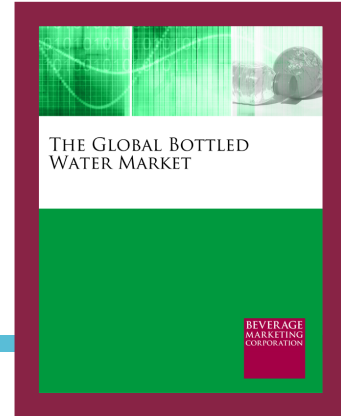


THE GLOBAL BOTTLED WATER MARKET

2023 EDITION (To be published February 2024. Data through 2023. Market projections through 2028.) More than 30 Excel tables. Also features an executive summary.



Water everywhere. This global bottled water study from Beverage Marketing Corporation looks at worldwide, continent and country by country bottled water trends. It includes five-year projections for the global water market. An executive summary highlights key developments including discussion of the impact of the covid-19 pandemic on the global bottled water and beverage markets.

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HAVE QUESTIONS?

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**BEVERAGE
MARKETING
CORPORATION**

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THE ANSWERS YOU NEED

The Global Bottled Water Topline report provides country-by-country data to shed light on various aspects of the industry. Questions answered in BMC's report include:

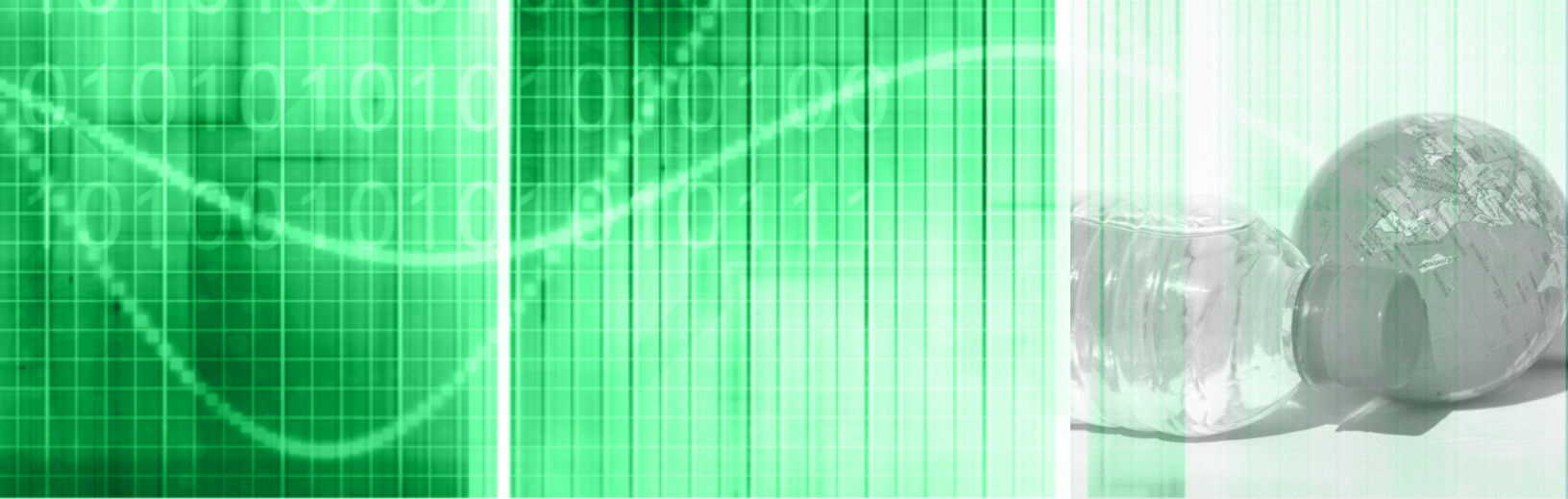
- What country leads the world in overall bottled water consumption? Which one leads in per capita consumption? How have various countries' market share rankings shifted in recent years?
- Which countries' bottled water markets are continuing to see substantial volume growth? Which have slowed in recent years?
- What are the growth prospects for the market over the next five years through 2028?

THIS GLOBAL BOTTLED WATER INDUSTRY REPORT FEATURES

This comprehensive report offers an in-depth look at the current international market for packaged water and anticipated growth through 2028.

The research offers a well-rounded perspective on the market, providing volume and per capita consumption statistics. Beverage Marketing's reliable global data facilitates a thorough understanding of all facets of the market including:

- Consumption volume, share, growth and per capita intake for more than 70 countries.
- Statistics on regional and national consumption volume, share and growth.
- A brief overview discussing significant developments in the category.
- BMC's exclusive projections for the market, including consumption estimates for the entire world as well as its principal regions through 2028.



THE GLOBAL BOTTLED WATER MARKET

**BEVERAGE
MARKETING
CORPORATION**

NOTE: The 2023 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2023 edition you receive will have updated data through 2023 and projections through 2028 where applicable.

