

## **North America Bottled Water Market Report and Forecast 2024-2032**

Market Report | 2024-01-11 | 153 pages | EMR Inc.

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### **Report description:**

North America Bottled Water Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America bottled water market is projected to grow at a CAGR of 5.90% between 2024 and 2032. Aided by the growing shift towards health-conscious consumption patterns and a mounting distrust in tap water quality in some areas, the market is expected to grow significantly by 2032.

Bottled water, covering a spectrum of product categories including mineral water, spring water, purified water, and flavoured water, has secured its foothold as an essential beverage for numerous North American consumers. This trend can be attributed to its convenience, health benefits, and the occasional scepticism towards the quality of tap water.

The shift towards a health-centric lifestyle is predominantly driving the North America bottled water demand. As consumers are becoming increasingly educated about the adverse effects of sugary, carbonated beverages, many are opting for bottled water, considering it a purer and more health-advantageous alternative. This changing dynamic is not only witnessed at an individual consumption level but also in institutional settings, wellness centres, and recreational areas where bottled water has become the primary offering.

A pivotal factor bolstering the North America bottled water market growth is the lingering concerns about tap water's quality in specific regions. Episodes like the Flint water crisis have unfortunately tainted public trust in some municipal water supplies, pushing a section of the population towards the perceived reliability of bottled water.

Furthermore, North America's flourishing tourism industry, particularly in tourist magnets such as Florida, California, and parts of Canada, substantially drives bottled water consumption. Tourists, especially those originating from regions with divergent water quality norms, often prefer bottled water as their primary hydration source, ensuring safety from any potential waterborne diseases.

According to the North America bottled water analysis, there is an influx of innovations which is influencing the market. There's an emergence of alkaline water, vitamin-infused variants, and even bottles with embedded IoT technology to monitor daily water consumption. These innovations cater to a consumer base that's not just seeking hydration but also additional functional benefits from their bottled water.

The North America bottled water market is poised for significant growth in the coming years, bolstered by changing consumer

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preferences, health trends, and intermittent concerns over tap water quality. With continued innovation, an emphasis on sustainability, and effective market strategies, bottled water is set to sustain its pivotal position in the North American beverage landscape until 2028 and likely beyond.

#### Market Segmentation

The market can be divided based on type, distribution channels, and country.

#### Market Breakup by Type

- Still Water
- Sparkling Water
- Functional Water

#### Market Breakup by Distribution Channels

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

#### Market Breakup by Country

- United States
- Canada

#### Competitive Landscape

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

- Nestle SA
- The Coca-Cola Company
- Danone S.A.
- PepsiCo Inc.
- Primo Water Corporation
- FIJI Water Company LLC.
- Others

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