

Vietnam Bottled Water Market By Product Type (Still Bottled Water, Carbonated Bottled Water, Others), By Capacity (Less than 1L, 1L-2L, more than 2L), By Packaging Material (Plastic, Glass, Others), By End User (Residential, Commercial), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/VD65FBDDF9BEN.html>

Date: January 2025

Pages: 82

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

ID: VD65FBDDF9BEN

Abstracts

Vietnam Bottled Water market was valued at USD 812.23 Million in 2024 and is expected to grow to USD 930.89 Million by 2030 with a CAGR of 6.87% during the forecast period. The Vietnam Bottled Water market is driven by growing health consciousness among consumers, leading to increased demand for safe, clean drinking water. Rising disposable incomes and urbanization contribute to a shift in lifestyle, where convenience becomes a key factor in purchasing decisions. With concerns over tap water quality and contamination, consumers increasingly prefer bottled water as a safer alternative. Also, the expanding tourism industry and changing climate conditions, which can affect water resources, further boost the market. Innovation in packaging and product offerings, such as flavored or functional water, also plays a significant role in market growth.

Key Market Drivers

Rising Travel & Tourism Industry

The rising travel and tourism industry in Vietnam significantly contributes to the growth of the bottled water market. As a part of this, according to a recent study, as of August 2024, according to the Vietnam National Authority of Tourism (VNAT), the country had more than 8.8 million international tourist arrivals, up 58.4% from the same period in

2023 and 4.1% from the same period in 2019. There were 66.5 million domestic tourist visits. Tourism revenue was estimated at around VND 436.5 trillion. As Vietnam becomes an increasingly popular destination for both international and domestic tourists, the demand for convenient and safe drinking water rises. Tourists, particularly those traveling from countries with different water quality standards, prefer bottled water as a reliable and safe option. This trend is further supported by the growing number of hotels, resorts, restaurants, and tourist attractions that cater to the influx of visitors, all of which require a steady supply of bottled water.

Also, the development of the tourism sector, including eco-tourism and adventure tourism, where tourists are often engaged in outdoor activities, leads to an increase in bottled water consumption. For tourists exploring remote areas, access to safe and potable water can be limited, thus driving the demand for bottled water in both urban and rural areas. With the continued growth of the tourism sector, there is also an increase in business opportunities for bottled water brands to collaborate with hospitality services, airlines, and transport providers to meet the high demand for bottled water. As tourism continues to expand in Vietnam, the bottled water market is poised for sustained growth.

Rising Consumer Preference for Purchasing Online

The rising consumer preference for purchasing bottled water online is a significant driver in the growth of Vietnam's bottled water market. As a part of this, as of 2024, nearly 57 million Vietnamese shopped online, with Gen Z accounting for 43 percent of these consumers. These digital natives are pushing the boundaries of online buying, with various platforms setting the standard. As e-commerce continues to gain popularity in the country, particularly among urban populations, online platforms have become an increasingly convenient and preferred shopping method. With busy lifestyles, consumers are opting to buy bottled water through e-commerce websites or mobile apps, offering the convenience of home delivery and the ability to place large or bulk orders. This trend is particularly noticeable in major cities like Hanoi, Ho Chi Minh City, and Da Nang.

Online shopping allows consumers to easily compare prices, choose from a wider variety of brands and products, and access promotional offers, contributing to higher sales volumes. Subscription-based models are also gaining traction, where consumers can order regular deliveries of bottled water at discounted rates. These platforms not only provide convenience but also promote awareness of different bottled water brands and types, such as mineral water, spring water, and flavored water. The increasing

penetration of smartphones and improved internet connectivity further support the growth of online purchasing behaviour. As more consumers seek convenience, coupled with the rise of digital payment systems, the demand for online bottled water sales in Vietnam is expected to continue expanding.

Surging Working Population Across the Region

The surging working population across Vietnam is a key driver for the country's bottled water market. As a part of this, according to a recent study, of Vietnam's working-age population, 51.3 million were considered employed. This was an increase of 683,000 over 2022. It is worth noting, however, that in most cases, a person just needs to complete one hour of paid work during the reporting period to be considered employed in Vietnam. As the nation experiences rapid urbanization and a growing labor force, more people are working long hours in offices, factories, and various industries. This shift has led to increased demand for bottled water as a convenient, portable, and reliable source of hydration throughout the workday. For busy professionals, bottled water is often seen as a quick and hassle-free solution compared to other alternatives like tap water, which may raise concerns about safety and quality.

