapore, transforming sustainability from a niche marketing point into a mainstream consumer expectation.

Key Market Players

Nestle

PepsiCo

Danone

Suntory

The Kraft Heinz Company

BlueTriton Brands

Icelandic Glacial

San Pellegrino

Fiji Water

Volvic

Report Scope:

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

Singapore Bottled Water Market, By Product Type:

Spring Water

Purified Water

Mineral Water

Sparkling Water

Others

Singapore Bottled Water Market, By Distribution Channel:

Online

Offline

Singapore Bottled Water Market, By Region:

North-East

Central

East

West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Singapore Bottled Water Market.

Available Customizations:

Singapore Bottled Water Market report 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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