

Herbs Infused Water Market worth \$3.92 billion by 2030, growing at a CAGR of 6.84% - Exclusive Report by 360iResearch

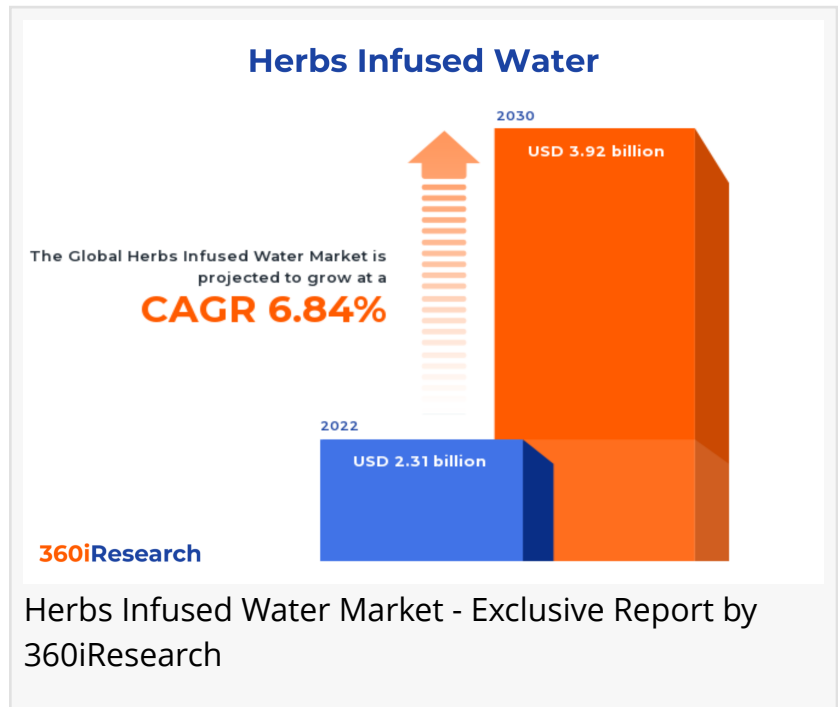
The Global Herbs Infused Water Market to grow from USD 2.31 billion in 2022 to USD 3.92 billion by 2030, at a CAGR of 6.84%.

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EINPresswire.com/ -- The "[Herbs Infused Water Market](#) by Herb Type (Calendula, Chamomile, Chives), Type (Conventional, Organic), Distribution, End-Use - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Herbs Infused Water Market to grow from USD 2.31 billion in 2022 to USD 3.92 billion by 2030, at a CAGR of 6.84%.

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Herbs infused water is a natural, flavorful, and healthy beverage option that combines the therapeutic benefits of various herbs with the hydrating properties of water. There are numerous herb varieties used in Herbs Infused Water, each offering distinct flavors and potential health benefits. The increasing consumer preference for natural, healthy alternatives to conventional beverages is increasing the adoption of herbs infused water. Additionally, rising awareness about the importance of hydration for overall well-being has led to an increase in demand for innovative drink options that promote wellness without added sugars or artificial ingredients. Furthermore, sourcing high-quality herbs sustainably and consistently becomes increasingly challenging due to environmental factors and supply chain disruptions. Moreover, targeting specific demographic groups with tailored product offerings, such as drinks designed for active individuals who require electrolyte replenishment and those looking to improve mental



clarity through natural cognitive enhancers like ginseng, creates lucrative opportunities in the market. Additionally, it explores unique herb combinations and exotic flavors to appeal to consumers' adventurous tastes while also providing functional health benefits.

Type: Growing preference for organic herbs infused water due to consumer awareness

Conventional herbs infused water refers to the products that are made using herb extracts derived from plants grown in a traditional agricultural setting. These kinds of products typically use pesticides and synthetic fertilizers during cultivation. The need-based preference for conventional herbs infused water arises from affordability, availability, and stability in taste. Organic herbs infused water is produced using herb extracts obtained from plants grown organically without the use of synthetic pesticides or fertilizers. This category caters to health-conscious consumers looking for natural alternatives to traditional beverages that also offer added benefits through herbal infusions. The need-based preference for organic herbs infused water stems from health-focused individuals seeking environmentally friendly options with higher nutritional value and unique flavor profiles.

Distribution: Rising preference for online distribution channels among consumers to purchase herbs-infused water

The offline distribution channel comprises supermarkets, convenience stores, health food shops, and specialty stores that offer customers a physical point of sale. It remains a popular choice among customers who prefer to see, touch, and taste the herbs-infused water before purchasing it. The online distribution channel has witnessed significant growth over recent years thanks to technological advancements and changing consumer preferences. Online retailers, e-commerce platforms, and direct-to-consumer (DTC) websites offer customers the convenience of purchasing herbs infused water from the comfort of their homes. Online distribution provides convenience and accessibility at competitive prices compared to offline channels. In contrast, offline stores provide physical interaction with products before purchasing them. With consumer preferences becoming more digitally inclined, online sales continue to grow; however, offline channels still hold a significant share in the herbs-infused water market due to customer loyalty towards brick-and-mortar shopping experiences.

