

Bottled Water in India

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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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Table of Contents:

Bottled Water in India
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List Of Contents And Tables

BOTTLED WATER IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bottled water grows amidst India's water scarcity and health concerns, but not without posing its own set of challenges

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

Health awareness will continue to drive growth in bottled water over the forecast period

State government bans on bottled water act as a hindrance for category development

CATEGORY DATA

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 2 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SOFT DRINKS IN INDIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022
Table 26 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022
Table 27 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

APPENDIX

Fountain sales in India

Trends

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SOURCES

Summary 1 Research Sources

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