

## **GCC Bottled Water Market Report and Forecast 2023-2028**

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### **Report description:**

GCC Bottled Water Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the GCC bottled water market attained a volume of 22.8 billion litres in 2022. Aided by the growing population, increasing health awareness, and the harsh climate conditions in the region, the market is projected to further grow at a CAGR of 5.5% between 2023 and 2028 to reach a volume of 31.44 billion litres by 2028.

Bottled water refers to drinking water packaged in plastic or glass containers such as bottles, jugs, or cups. It is typically sourced from springs, wells, or municipal water supplies and undergoes purification processes such as reverse osmosis, ultraviolet (UV) treatment, and ozonation, among others, to ensure its safety and quality. Bottled water is available in various forms, including still, sparkling, flavoured, and functional water with added minerals or vitamins. One of the key factors driving the growth of the GCC bottled water market is the growing population in the region. The harsh climate conditions in the GCC region, characterised by high temperatures and aridity, have also contributed to the growth of the bottled water market. The need for proper hydration in such conditions has led to an increased consumption of bottled water, as it is considered a reliable and portable source of safe drinking water.

Increasing health awareness among consumers is another factor propelling the growth of the GCC bottled water market. With the rising incidence of lifestyle-related diseases and the growing emphasis on the importance of hydration for overall health, consumers are increasingly opting for healthier beverages like bottled water over carbonated soft drinks and other sugar-sweetened beverages. This shift in consumer preference has positively impacted the demand for bottled water in the region. The expansion of the retail sector in the GCC countries is also contributing to the growth of the GCC bottled water market. The increasing number of supermarkets, hypermarkets, and convenience stores in the region has made bottled water more accessible to consumers, driving its demand.

Another key factor propelling the growth of the GCC bottled water market is the rising health consciousness among consumers. This trend is further supported by various government initiatives promoting healthy lifestyles and the reduction of sugar consumption in the region. The emergence of local bottled water brands and the introduction of innovative packaging solutions, such as eco-friendly materials and reusable bottles, have also contributed to the market's expansion.

Market Segmentation?

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The market can be divided on the basis of type, packaging material, distribution channel, and country.

#### Market Segregation by Type:

- Still Water
- Carbonated Water
- Flavoured Water
- Mineral Water

#### Market Bifurcation by Packaging Material:

- Plastic
- Glass

#### Market Segmentation by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Home and Office Delivery
- On-Trade
- Others

#### Market Division by Country:

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Others

#### Competitive Landscape?

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the GCC bottled water companies. Some of the major key players explored in the report by Expert Market Research are as follows:???

- Agthia Group PJSC
- Hana Food Industries Company
- Dubai Crystal Mineral Water & Refreshments L.L.C
- Masafi Co. LLC
- Emirates Refreshments PJSC
- Health Water Bottling Co. Ltd. (Nova Water)
- Others

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