

# Wellness Water Market Growing at a Healthy CAGR 5.0%, Reaching \$30.9 Billion by 2033

Wellness water market was valued at \$15.1 Billion in 2023, is projected to reach \$30.9 Bn by 2033, growing at a CAGR of 7.6% from 2024 to 2033.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 19, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Wellness Water Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Functional Ingredient, by Flavor, by Distribution

Channel : Global Opportunity Analysis and Industry Forecast, 2024-2033". The wellness water market was valued at \$15.1 billion in 2023, and is estimated to reach \$30.9 billion by 2033, growing at a CAGR of 7.6% from 2024 to 2033. The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market

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The wellness water market report has 3 segments. The segments are functional ingredient, flavor, and distribution channel.”

*Roshan Deshmukh*

## Report Insights

Market was valued at **\$15.1 Billion** 2023

Projected to reach **\$30.9 Billion** 2033

Growing at a CAGR **7.6% From** 2024-2033



**Wellness Water Market**  
Report Code: A06518

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Wellness Water Market, 2033

environment. The study examines the main factors influencing industry expansion, analyzing both its growth drivers and restraints. Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future.

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The global wellness water market is experiencing growth due to rise in health consciousness, increase in awareness for hydration, and demand for natural and organic products. However, the high cost and availability of substitutes hinder the market growth to some extent. Moreover, sustainable packaging and product innovations offer remunerative opportunities for the expansion of the global wellness water market.

Over the years, the daily schedules of the consumers have become increasingly chaotic,

necessitating a lifestyle change to handle the daily tasks. The shift in lifestyle hampers health and is becoming a root cause of health complications such as obesity, cardiovascular disease, vitamin deficiencies, and others. In response to this concern, wellness water companies have developed products that are enriched with minerals, alkaloids, antioxidants, and protein. For instance, in 2021, The Alkaline Water Company, headquartered in Scottsdale, Arizona, launched its alkaline water infused with flavors in six different variants. The added health advantages of alkaline flavored waters, such as colon cleansing qualities, anti-aging characteristics, and skin hydration properties, lead customers to switch from sweetened beverages to wellness water.

The wellness water market is segmented into functional ingredient, flavor, distribution channel, and region. On the basis of functional ingredient, the market is divided into vitamin & minerals, botanical ingredients, and other functional ingredients. As per flavor, the market is segregated into fruit flavor, herb flavor, and others. On the basis of distribution channel, the market is bifurcated into hypermarkets/supermarkets, convenience stores, drug stores, online store, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The hypermarkets/supermarkets segment is expected to exhibit fastest growth throughout the forecast period

Based on distribution channel, the hypermarkets/supermarkets segment held the highest market share in 2023, accounting for half of the global wellness water market revenue and is likely to retain its dominance throughout the forecast period. Hypermarkets/supermarkets feature a separate area for wellness water products, making it easier for consumers to identify and purchase the product. Hypermarkets/supermarkets provide the consumers with premium advantages such as availability of different brands of wellness water, discounts on certain brands, the assistance of sales representatives, and easy checkouts. The development of new hypermarkets/supermarkets in the suburbs has provided consumers and manufacturers with a chance to explore the wellness water products in the market.

Based on functional ingredients, the vitamin & minerals segment held the highest market share in 2023, accounting for more than half of the global wellness water market revenue and is likely to retain its dominance throughout the forecast period. Vitamins and minerals are the preferred functional ingredients used in wellness water due to their essential roles in supporting overall health and well-being. These nutrients help address specific health concerns such as boosting the immune system, enhancing energy levels, and improving hydration.

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The fruit flavor segment is expected to exhibit fastest growth throughout the forecast period

Based on flavor, the fruit flavor segment held the highest market share in 2023, accounting for

nearly three-fifths of the global wellness water market revenue and is likely to retain its dominance throughout the forecast period. Fruit flavor is the most preferred flavor used in wellness water, appealing to consumers seeking a refreshing and enjoyable drinking experience. The natural sweetness and vibrant taste of fruits like lemon, berry, and tropical blends not only enhance the palatability of the water but also offer a sense of indulgence without the added calories and sugars found in traditional sugary drinks. This preference is driven by the growing demand for healthier beverage options that still deliver on taste.

North America to maintain its dominance by 2033

Based on region, North America held the highest market share in terms of revenue in 2023, accounting for more than one-third of the global wellness water market revenue and is expected to remain dominant throughout the forecast timeframe. North America's dominance is driven by a highly health-conscious population, robust economic conditions, and an advanced retail infrastructure. The U.S. leads the market due to its large base of fitness enthusiasts and growing awareness of the benefits of functional beverages. The region's consumers are increasingly seeking out enhanced water options that provide additional health benefits such as improved hydration, vitamins, and minerals.

According to wellness water market analysis the major players operating include Danone S.A., The Coca-Cola Company, PepsiCo Inc., Nestle S.A., Keurig Dr Pepper, Hint Water Inc, Tata Group, The Alkaline Water Co., Nirvana Water Sciences, and Balance Water Company LLC.

Other players in wellness water market forecast period includes Athlex Beverages Private Limited, Flow Beverage Corp, VOSS of Norway AS, Alkaline88, SUNNYD, Disruptive Beverages Inc, Agua Mineral San Benedetto, S.A.U., Vichy Catalan Corporation, Triamino Brands LLC, and Unique Foods.

Recent Industry Developments

□ In July 2022, Flow Beverage Corp., a US-based beverage manufacturer, expanded its Flow Vitamin-Infused Water product range with three additional organic flavors: cherry, citrus and elderberry. The newly developed vitamin-infused water is accessible directly to US customers via its website.

□ In March 2022, Nirvana Water Sciences Corp, a beverage manufacturer, increased its product line by launching Nirvana HMB + Vitamin D3 natural spring water at Expo West in California. This new product promotes muscle repair and immunity.

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Reasons to Buy This Wellness Water Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
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