

Bottled Water Market is Estimated to Surpass Reach USD 506.55 Billion By 2028

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The global [Bottled Water Market](#) is expected to be valued at USD 506.55 billion by 2028 from USD 218.24 Billion

in 2020, registering a CAGR of 11.4% through the forecast period. The exponential expansion of the market can be accredited to the augmenting consciousness about the advantages of bottled water for health, availability of different flavors, and convenience of use. Bottled water can either be carbonated or not and is available in plastic and glass packaging. The increasing apprehension about the nutritional benefits conferred by bottled water has propelled its use among the younger generation, in turn, driving the market growth.

The escalating inclination towards the bottled water has also led to numerous restaurants offering packaged water to cater to the growing consumer demand. Furthermore, the stringent regulatory policies laid down by the FDA for bottled water have increased the confidence of consumers on such products. The advent of the COVID-19 pandemic also acted as a market growth factor as the demand for bottled water saw a massive surge in the initial phase of the pandemic with widespread lockdowns, increasing consciousness about health, and stockpiling attitude among the consumers.

The surging increase of the health and wellness trend among the consumers has also added to the market expansion. However, the environmental and health risks associated with the use of bottled water may potentially impede market growth. The inefficient recycling of plastic bottles and the increasing amount of energy used during processing and shipping are key market restraining factors. Moreover, high operational costs of the manufacturing units are also projected to impede the market expansion during the projected timeframe.

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Key Highlights from the Report:



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- The purified water segment is projected to occupy a significantly large share of the market in 2028, registering a high CAGR through the forecast timeframe. The segment growth is predominantly bolstered by the growing requirement for clean water due to the growing global population, rapid industrialization and urbanization, and increasing scarcity of drinking water across the globe.
- With the presence of different flavors in the market and the increasing health consciousness among individuals, the flavored water segment is projected to register significant growth in the estimated timeframe. Moreover, the flavored water is devoid of artificial colors, preservations, or carbonation, which is adding to the growth of the segment.
- The off-trade distribution channel segment is foreseen to expand at a high rate in the projected timeframe owing to the increasing presence of bottled water in hypermarkets and supermarkets, growing purchasing power, and the rising trend of home delivery across the globe.
- The Asia Pacific occupied a 42.3% share of the market in 2020 and is estimated to retain its leading position in the projected timeframe. The growth can be accredited to the increasingly shifting consumer preferences, accelerated adoption of hygienic practices, and the introduction of new and innovative items in the regional market.
- Key companies operating in the market include The Coca-Cola Company, Nestlé, Primo Water Corporation, PepsiCo, Gerolsteiner Brunnen GmbH & Co. KG VOSS WATER, Bisleri International Pvt. Ltd., Fijl Water Company LLC, Nogfu Spring, Danone S.A., and Rhodius Mineralquellen Und Getranke GmbH & Co KG.
- In February 2021, Nestle S.A. announced the sale of its bottled water business of the North American market to One Rock Capital Partners, a U.S-based private equity firm, in a deal amounting to USD 4.3 Billion.

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For the purpose of this report, Reports and Data has segmented the global Bottled Water Market on the basis of product type, category, distribution channel, and region:

Product Type Outlook (Revenue, USD Billion; 2018-2028)

- Purified
- Sparkling
- Still
- Mineral

Category Outlook (Revenue, USD Billion; 2018-2028)

- Plain
- Flavored

Distribution Channel Outlook (Revenue, USD Billion; 2018-2028)

- Off-trade

- On-trade

Regional Outlook (Revenue, USD Billion; 2018-2028)

- North America

- o U.S.

- o Canada

- o Mexico

- Europe

- o Germany

- o U.K.

- o Italy

- o France

- o BENELUX

- o Rest of Europe

- Asia Pacific

- o China

- o Japan

- o South Korea

- o India

- o Rest of APAC

- Latin America

- o Brazil

- o Rest of LATAM

- Middle East & Africa

- o Saudi Arabia

- o U.A.E.

- o South Africa

- o Rest of MEA

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