

## **GCC Bottled Water Market Report and Forecast 2024-2032**

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### **Report description:**

GCC Bottled Water Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the GCC bottled water market is projected to grow at a CAGR of 6.6% between 2024 and 2032. Aided by the region's unique climatic conditions, coupled with a burgeoning health-conscious population and expanding tourism sector, the market is expected to grow significantly by 2032.

Bottled water, a quintessential commodity in the arid terrains of the GCC, represents not just a source of hydration but is also seen as a health and wellness product. Given the region's predominantly desert climate, with soaring temperatures and limited freshwater resources, the demand for bottled water is not merely a lifestyle choice but a necessity. Bottled water varieties such as mineral, purified, spring, and sparkling have been making notable inroads in supermarkets, hotels, and restaurants across the region.

The health-conscious wave sweeping across countries like the UAE, Saudi Arabia, and Qatar at the forefront, acts as a catalyst for the GCC bottled water market growth. As populations become more cognisant of the health impacts of sugary beverages and carbonated drinks, there's a discernible tilt towards bottled water. Its zero-caloric nature, purity, and freshness make it a preferred beverage choice among the fitness-aware populace.

Further fuelling the bottled water momentum is the region's flourishing tourism sector. As millions of tourists, business travellers, and pilgrims flock to the region annually, the demand for safe, portable, and convenient hydration solutions surges. Hotels, airports, and pilgrimage sites, recognising the soaring demand, have increased their procurement of bottled water, making it an omnipresent product across these venues.

Industrial strides in the bottled water domain within the GCC are also commendable. Innovations in packaging, with a focus on sustainability, such as recyclable and biodegradable bottles, are influencing the GCC bottled water market outlook. Companies are increasingly incorporating eco-friendly measures, aligning with global and regional sustainability goals. Moreover, the introduction of value-added bottled water infused with vitamins, electrolytes, and flavours is resonating with consumers, especially the younger demographic, looking for both hydration and functional benefits.

Additionally, the escalating urbanisation rate and the growth of the expatriate population in the GCC nations have brought about a shift in consumption patterns. According to the GCC bottled water market analysis, the trust in tap water quality is waning,

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leading many to opt for bottled water for daily consumption. This trend is particularly pronounced in rapidly developing cities, where the safety and purity of bottled water are held in high regard.

#### Market Segmentation

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

#### Market Breakup by Type

- Still Water
- Carbonated Water
- Flavoured Water
- Mineral Water

#### Market Breakup by Packaging Material

- Plastic
- Glass

#### Market Breakup by Distribution Channels

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

#### Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Others

#### 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 GCC bottled water market. Some of the major players explored in the report by Expert Market Research are as follows:

- Agthia Group PJSC
- Hana Food Industries Company
- Dubai Crystal Mineral Water & Refreshments L.L.C
- Masafi Co. LLC
- Emirates Refreshments PJSC
- Health Water Bottling Co. Ltd. (Nova Water)
- Others

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