

GCC Natural Mineral Water Market Report and Forecast 2023-2028

Market Report | 2023-10-18 | 172 pages | EMR Inc.

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Report description:

GCC Natural Mineral Water Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the GCC natural mineral water market is projected to grow at a CAGR of 10.20% between 2023 and 2028. Aided by the growing health-conscious population and the increasing demand for high-quality, sustainable water sources, the market is expected to grow significantly by 2028.

Natural mineral water, characterised by its purity and rich mineral content, is collected from underground water sources or springs. It is usually sold in packaged forms, such as bottled water, and is used widely for drinking purposes. The natural mineral water's significant mineral content, including calcium, potassium, and magnesium, provide vital health benefits, including bone health, heart health, and digestion support.

The surge in the GCC natural mineral water market is largely attributed to the rising consumer preference for healthy hydration alternatives. With the increasing awareness about the health benefits associated with adequate hydration and mineral intake, there has been a considerable shift towards mineral-rich water consumption. Moreover, the scorching climate conditions of the GCC region, leading to increased thirst, have contributed to the escalating demand for natural mineral water.

The burgeoning applications of natural mineral water in the hospitality industry also significantly contribute to the GCC natural mineral water market growth. In the hotel and restaurant sector, natural mineral water is often the preferred choice due to its premium appeal and health benefits. This trend is being reinforced by an increase in tourism in the GCC region, especially in countries like the UAE and Saudi Arabia.

Additionally, the sustainability drive in the GCC region plays a crucial role in pushing the natural mineral water market forward. The market has seen a shift towards eco-friendly packaging and sustainable extraction practices, aligning with the global movement towards environmental conservation. As a result, companies in the GCC are investing in renewable energy sources and recyclable materials for water bottling.

Furthermore, the rising popularity of flavoured natural mineral water is providing new avenues for GCC natural mineral water market expansion. As consumers look for healthier alternatives to sugary drinks, flavoured mineral water is emerging as a popular choice. This development is driving product innovation in the market, with manufacturers introducing a variety of flavours to cater to diverse consumer preferences.

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Market Segmentation

The market can be divided based on size, distribution channel, and country.

Market Breakup by Size

- Less than 1 Litre
- 1 to 2 Litre
- More than 2 Litre

Market Breakup by Distribution Channel

- On Trade
- Supermarkets and Hypermarkets
- Convenience Stores
- Others

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Qatar
- Kuwait
- Oman
- Bahrain

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 natural mineral water companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Nestle S.A.
- Danone S.A.
- PepsiCo, Inc.
- Masafi Co LLC
- National Mineral Water Company (SAOG)
- Rayyan Mineral Water Company
- Al-Rawdatain Water Bottling Company
- Al Ain Food & Beverages PJSC
- MYNA Water Bahrain
- Others

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