The rise in disposable incomes and higher purchasing power among the working population also plays a significant role, enabling more individuals to afford bottled water regularly. Also, with the growing focus on health and wellness, many working individuals opt for bottled water as a healthier alternative to sugary drinks or soda. The demand is especially strong in urban centers where work culture is fast-paced, and accessibility to clean drinking water may vary. Corporate offices, workplaces, and even co-working spaces increasingly stock bottled water for their employees, further contributing to market growth. As Vietnam's working population continues to expand, the bottled water market is expected to benefit from the increasing need for hydration and convenience in daily routines.

Key Market Challenges

Surging Environmental Concern

Surging environmental concerns pose a significant challenge to Vietnam bottled water market. As awareness of plastic pollution and environmental sustainability grows, consumers and environmental groups are increasingly critical of the plastic waste generated by bottled water packaging. Single-use plastic bottles are a major contributor to Vietnam's growing plastic waste problem, especially in urban areas with high

consumption rates.

This growing concern has prompted calls for greater recycling efforts, reduced plastic use, and the introduction of alternative packaging solutions. However, the bottled water industry faces the difficulty of balancing consumer demand for convenience with the need for more sustainable practices. While some companies are exploring eco-friendly packaging, such as biodegradable bottles or refillable options, these alternatives are often more expensive and less widely available. Also, pressure from both consumers and regulators to adopt more sustainable practices can lead to higher operational costs for businesses in the bottled water sector. Failure to address these concerns may result in negative public perception, loss of market share, and potential regulatory penalties, creating a challenging environment for companies in the industry. As environmental awareness continues to rise, the bottled water market in Vietnam will need to innovate and adapt to stay aligned with consumer expectations.

Strict Government Norms Across the Region

Strict government norms present a notable challenge for Vietnam bottled water market. The government enforces regulations around water extraction, quality control, production, packaging, and distribution, all of which can increase operational complexity and costs for bottled water companies. For instance, water sourcing is tightly regulated to ensure sustainable practices, which can limit access to natural water sources or impose additional licensing and compliance requirements. Quality standards for bottled water are also stringent, requiring companies to invest in regular testing and certification processes to meet safety guidelines. These regulations ensure consumer protection but also increase the financial and operational burden on businesses. Also, packaging regulations are evolving to address environmental concerns, including limits on plastic use and a push toward more sustainable packaging. Companies must continually adapt to these changes, which can involve significant investments in new technologies, materials, or infrastructure. Finally, local governments may impose taxes or levies on water extraction or plastic use, further raising costs. As these regulations become more stringent, bottled water companies must navigate complex legal landscapes, requiring significant resources to remain compliant while maintaining profitability in a highly competitive market.

Key Market Trends

Sustainability & Eco-Friendly Packaging

Sustainability and eco-friendly packaging are emerging as key trends in Vietnam bottled water market, driven by increasing consumer awareness of environmental issues. As a part of this, according to a recent study, as of January 2025, 16% of Vietnamese consumers have made sustainable futures a long-term priority, while 24% are focusing on sustainable lives in the short term. As concerns over plastic pollution grow, consumers are demanding more sustainable alternatives, pushing brands to adopt eco-friendly practices. This includes shifting to recyclable materials, biodegradable bottles, or using packaging made from plant-based plastics.

Several bottled water companies in Vietnam are exploring innovations such as refillable bottles, paper-based packaging, and even glass bottles to reduce plastic waste. Brands that emphasize sustainability in their marketing campaigns often appeal to eco-conscious consumers, particularly in urban centers, where awareness of environmental impact is higher. Also, the Vietnamese government is introducing stricter regulations to curb plastic waste, motivating companies to find eco-friendly solutions to comply with these policies. The trend toward sustainable practices is not just about packaging but also involves water sourcing, water conservation efforts, and waste management initiatives. As the demand for sustainable products grows, companies that integrate eco-friendly packaging solutions and promote environmental responsibility are likely to build stronger brand loyalty and gain a competitive edge in the market. This trend toward sustainability is expected to shape the future of the bottled water industry in Vietnam.

