

**Bottled Water in India**

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

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**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.

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##### 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

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