

Global Sparkling Water Market Size To Worth US\$ 88.7 Billion by 2032 | CAGR Of 9.45%

The global sparkling water market size reached US\$ 39.1 Billion in 2023 and projected to reach US\$ 88.7 Billion by 2032, with a CAGR of 9.45% during 2024-2032

SHERIDAN, WYOMING, USA, May 30, 2024 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently releases report titled "Sparkling Water Market Report by Product (Natural/Mineral Sparkling Water, Caffeinated Sparkling Water),

Packaging Type (Glass Bottles, Plastic Bottles, Cans), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032", Offers a comprehensive analysis of the industry, which comprises insights on the global sparkling water market.



Global Sparkling Water Market Share

How Big Is the Sparkling Water Market?

The global sparkling water market size reached US\$ 39.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 88.7 Billion by 2032, exhibiting a growth rate (CAGR) of 9.45% during 2024-2032.

Factors Affecting the Growth of the Sparkling Water Industry:

- Health and Wellness Trends:

One of the primary factors driving the growth of the sparkling water industry is the increasing consumer focus on health and wellness. As individuals become more aware of the health risks associated with high sugar and calorie intake, many are shifting toward healthier beverage choices. Sparkling water, often marketed as a healthier alternative to soft drinks, fits well into this category due to its low-calorie profile and absence of artificial sweeteners. This health-centric shift is influencing individual choices and is shaping public health policies and marketing

strategies of beverage companies, fostering a growing market for sparkling water as part of a lifestyle aligned with wellness.

- Consumer Preferences and Innovation:

The sparkling water industry is benefiting from changing consumer tastes that favor unique and diverse flavor options. Manufacturers are continuously innovating with new flavors and combinations, appealing to a wider audience that seeks variety beyond traditional beverages. These innovations include infusions of natural flavors, fruit essences, and even combinations with vitamins and minerals to enhance health benefits. Such product diversification satisfies the palate and enhances the product appeal among consumers looking for premium, artisanal beverage choices. This trend of personalized and premium beverage options is a significant driver for the industry, tapping into the consumer desire for both taste and sophistication in their drink selections.

- Marketing and Branding Strategies:

Effective marketing and branding strategies are crucial in influencing the growth of the sparkling water industry. Companies are investing in creative advertising campaigns that position sparkling water as a trendy, chic alternative to other beverages. Marketing efforts often highlight the product's association with a modern, active lifestyle, further appealing to health-conscious consumers. Additionally, the use of eco-friendly packaging and sustainable practices in production resonate with environmentally aware consumers, enhancing brand loyalty and consumer engagement. These strategic branding efforts are essential in differentiating products in a competitive market and in establishing a strong consumer base.

For an in-depth analysis, you can refer sample copy of the report :

<https://www.imarcgroup.com/sparkling-water-market/requestsample>

Leading Companies Operating in the Global Sparkling Water Industry:

AQUA Carpatica

Asahi Group Holdings Ltd.

Big Watt Beverage Co.

Crystal Geyser Water Company (Otsuka Pharmaceutical Co. Ltd.)

Danone S.A.

Gerolsteiner Brunnen GmbH & Co. KG

Keurig Dr Pepper Inc.

National Beverage Corp.

Nestlé S.A.

PepsiCo Inc.

The Coca-Cola Company

Sparkling Water Market Report Segmentation:

By Product:

Based on the product, the market has been segmented into natural/mineral sparkling water (flavored and unflavored) and caffeinated sparkling water (flavored and unflavored).

By Packaging Type:

Based on the packaging type, the market has been segregated into glass bottles, plastic bottles, and cans.

By Distribution Channel:

On the basis of the distribution channel, the market has been classified into hypermarkets and supermarkets, convenience stores, online stores, and others.

Regional Insights:

North America: (United States, Canada)

Asia Pacific: (China, Japan, India, South Korea, Australia, Indonesia, Others)

Europe: (Germany, France, United Kingdom, Italy, Spain, Russia, Others)

Latin America: (Brazil, Mexico, Others)

Middle East and Africa

Region-wise, the market has been divided into North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

Browse In-depth Market Research Report : <https://www.imarcgroup.com/sparkling-water-market>

Global Sparkling Water Market Trends:

The global sparkling water market is witnessing substantial growth, driven by increasing consumer preference for healthier beverage alternatives to sugary drinks. The trend toward wellness and fitness has bolstered the demand for low-calorie, sugar-free options, positioning sparkling water as a popular choice. Innovative flavors and enhanced packaging designs are attracting a broader consumer base, from health-conscious adults to younger demographics seeking variety in their beverage consumption.

Additionally, the expansion of distribution channels, including online retail platforms, has made

sparkling water more accessible to consumers worldwide. This market's growth is further supported by significant investments from leading beverage companies aiming to capitalize on the rising demand for refreshing, healthy drink options.

If you require any specific information that is not covered currently within the scope of the report, we will provide the same as a part of the customization.

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