Increasing Demand for Flavored & Enhanced Water

The increasing demand for flavored and enhanced water is a prominent trend in Vietnam's bottled water market, driven by shifting consumer preferences toward healthier, more enjoyable hydration options. As awareness of health and wellness grows, consumers are looking for alternatives to sugary sodas and carbonated drinks. Flavored waters, often infused with natural fruit extracts or herbs, are becoming popular as a refreshing and low-calorie option. In addition, enhanced waters that provide functional benefits, such as added electrolytes, vitamins, or minerals, are gaining traction, especially among active individuals and fitness enthusiasts. These products cater to the growing interest in maintaining a healthy lifestyle and improving physical performance through hydration. Enhanced waters are also marketed as promoting hydration, detoxification, and overall well-being, further aligning with the health-conscious trend.

This shift is not only influencing consumer choices but also impacting product innovation, with companies introducing new flavors, packaging formats, and functional

water offerings to meet diverse consumer needs. The demand for flavored and enhanced water is particularly noticeable among younger, urban consumers who seek convenience, variety, and health benefits in their beverage choices. As this trend continues to grow, it is expected to drive further expansion of the bottled water market in Vietnam.

Rising Health-Conscious Consumers

Rising health-conscious consumers are a significant trend driving growth in Vietnam bottled water market. As more people prioritize physical fitness, mental well-being, and overall health, there is an increasing shift toward hydration products that align with these values. Consumers are moving away from sugary sodas and energy drinks, opting instead for bottled water as a healthier, more natural alternative. This trend is particularly strong among younger, urban populations who are more attuned to health and wellness issues.

In response to this shift, bottled water companies are diversifying their offerings to cater to health-conscious individuals. Brands are introducing premium options such as mineral, spring, and alkaline waters, which are perceived to offer added health benefits. Functional waters enriched with vitamins, electrolytes, and minerals are also becoming popular, appealing to those seeking enhanced hydration for improved energy, skin health, and fitness performance. The focus on health and wellness is further reflected in packaging innovations, with many consumers now favoring eco-friendly and sustainable packaging alongside their healthy choices. As more Vietnamese consumers adopt healthier lifestyles, the bottled water market is expected to continue evolving, with a growing emphasis on products that support both well-being and sustainability.

Segmental Insights

Packaging Material Insights

Plastic dominated the Vietnam Bottled Water market, primarily due to its low cost, convenience, and widespread availability. Most bottled water brands rely on plastic packaging for distribution, as it is lightweight, durable, and easy to transport. This widespread use of plastic has contributed to the market's rapid expansion, especially in urban areas where consumer demand for bottled water is high. However, growing environmental concerns over plastic waste and pollution are pushing both consumers and companies to seek more sustainable alternatives. Despite this, plastic remains the dominant packaging material in the market due to its affordability and practicality.

Regional Insights

Southern dominated the Vietnam Bottled Water market, due to the high population density, urbanization, and rapid economic growth in the south, leading to increased demand for bottled water. The region's bustling lifestyle, hot climate, and growing consumer preference for convenience contribute to higher consumption rates. Also, the southern market has a larger concentration of tourists, businesses, and hospitality services, further driving bottled water sales. As a result, southern Vietnam remains the key hub for bottled water production, distribution, and consumption in the country.

Key Market Players

Suntory PepsiCo Vietnam Beverage

La Vie Vietnam Ltd

Coca-Cola Beverages Vietnam Limited

Kim Boi Ole Natural Mineral Water Company

Bestone India Private Limited

Varahi Limited

Saintley Sonne India Pvt Ltd

G.V. Beverages LLP

Nestle Vietnam Ltd

Nuva Water

Report Scope:

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

Vietnam Bottled Water Market, By Product Type:

Still Bottled Water

Carbonated Bottled Water

Others

Vietnam Bottled Water Market, By Capacity:

Less than 1L

1L-2L

More than 2L

Vietnam Bottled Water Market, By Packaging Material:

Plastic

Glass

Others

Vietnam Bottled Water Market, By End User:

Residential

Commercial

Vietnam Bottled Water Market, By Region:

Southern

Northern

Central

Competitive Landscape

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

Available Customizations:

Vietnam 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMERS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision
- 4.3. Customer Satisfaction

5. VIETNAM BOTTLED WATER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Still Bottled Water, Carbonated Bottled

Water, Others)

