

## **Bottled Water in India**

Market Direction | 2024-04-23 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The ongoing demand for bottled water in India can be attributed primarily to two factors: the scarcity of clean drinking water and rising health concerns. UNICEF reports that less than 50% of the Indian population has access to clean drinking water, highlighting the urgent need for alternative solutions. In addition, chemical contamination, including substances such as fluoride and arsenic, poses a significant threat to the local water supply, affecting nearly two million households. Over the co...

Euromonitor International's Bottled Water in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Bottled Water market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Bottled Water in India  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### BOTTLED WATER IN INDIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Bottled water grows amid India's water scarcity and health concerns, but not without its own set of challenges

Due to heightened demand, bottled water players focus on last mile delivery

Players launch products with a wide range of attributes to target health-conscious and affluent consumers

##### PROSPECTS AND OPPORTUNITIES

Health awareness will continue to drive growth of bottled water over the forecast period

Still bottled water players unable to make pricing adjustments due to regional and counterfeit products

State governments actively work to reduce pollution caused by single-use plastics, particularly smaller pack sizes

##### CATEGORY DATA

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 2 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

#### SOFT DRINKS IN INDIA

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 26	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 27	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 32	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

## APPENDIX

Fountain sales in India

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Bottled Water in India

Market Direction | 2024-04-23 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com