

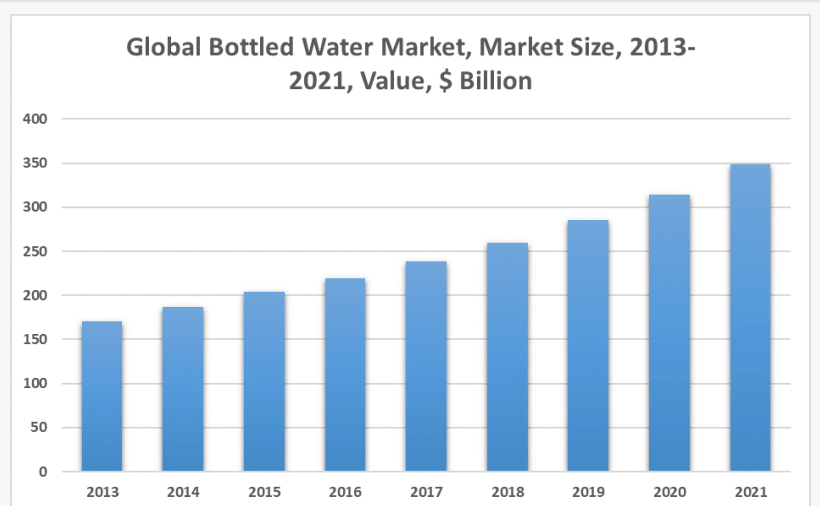
Health Concerns of Consumers Increase a Demand for Bottled Drinking Water, Says TBRC

LONDON, GREATER LONDON, UK, March 28, 2018 /EINPresswire.com/ -- The global bottled water market did not end 2017 year without surprises. After years of a strong growth in the USA, bottled water surpassed carbonated soft drinks to become the largest beverage category by volume in 2016. And the numbers do not stay idle. From 2014 to 2017 due to an increasing concern regarding various health problems caused by consumption of contaminated water, the global bottled market grew from \$170.6 billion to \$238.5 billion following 8.74% yearly growth, states the report on the Bottled Water Market 2018 from [The Business Research Company](https://www.thebusinessresearchcompany.com/report-preview.aspx?id=302). In addition to the health concerns, rising disposable income also let people in the Asia Pacific region influence the growth of the market significantly.

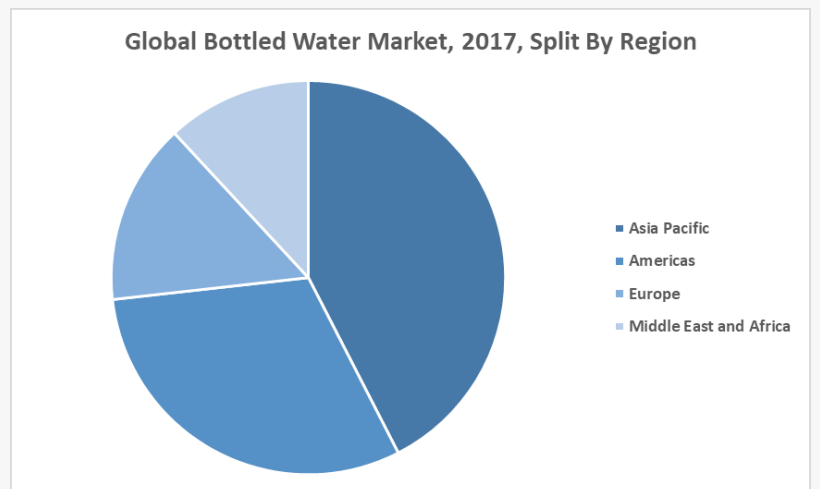
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By volume the market grew from 327.7 billion liters to 437.3 billion liters. The predictions for the bottled water market are above expectations. By value the market is going to reach \$349 billion by 2021 following 10% yearly growth. The volume's growth will be a bit lower, but not by a significant number, at 9.3% yearly growth to reach 623 billion liters by 2021. Global per capita average bottled water expenditure will also be in a growth stage to 2021 raising to \$45.3 by 2021 from \$32.3 per head which was registered in 2017.

The consumption of the bottled water in 2017 was the highest in the Asia Pacific region accounting for 42% of the global bottled water consumption. The reason behind is the Asia Pacific region is a host for two most populated countries where poor public infrastructure is quite common and access to clean drinking water is limited. These conditions in particular raise consumers' hygiene standards towards the drinking water to maintain a healthy life. Following the health awareness trend, bottled water consumers in the Asia Pacific region are also increasingly adopting new products with health



Bottled Water Market Size From 2013 To 2021



Geographical Segmentation Of The Bottled Water Market

benefits, such as functional water, which added functional value in the form of minerals, oxygen and vitamins. Since consumers prefer to try new tastes and follow the best of them, the availability of a range of flavors and options in functional water will boost the market growth.

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American continent accounted for 31% of the bottled water sold in 2017 and was ranked the second in terms of volume, however, high average prices per liter on the drinking water made the region rank the first in terms of value.

The global bottled water market is highly fragmented with a large number of local players present in most countries. To stand out in the numerous number of competitors, companies have started changing the look and feel of packaging bottles to get more traction in the market. The aim of the producers is to establish a brand image and differentiation in the bottled water market. Innovative packaging includes re-sealable and recyclable can packaging material, transparent sophisticated bottles, and inks and coatings applied on a can to enhance customer experience through unique visual effects along with increasing shelf appeal. The leading players in the global market that have a multi-country presence are DANONE, Nestle, Coca-Cola and Pepsi-Co.

Where to Learn More

Read [Bottled Water 2018](#) from The Business Research Company for information on the following:

Markets covered: 1) By Product - Spring+Mineral - Still, Spring+Mineral - Sparkling, Packaged Drinking Water - Still, Packaged Drinking Water - Sparkling, Flavored - Still, Flavored - Sparkling, Functional Water 2) By Packaging - Plastic, Glass, Can, Drum, Others 3) By Pack Size - ≤330 ml, 331 ml - 500ml, 501ml - 1000 ml, 1001ml - 1500ml, 1501ml and above 4) By Origin of Product - Domestic, Imported 5) By Premiumness - Premium, Non - Premium

Companies mentioned: Danone S.A., Coca-Cola Inc., Nestle S.A., PepsiCo Inc., Nongfu Spring Limited, Tingyi Holdings Ltd., Hangzhou Wahaha Group Co

Countries: China, Indonesia, India, Japan, Hong Kong, Australia, Malaysia, Singapore, USA, Mexico, Brazil, Argentina, Canada, Colombia, Chile, Uruguay, UK, Germany, France, Spain, Italy, Russia, Switzerland, Austria, Nigeria, UAE, Morocco, Cameroon and South Africa.

Regions: Asia Pacific, Americas, Europe, Middle East & Africa.

Time series: Five years historic and forecast.

Data: Ratios of market size and growth to related markets, population, GDP, Bottled Water Indicators Comparison.

Data segmentations: country and regional historic and forecast data, market share of competitors, market segments.

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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