

Pakistan Bottled Water - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 85 pages | Mordor Intelligence

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Report description:

The Pakistan Bottled Water Market size is estimated at USD 327.61 million in 2024, and is expected to reach USD 557.68 million by 2029, growing at a CAGR of 11.96% during the forecast period (2024-2029).

Key Highlights

- Bottled drinking water use in Pakistan has increased manifolds during the last 15 years. The trend for drinking healthy water and poor tap water quality are the main reasons for consumers' interest in bottled water consumption in Pakistan. Drinking water sources in Pakistan, both surface and groundwater, are contaminated with coliforms, toxic metals, and pesticides throughout the country.
- Also, various drinking water quality parameters set by the WHO are frequently violated, attracting consumers to consider bottled water for drinking purposes, thus driving the market's growth in the country.
- Additionally, with the increasing population and rapid urbanization, access to safe drinking water in Pakistan is declining. People living in urban cities have become more aware of the contamination of drinking water, resulting in more bottled water sales. Similarly, the food service sector or the on-trade segment also accounts for a significant share of the market as consumers are habituated to using bottled water while they eat out-of-home or during traveling.
- Moreover, extreme climatic conditions and scarce clean water resources are supporting the growth of the primary form of bottled water, i.e., still water, even among the middle-class population in the country. Consumers have tilted toward the perception that prevention is better than cure for the past few years, raising the demand for bottled water to avoid undesired health issues. Hence, such factors are expected to support and drive the growth of the bottled water market in the country during the forecast period.

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Pakistan Bottled Water Market Trends

Escalating Concern for Quality Drinking Water

- Factors such as the desire to drink healthy water, health concerns, and poor tap water quality in Pakistan are the main reasons for consumers' interest in bottled water. For instance, Pakistan is one of the countries where fluorosis is endemic, and the Thar Desert areas of Sindh province are among the affected areas.
- The groundwater, especially the water in unconfined aquifers, is the primary source of drinking water for people living in those areas of Sindh. Groundwater is mostly available in dug wells, generally at a depth of 30 to 75 meters, which is salty and highly contaminated by the presence of fluoride. Fluorosis is high in such areas, including dental, skeletal, musculoskeletal, and other forms of fluorosis.
- Additionally, the release of untreated industrial waste, unsafe sewage systems, agriculture run-off, and unplanned urbanization has downgraded water quality over the years, especially in the big cities, due to which the urban population has been constant for the past few years. For instance, according to the World Bank, in 2021, the total urban population percentage in Pakistan was 37% which was the same since 2018.
- Furthermore, in March 2023, UNICEF Representative in Pakistan claimed that every day, millions of girls and boys in Pakistan are fighting a losing battle against preventable waterborne diseases and consequential malnutrition which is creating more new opportunities for the players in the market to launch affordable bottled water products to target such consumers.

Still Water Dominates the Market

- There is a growing demand from the people of Pakistan for still water than other types of bottled water, such as sparkling water, and the gap has been increasing very fast. People are becoming more health-conscious and moving away from carbonated soft drinks. The price and easy availability of bottled water inclined a section of the consumers to choose to prefer still water.
- Further, awareness about the purity and safety of bottled water and contamination of drinking water sources are driving the demand for still bottled water in the country. Also, due to the population growth that demands better living standards, the upsurge in demand for still water from Pakistanis is playing a key role in driving the still-bottled water market growth.
- Furthermore, recovering gross domestic product (GDP) growth rates, working population, and improving employment standards are supporting the growth of the overall market. For instance, according to the World Bank, in 2021, the GDP growth of Pakistan reached 6.5%, a significant increase compared to the previous year, in which the GDP growth was -1.3%. Such factors, along with the manufacturers' enthusiasm to launch different products that target different consumer groups, are expected to aid in the market's growth during the forecast period.

Pakistan Bottled Water Industry Overview

The market studied is consolidated with the presence of global players trying to expand their businesses and a few local players targeting specific consumer groups. A few major players in the Pakistan bottled water market include The Coca-Cola Company, Nestle S.A., and PepsiCo Inc. These players are primarily focused on providing quality products offering, along with the increased convenience of purchase.

With the increasing consumption of bottled water, manufacturers operating in the market, including government bodies, are introducing new products to achieve a more extensive consumer base and competitive advantage in the market. In addition to bottled water offered by companies such as still water and sparkling water, the focus is also being laid on sustainable packaging

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optimization, which helps reduce carbon footprint compared to standard processing.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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