5.2.2. By Capacity Market Share Analysis (Less than 1L, 1L-2L, more than 2L)

5.2.3. By Packaging Material Market Share Analysis (Plastic, Glass, Others)

5.2.4. By End User Market Share Analysis (Residential, Commercial)

5.2.5. By Regional Market Share Analysis

5.2.5.1. Southern Market Share Analysis

5.2.5.2. Northern Market Share Analysis

5.2.5.3. Central Market Share Analysis

5.2.6. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Vietnam Bottled Water Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Capacity Market Mapping & Opportunity Assessment

5.3.3. By Packaging Material Material Market Mapping & Opportunity Assessment

5.3.4. By End User Market Mapping & Opportunity Assessment

5.3.5. By Regional Market Mapping & Opportunity Assessment

6. VIETNAM RESIDENTIAL BOTTLED WATER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Capacity Market Share Analysis

6.2.3. By Packaging Material Market Share Analysis

7. VIETNAM COMMERCIAL BOTTLED WATER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type Market Share Analysis

7.2.2. By Capacity Market Share Analysis

7.2.3. By Packaging Material Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. SWOT ANALYSIS

- 9.1. Strengths
- 9.2. Weaknesses
- 9.3. Opportunities
- 9.4. Threats

10. MARKET TRENDS & DEVELOPMENTS

11. VIETNAM ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Suntory PepsiCo Vietnam Beverage

13.1.1.1. Company Details

13.1.1.2. Products

13.1.1.3. Financials (As Per Availability)

13.1.1.4. Key Market Focus & Geographical Presence

13.1.1.5. Recent Developments

13.1.1.6. Key Management Personnel

13.1.2. La Vie Vietnam Ltd

13.1.2.1. Company Details

13.1.2.2. Products

13.1.2.3. Financials (As Per Availability)

13.1.2.4. Key Market Focus & Geographical Presence

13.1.2.5. Recent Developments

13.1.2.6. Key Management Personnel

13.1.3. Coca-Cola Beverages Vietnam Limited

13.1.3.1. Company Details

13.1.3.2. Products

13.1.3.3. Financials (As Per Availability)

13.1.3.4. Key Market Focus & Geographical Presence

13.1.3.5. Recent Developments

13.1.3.6. Key Management Personnel

13.1.4. Kim Boi Ole Natural Mineral Water Company

13.1.4.1. Company Details

- 13.1.4.2. Products
- 13.1.4.3. Financials (As Per Availability)
- 13.1.4.4. Key Market Focus & Geographical Presence
- 13.1.4.5. Recent Developments
- 13.1.4.6. Key Management Personnel
- 13.1.5. Bestone India Private Limited
 - 13.1.5.1. Company Details
 - 13.1.5.2. Products
 - 13.1.5.3. Financials (As Per Availability)
 - 13.1.5.4. Key Market Focus & Geographical Presence
 - 13.1.5.5. Recent Developments
 - 13.1.5.6. Key Management Personnel
- 13.1.6. Varahi Limited
 - 13.1.6.1. Company Details
 - 13.1.6.2. Products
 - 13.1.6.3. Financials (As Per Availability)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel
- 13.1.7. Saintley Sonne India Pvt Ltd
 - 13.1.7.1. Company Details
 - 13.1.7.2. Products
 - 13.1.7.3. Financials (As Per Availability)
 - 13.1.7.4. Key Market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. G.V. Beverages LLP
 - 13.1.8.1. Company Details
 - 13.1.8.2. Products
 - 13.1.8.3. Financials (As Per Availability)
 - 13.1.8.4. Key Market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments
 - 13.1.8.6. Key Management Personnel
- 13.1.9. Nestle Vietnam Ltd
 - 13.1.9.1. Company Details
 - 13.1.9.2. Products
 - 13.1.9.3. Financials (As Per Availability)
 - 13.1.9.4. Key Market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments

13.1.9.6. Key Management Personnel

13.1.10. Nuva Water

13.1.10.1. Company Details

13.1.10.2. Products

13.1.10.3. Financials (As Per Availability)

13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

14.1. Key Focus Areas

14.2. Target By Type

14.3. Target By Distribution Channel

15. ABOUT US & DISCLAIMER

I would like to order

Product name: Vietnam Bottled Water Market By Product Type (Still Bottled Water, Carbonated Bottled Water, Others), By Capacity (Less than 1L, 1L-2L, more than 2L), By Packaging Material (Plastic, Glass, Others), By End User (Residential, Commercial), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/VD65FBDDF9BEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VD65FBDDF9BEN.html>