

MENA Natural Mineral Water Market Report and Forecast 2023-2028

Market Report | 2023-10-19 | 155 pages | EMR Inc.

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Report description:

MENA Natural Mineral Water Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the MENA natural mineral water market is projected to grow at a CAGR of 9.80% between 2023 and 2028. Aided by the increased demand for natural mineral water in various sectors, including hospitality, retail, and healthcare, the market is expected to grow significantly by 2028.

Natural mineral water is abundant in important minerals, including magnesium, calcium, and potassium, and is obtained from subterranean reservoirs and mineral springs. Due to its mineral-rich content, it plays a vital role in health and well-being and is essential to the food and beverage sector. The MENA natural mineral water market is growing as a result of factors such as changing consumer tastes, an increase in population, and improvements in water extraction and purification technology. The MENA region's consumption of natural mineral water has increased as a result of the rise in demand for clean, safe drinking water. In addition, a burgeoning tourism industry and the expansion of grocery chains have further driven the MENA natural mineral water market growth. Natural mineral water is well known for having therapeutic benefits, such as enhancing bone health, promoting digestion, and preserving electrolyte balance. Thus, the MENA natural mineral water market development has been influenced by the rising number of health-conscious consumers adopting balanced eating and hydration habits.

The United Arab Emirates, Saudi Arabia, and Egypt are currently among the most prominent countries in the MENA region for natural mineral water consumption. The key factors fuelling the MENA natural mineral water market expansion include rapid urbanisation, rising disposable income, and a shift towards healthier lifestyles.

Reverse osmosis and ultraviolet treatment, among other technological developments in water extraction and purification, result in better processing techniques and products of higher quality. These developments enable increased productivity, decreased waste, and resource efficiency. In addition, the demand for natural mineral water packed in eco-friendly bottles has also expanded as a result of a growing emphasis on sustainability, providing an additional growth opportunity for natural mineral water producers.

Market Segmentation

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

Market Breakup by Size

-□ Less than 1 Litre

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-□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

-□Iran

-□Israel

-□Egypt

-□Morocco

-□Qatar

-□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 MENA 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

-□Sanpellegrino S.P.A.

-□Ain Atlas

-□Al Karama

-□National Mineral Water Company (SAOG)

-□Nahl Water Company

-□Health Water Bottling Company

-□Others

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