

Functional Water Market to Reach USD \$13.22 Billion by 2029 at 7.6% CAGR

*The Business Research Company's
Functional Water Global Market Report
2025 – Market Size, Trends, And Forecast
2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, October 16, 2025
/EINPresswire.com/ -- What Is The
Estimated Industry [Size Of Functional
Water Market?](#)

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The market size for functional water has seen robust growth in the past few years. It's projected to increase from \$9.21 billion in 2024 to \$9.86 billion in 2025, showing a compound annual growth rate (CAGR) of 7.1%. The historic growth can be associated with factors like heightened

awareness about hydration, the expanding market of fitness and sports enthusiasts, the shift towards sugar-free drinks, lifestyle-related health concerns, growing urbanization and hectic lifestyles, innovative packaging solutions, rising consumer education, and environmental sustainability.



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In the forthcoming years, it is anticipated that the functional water market will experience substantial growth. With an expected compound annual growth rate (CAGR) of 7.6%, it's set to expand to ""\$13.22 billion by 2029. The

surge in this predicted period can be credited to the increase in demand for functional ingredients, an enhanced focus on immune health, augmenting online retail channels, progression in nutraceutical studies, fusion of adaptogens and botanicals, spread of specialty retailers, and concentration on hydration in sports nutrition. Principal trends in this forecast period embrace hydration offering additional gains, options for low-calorie and sugar-free, waters fortified with electrolytes, partnerships and exclusive editions, CBD-infused functional water, plus the amplification of digital marketing and e-commerce.

Download a free sample of the functional water market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=8543&type=smp>

What Are The Major Factors Driving The Functional Water Global Market Growth?

The increase in the elderly population is anticipated to accelerate the expansion of the functional water market. A rise in aging individuals within a population exemplifies an aging population, and this demographic shift is gradual. There is a tendency for total body water (TBW) and intracellular water (ICW) to reduce as people get older, potentially impacting muscle strength, mass, and function. Functional water products developed to promote hydration, muscle health, and general wellness could provide the elderly population with tailored benefits. For example, the Congressional Budget Office, a US federal agency, estimated in January 2022 that the population for Social Security payroll taxes and benefits would increase from 342 million in 2024 to 383 million by 2054. This rise is propelled by a significant growth in the 65 and older age group, contributing to an overall aged population. Consequently, the rise in the aging population is fuelling the growth of the functional water market.

Who Are The Leading Companies In The Functional Water Market?

Major players in the Functional Water Global Market Report 2025 include:

- Danone
- The Coca-Cola Company
- Pepsico Inc.
- Dr. Pepper Snapple Vitamin Well AB
- Trimino Brands LLC.
- Vichy Catalan Corporation
- San Benedetto
- Nestle SA
- Hint Water
- Keurig Dr Pepper Inc.

What Are The Future [Trends Of The Functional Water Market?](#)

Product innovation is rising as an influential trend in the functional water market. Top competitors of the market are creating inventive functional water products that have scientifically-supported benefits to consolidate their market stand. For instance, in March 2022, Nirvana Water Sciences Corp, a business based in the US that specializes in developing beverages that enhance life by blending pure water, the innovations of science, and regard for the environment, launched a novel functional water - 'Nirvana HMB + Vitamin D3' spring water. This functional beverage has combined benefits substantiated by scientific research. By integrating muscle recovery and immunity, the 'Nirvana HMB + Vitamin D3' spring water gives potent benefits. The incorporation of HMB and Vitamin D3 in the new product enhances its effectiveness, resulting in an influential synergistic impact. The combination of Vitamin D3's immunity-boosting advantages with the enhanced delivery in water creates a victorious blend. This innovative functional water is designed for all kinds of consumers.

What Are The Primary Segments Covered In The Global Functional Water Market Report?

The functional watermarket covered in this report is segmented –

- 1) By Product Type: Vitamin, Protein, Other Product Types
- 2) By Packaging: Pet Bottles, Can, Other Packaging
- 3) By Distribution Channel: Hypermarkets Or Supermarkets, Specialty Stores, Online Stores, Other Distribution Channels

Subsegments:

- 1) By Vitamin: Vitamin-Enhanced Waters, Electrolyte-Enriched Waters
- 2) By Protein: Protein-Infused Waters, Whey Protein Waters
- 3) By Other Product Types: Mineral Water, Herbal Infused Waters, Caffeine-Enhanced Waters, Functional Waters With Probiotics

View the full functional water market report:

<https://www.thebusinessresearchcompany.com/report/functional-water-global-market-report>

Which Region Is Forecasted To Grow The Fastest In The Functional Water Industry?

In 2024, North America led the Functional Water Global Market Report 2025 by having the largest market share and is expected to grow further. The report also includes data from other regions such as Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, and Africa.

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