The Global Bottled Water Market

February 2023

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NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Global Bottled Water Market – Trends and Headlines

Global Bottled Water Headlines

1

The global bottled water industry, which had been decelerating for three years, saw a rebound in 2021 led by Asia and particularly in the leading global consuming nation, China; in 2022, growth in global bottled water continued

2

Traditional markets, such as Europe, have been fairly weak in recent years while North America has performed solidly if unspectacularly

3

In contrast to the global beer industry, the pace of consolidation in the bottled water market is sedate. As a result, the industry on a global basis is still very fragmented

4

Still water remains the leading segment over sparkling water, but the latter has seen pockets of growth in such important markets as the U.S. While the overall global water market has remained unconsolidated, there has been amalgamation in the home and office delivery segment of the market in recent years

5

Modest consumption growth will continue in the next several years, aided by the continuing modernization in developing nations, which augurs a shift from tap water to packaged water. Growing health consciousness continues to be a driver for more developed regions

**GLOBAL BOTTLED WATER MARKET
SHARE OF CONSUMPTION BY REGION (r)
2017 – 2022(p)**

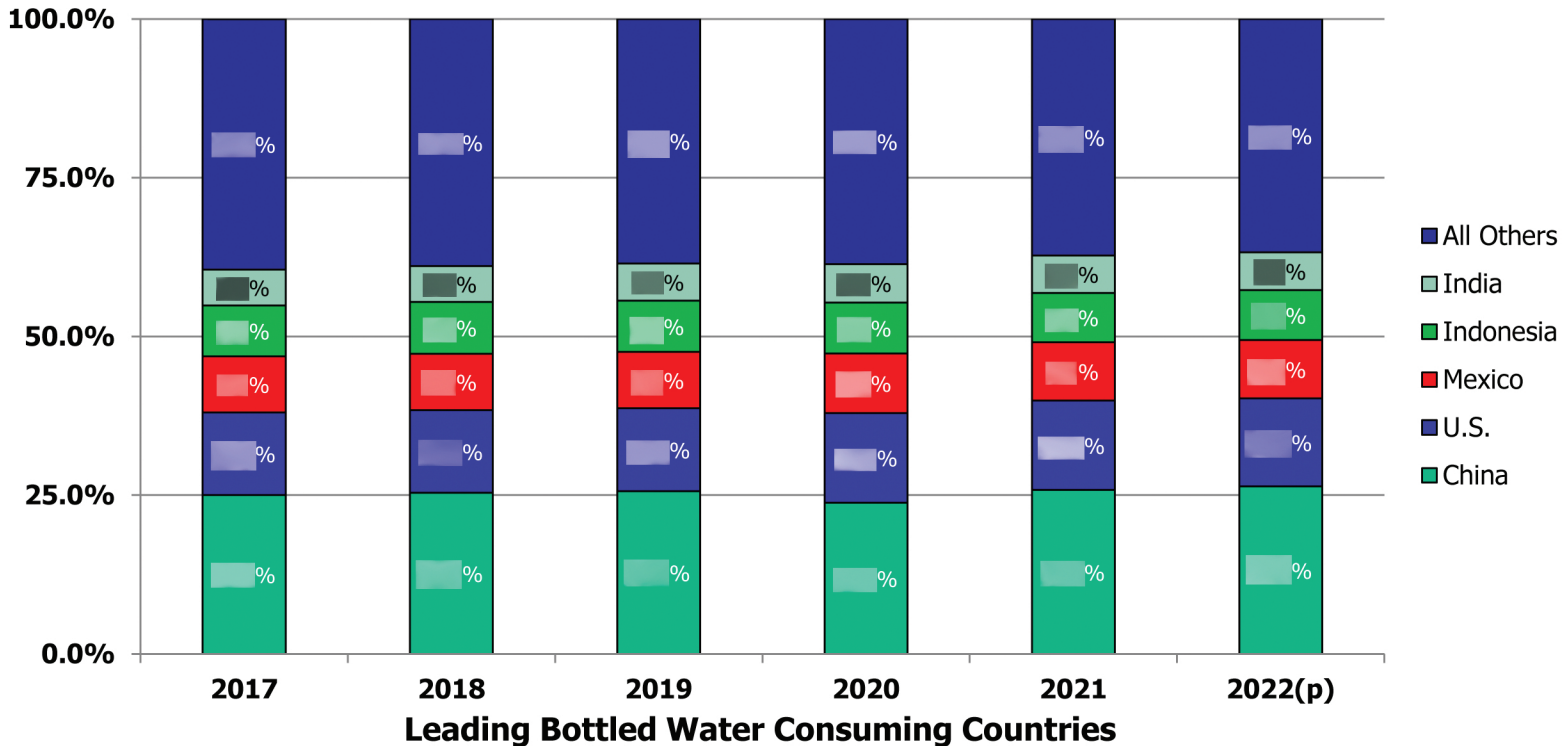
Regions	2017	2018	2019	2020	2021	2022(p)
Asia	███ %	███ %	███ %	███ %	███ %	███ %
North America	███ %	███ %	███ %	███ %	███ %	███ %
Europe	███ %	███ %	███ %	███ %	███ %	███ %
South America	███ %	███ %	███ %	███ %	███ %	███ %
Africa/Mideast/Oceania	███ %	███ %	███ %	███ %	███ %	███ %
TOTAL	███ %	███ %	███ %	███ %	███ %	███ %

(r) Revised

(p) Preliminary

Source: Beverage Marketing Corporation

Among the five leading bottled water consuming countries, China gained the most from 2017 to 2022, increasing by 10 share points. Number two the United States gained 5 share points and number three Mexico inched up by 1 percentage points. Countries outside of the top-five collectively lost share.



(p) Preliminary
 Source: Beverage Marketing Corporation

