

# **Seltzer Water Market Size, Share, and Outlook, 2025 Report- By Type (Plain Seltzer Water, Flavored Seltzer Water), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Online, Others), Packaging (Bottles, Cans, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Seltzer Water Market Outlook**

The global Seltzer Water market is expected to register a growth rate of 12.3% during the forecast period from \$38.9 Billion in 2024 to \$98.4 Billion in 2032. The Seltzer Water market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Seltzer Water segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Plain Seltzer Water, Flavored Seltzer Water), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Online, Others), Packaging (Bottles, Cans, Others). Over 70 tables and charts showcase findings from our latest survey report on Seltzer Water markets.

### **Seltzer Water Market Insights, 2025**

The seltzer water market has surged in popularity driven by consumers' growing demand for healthier alternatives to sugary sodas and alcoholic beverages. Carbonated water with natural flavors and no added sugars or calories appeals to wellness-focused and millennial demographics. Innovations in flavor profiles—from citrus and berry to

botanical infusions—have broadened the market beyond traditional plain sparkling water. The rise of “hard seltzers” combining alcohol and carbonation further fuels category expansion, though the non-alcoholic segment remains strong as a hydration choice. Sustainable packaging and portability innovations, including recyclable cans and multipacks, support environmental concerns and on-the-go lifestyles. Distribution is widespread across supermarkets, convenience stores, and online retailers, with premium brands investing heavily in marketing to emphasize natural ingredients and clean labeling.

### Five Trends that will define global Seltzer Water market in 2025 and Beyond

A closer look at the multi-million global market for Seltzer Water identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Seltzer Water companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

### What are the biggest opportunities for growth in the Seltzer Water industry?

The Seltzer Water sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Seltzer Water Market Segment Insights

The Seltzer Water industry presents strong offers across categories. The analytical report offers forecasts of Seltzer Water industry performance across segments and countries. Key segments in the industry include By Type (Plain Seltzer Water, Flavored Seltzer Water), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Online, Others), Packaging (Bottles, Cans, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Seltzer Water market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Seltzer Water industry ecosystem. It assists decision-makers in evaluating global Seltzer Water market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Seltzer Water industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Seltzer Water Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Seltzer Water Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Seltzer Water with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes

the market outlook. The report analyses the key Seltzer Water market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Seltzer Water market Insights Executives are most excited about opportunities for the US Seltzer Water industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Seltzer Water companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Seltzer Water market.

Latin American Seltzer Water market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

**Middle East and Africa Seltzer Water Markets New Opportunities for Companies Harnessing Diversity**

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Seltzer Water markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Seltzer Water markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

**Competitive Landscape How Seltzer Water companies outcompete in 2025?**

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Gerolsteiner Brunnen GmbH and Co. KG, Mountain Valley Spring Company, LLC, CG Roxane, LLC, A.G. BARR plc., Cott Corporation, Keurig Dr Pepper Inc., PepsiCo, Inc., The Coca-Cola Company, Reignwood Group, Nestl?, Tempo Beverages Ltd, Spindrift Beverage Co.

## Seltzer Water Market Scope

### Leading Segments

#### By Type

Plain Seltzer Water

Flavored Seltzer Water

#### Distribution Channel

Supermarkets and Hypermarkets

Liquor Stores

Online

Others

#### By Packaging

Bottles

Canes

Others

## Leading Companies

Gerolsteiner Brunnen GmbH and Co. KG

Mountain Valley Spring Company, LLC

CG Roxane, LLC

A.G. BARR plc.

Cott Corporation

Keurig Dr Pepper Inc.

PepsiCo, Inc.

The Coca-Cola Company

Reignwood Group

Nestl?

Tempo Beverages Ltd

Spindrift Beverage Co.

## Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

## Reasons to Buy the report

*Seltzer Water Market Size, Share, and Outlook, 2025 Report- By Type (Plain Seltzer Water, Flavored Seltzer Wat...*

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Flavored Seltzer Water

Distribution Channel

Supermarkets and Hypermarkets

Liquor Stores

Online

Others

By Packaging

Bottles

Canes

Others

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