End-Use: Growing consumption and utilization of herb infused water in skin care products

Growing preference for healthier beverage options as an alternative to sugar-laden drinks. Herbs infused water offers consumers a refreshing taste with additional health benefits such as enhanced immunity, improved digestion, and increased metabolism. The use of herbal extracts in skin care products has grown substantially due to increasing consumer awareness about the toxic effects of synthetic chemicals. Herbs infused water has numerous applications in facial cleansers & toners and moisturizers & serums.

Herb Type: Increasing utilization of chamomile infused water due to its calming effects

Calendula infused water is known for its anti-inflammatory and antioxidant properties. It is preferred by those seeking to boost the immune system and skin health and aid digestion. Chamomile infused water is widely appreciated for its nervous system calming effects, making it

an ideal choice for stress relief and improving sleep quality. Chives infused water offers a unique savory flavor with subtle onion notes, making it suitable for those who prefer non-sweet beverages. Its high antioxidant content supports heart health and digestion. Lemon balm infused water is popular for its uplifting citrus aroma and flavor. It is preferred by those looking to alleviate anxiety, improve cognitive function, and support digestion. Lemongrass infused water has a refreshing taste with potential health benefits, including reducing inflammation and aiding digestion. Mint infused water is a popular choice for its cool, invigorating flavor that aids in digestion and freshens breath. Sage infused water is favored by those seeking cognitive function improvements and memory enhancement due to its high antioxidant content. Thyme infused water offers a unique herbal flavor and health benefits such as immune support, respiratory health improvement, and antibacterial properties. Tulsi infused water is valued for its adaptogenic effects, allowing the body to adapt to stress and promoting mental balance.

Regional Insights:

In the United States, consumers' increasing focus on health and wellness drives the demand for herbs-infused water. The growing popularity of functional beverages and a shift towards plant-based diets have spurred innovative product developments in this region. The growth of e-commerce platforms in the U.S. and Canada has also played a crucial role in expanding the reach of herbs-infused water products across different demographics. In European Union (EU) countries, there is a growing interest in herbal infusions due to their natural benefits and flavor-enhancing properties. This demand is fueled by an increasing preference for organic products and traditional remedies, particularly among aging populations. Several EU-funded initiatives support research into the medicinal properties of herbs, promoting their integration into food and beverage applications. The Committee on Herbal Medicinal Products (HMPC) issues scientific opinions on herbal substances and preparations and information on recommended uses and safe conditions on behalf of the European Medicines Agency (EMA). The Middle East is known for its reliance on traditional medicine and preventive practices, and people in the region have long believed in harnessing the power of natural herbs to sustain good health, promoting the consumption of herbs infused with water. In Africa, indigenous botanical ingredients are gaining attention for their potential health benefits and unique flavors. In the APAC region, China has witnessed a significant increase in the consumption of herbs induced water due to its deep-rooted history of consuming herbal teas as part of Traditional Chinese Medicine (TCM). The Chinese government's push towards TCM's globalization has encouraged international collaboration, leading to new patents and research on infusion methods. India's burgeoning middle class has shown a growing interest in healthier beverage alternatives like infused waters, which align with Ayurvedic principles. This rising demand has increased investment in developing innovative herbal infusions using indigenous Indian herbs.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Herbs Infused Water Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their

specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Herbs Infused Water Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Herbs Infused Water Market, highlighting leading vendors and their innovative profiles. These include Aadhunik Ayurveda Vitals, ALO Drinks, Aura Bora, Inc., Ayala's Herbal Water, Ayushkalki Wellness Private Limited (Tova), D WA Herbals, Disruptive Beverages, Inc., Drinktreeo, hinoki LAB, Lunae Sparkling, Nawon Food and Beverage Co., Ltd, nudus, SodaStream Inc., The Coca-Cola Company, and Veda Oil.

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Market Segmentation & Coverage:

This research report categorizes the Herbs Infused Water Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Herb Type, market is studied across Calendula, Chamomile, Chives, Lemon Balm, Lemongrass, Mint, Sage, Thyme, and Tulsi/Basil. The Calendula is projected to witness significant market share during forecast period.

Based on Type, market is studied across Conventional and Organic. The Conventional is projected to witness significant market share during forecast period.

Based on Distribution, market is studied across Offline and Online. The Offline is further studied across Convenience Stores and Supermarkets & Hypermarkets. The Offline is projected to witness significant market share during forecast period.

Based on End-Use, market is studied across Beverages and Skin Care & Cosmetics. The Beverages is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East &

Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 38.13% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Herbs Infused Water Market, by Herb Type
7. Herbs Infused Water Market, by Type
8. Herbs Infused Water Market, by Distribution
9. Herbs Infused Water Market, by End-Use
10. Americas Herbs Infused Water Market
11. Asia-Pacific Herbs Infused Water Market
12. Europe, Middle East & Africa Herbs Infused Water Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Herbs Infused Water Market?

2. Which are the products/segments/applications/areas to invest in over the forecast period in the Herbs Infused Water Market?
3. What is the competitive strategic window for opportunities in the Herbs Infused Water Market?
4. What are the technology trends and regulatory frameworks in the Herbs Infused Water Market?
5. What is the market share of the leading vendors in the Herbs Infused Water Market?
6. What modes and strategic moves are considered suitable for entering the Herbs Infused Water Market?

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