

## **Bottled Water in India**

Market Direction | 2023-05-25 | 32 pages | Euromonitor

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### **Report description:**

The growth of bottled water in India can be attributed primarily to two factors: the scarcity of clean drinking water and rising health concerns. UNICEF reports that less than 50% of the Indian population has access to clean drinking water, highlighting the urgent need for alternative solutions. Moreover, chemical contamination, including substances like fluoride and arsenic, poses a significant threat to the water supply, affecting nearly two million households. Over the coming decades, consump...

Euromonitor International's Bottled Water in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Bottled Water market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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On-trade sales of bottled water recovering on the back of an uptick in the foodservice and tourism industries

Bisleri remains a strong player in Indian bottled water, but talk of a potential acquisition continues

##### PROSPECTS AND OPPORTUNITIES

Still bottled water companies cannot afford the luxury of pricing adjustments due to regional and counterfeit products

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