

Saudi Arabia Bottled Water - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Saudi Arabia Bottled Water Market size is estimated at USD 2.54 billion in 2025, and is expected to reach USD 3.89 billion by 2030, at a CAGR of 8.9% during the forecast period (2025-2030).

The bottled water market in Saudi Arabia has seen significant growth in recent years, driven by factors such as rising health consciousness, increasing disposable income, and concerns over the quality of tap water. With a hot and arid climate, access to clean drinking water is crucial, making bottled water a popular choice among consumers. International and local brands compete fiercely in this market, offering various sizes, types, and packaging options to cater to diverse consumer preferences. Additionally, the government's initiatives to promote health and hygiene fuel demand for bottled water.

The market's growth can be attributed to high disposable incomes, growing urbanization, and the increasing demand for sparkling water. Such factors provide growth opportunities to global and regional bottled water manufacturers, primarily to cater to the increasing demand from institutions such as hospitals. Further, government initiatives for personal hygiene are expected to drive the demand for bottled water. The Saudi Arabian bottled water market witnessed significant growth due to the tourism industry. The country's foodservice channels, such as hotels and restaurants, are also increasing. Therefore, to offer quality service to their tourists, they also contribute to a significant share of sales in the bottled water market.

Saudi Arabia Bottled Water Market Trends

Growth in Tourism Drives the Sales of Still Water in Saudi Arabia

Tourism is an important component of Saudi Arabia's economic development, offering vast potential for both religious and

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non-religious activities. The increasing influx of local and foreign tourists, particularly in key tourist destinations, is driving the demand for treated water, specifically still water, across the country. This trend is supported by the expansion of foodservice channels like hotels and restaurants, which strive to provide quality service to visitors, consequently boosting sales in the still water segment. Saudi Arabia's tourism sector, contributing 4% to the GDP, is experiencing significant growth, spurred by initiatives to enhance it.

The country hosts one of the world's largest annual pilgrimages, attracting millions of Muslim tourists globally. The construction of new restaurants and hotels, driven by government efforts and the country's hot and arid climate, is poised further to stimulate the distribution of still bottled water within these channels, driving segmental growth. According to Bahrain News Agency, in 2023, around 106.2 million people visited Saudi Arabia. Owing to significant growth in the tourism sector, companies manufacturing bottled water in Saudi Arabia are developing and marketing various sizes that can be conveniently carried by users.

Sales Through Retail Channels are Mostly Driven by Health Consciousness Among Consumers

Health consciousness among consumers in Saudi Arabia has significantly increased in recent years, influenced by a growing awareness of the importance of a healthy lifestyle. This trend is driven by various factors, including government initiatives to combat obesity and related health issues, widespread access to information through digital media, and the influence of social media platforms where health and wellness topics are frequently discussed. Owing to this, consumers have become more quality-oriented, which has impacted the purchases of bottled water through various retail stores instead of foodservice channels. The preference toward particular brands and the availability of various products drive sales through retail channels in the country.

Brands are responding to this demand by offering various types of bottled water, including spring water, mineral water, and water infused with flavors or vitamins, through various retail channels such as supermarkets. The convenience of bottled water, combined with its perceived health benefits, makes it an attractive choice for consumers on the go. Moreover, the harsh climatic conditions of the region, where temperatures can soar, drive the demand for bottled water as a reliable source of hydration. This growth trajectory is supported by robust marketing strategies that emphasize purity, health benefits, and environmental sustainability, resonating well with the increasingly health-conscious Saudi consumer base.

Saudi Arabia Bottled Water Industry Overview

The Saudi Arabian bottled water market is highly competitive, with the presence of both global and regional players. Companies are increasing their investments in research, development, and marketing and expanding their distribution network to maintain their position in the market and offer innovative bottled water. The prominent players in the market are Hana Food Industries Company (Hana Water), Bin Zomah Group Trading & Mfg (Safa), Health Water Bottling Co. (Nova Water), Pepsi Co., and Aloyoun Water Factory Inc.

Additional Benefits:

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

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