

## **Australia Bottled Water Market Size Analysis Report - Market Share, Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-10-25 | 112 pages | EMR Inc.

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### **Report description:**

**Australia Bottled Water Market Trends**The Australia bottled water market is thriving due to its convenient portability and easy availability in stores and vending machines nationwide. It undergoes stringent safety testing to ensure it is free from contaminants. With various brands offering distinct mineral compositions, it caters to diverse taste preferences, making bottled water a popular choice for hydration, positively impacting the demand of Australia bottled water market. In May 2024, Tasmanian Spring Water launched its premium bottled water sourced from a unique spring in the Australian outback, emphasising its distinct taste and mineral content to attract consumers interested in artisanal, locally sourced products.The Australia bottled water market requires no infrastructure, making it ideal for outdoor activities and travel in remote areas. Pre-packaged servings help with portion control, while a wide range of brands and types like spring, mineral, and sparkling provide ample options for consumers, boosting Australia bottled water industry revenue. In March 2024, Sparkling Ice introduced a selection of sparkling water beverages in Australia, enriched with vitamins and antioxidants. This brand targets active individuals looking for refreshing, low-calorie drink options, positioning itself as a healthy alternative in the expanding sparkling water market.**Australia Bottled Water Market Growth**The Australia bottled water market is thriving as many brands focus on sustainability by utilizing recyclable materials and responsibly sourcing their products. They support local producers and promote regional springs. The Australia bottled water market dynamics and trends are further strengthened by the fact that bottled water is a healthier alternative to soft drinks, containing no added sugars or sodium. Additionally, rigorous quality control measures ensure high safety and quality standards. In January 2024, Mount Franklin introduced a new line of eco-friendly bottled water with biodegradable packaging, aiming to reduce plastic waste and attract environmentally conscious consumers, solidifying its position as a leader in sustainable practices in Australia.The Australia bottled water market benefits from the absence of the chlorine taste often found in tap water, and it complies with strict national and state regulations. Available in various sizes-from small personal bottles to larger ones for sharing, bottled water supports overall health by aiding digestion and improving skin condition, contributing to Australia bottled water market growth. In July 2024, H2Coco launched a new functional water line enriched with electrolytes and vitamins, specifically targeting fitness enthusiasts. This product aligns with the health and wellness trend, offering a convenient hydration solution for active consumers looking to enhance their performance.**Australia Bottled Water Market Insights-** According to the

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Australian Bureau of Statistics, national water consumption reached 13,449 GL in 2021-22, attributed to both industries and households.- A UN report revealed that Australians spent an average of \$580 on 504 litres of bottled water in 2021.- The Australian Beverage Council noted that convenience is a major factor influencing bottled water purchases, contributing to the growth of the Australia bottled water market. Industry News June 2024 Aqua Pura launched a new line of sparkling mineral water sourced from natural springs in Australia. The brand emphasises sustainability through eco-friendly packaging, targeting environmentally conscious consumers seeking premium hydration options. August 2023 The Boxed Beverage Company, an Australian startup, collaborated with Tetra Pak to launch Waterbox, an eco-friendly alkaline water packaged in a plant-based carton from Cottonwood Springs in Victoria. It claims to have eight times less climate change impact than traditional PET bottled water throughout its lifecycle in Australia. Australia Bottled Water Market Drivers Premiumisation The Australia bottled water market is experiencing growth due to the trend of premiumization, where consumers are increasingly willing to spend more on high-quality products. Brands differentiate themselves by offering unique sources, such as spring or mineral water, often featuring distinctive taste profiles. Packaging is essential, with many companies investing in attractive designs that convey luxury and quality. This trend in the Australia bottled water market signifies a broader shift towards premium consumer experiences, as individuals seek products that combine functionality with sophistication. The premium bottled water segment is expanding quickly, appealing to consumers who consider hydration essential to their lifestyle. In August 2021, Cotton On launched Australia's first bottled water in resealable aluminium packaging through the Cotton On Foundation, in partnership with Wallaby Water. Comprising 70 per cent recycled aluminium, this packaging claims to be a first in Australia, competing with plastic, cartons, and glass as the most recycled and recyclable option for bottled water. Flavored Water The Australia bottled water market is experiencing growth due to the rising popularity of flavored bottled water as consumers seek alternatives to sugary beverages. Brands are offering a variety of flavours infused with natural fruit extracts or botanicals, appealing to those wanting taste without added sugars or calories. This trend reflects increasing health consciousness, as consumers look for enjoyable yet healthier hydration options. Flavoured waters are positioned not only as refreshing drinks but also as functional beverages that highlight hydration benefits. The Australia bottled water market revenue is impacted by this innovation, as it caters to diverse consumer preferences and helps individuals meet their daily hydration needs while enjoying a variety of exciting flavours. In May 2023, PepsiCo announced the launch of Bubly, a no-sugar sparkling water in Australia, designed to invigorate the category with flavours like pineapple, lime, blackberry, raspberry, and passionfruit, all featuring natural fruit flavours without added sugars or artificial sweeteners. Opportunities in the Australia Bottled Water Market Sustainability Focus The Australia bottled water market is experiencing growth as sustainability becomes a central focus. Many brands are embracing eco-friendly practices, such as utilising recyclable materials and adopting sustainable sourcing methods. Companies are investing in initiatives to reduce plastic waste, including offering refill stations, and promoting reusable bottles. This shift addresses consumer demand for environmentally responsible products and aligns with Australia's broader sustainability goals. As awareness of plastic pollution increases, brands that prioritize eco-friendly practices are gaining a competitive edge, appealing to environmentally conscious consumers, thereby driving the bottled water demand growth. In July 2024, Bottled Sunshine launched a new collection of sparkling water sourced from renewable springs and packaged in completely recyclable materials. The brand emphasises sustainability, targeting consumers who value both premium taste and environmentally friendly practices. Market Restraints The Australia bottled water market faces several key market restraints. Environmental concerns about plastic pollution are prompting consumers to demand more sustainable practices. Strict health regulations increase operational costs, particularly for smaller companies. Competition from alternatives like flavoured waters and tap filtration systems further challenges market share. Price sensitivity, driven by economic fluctuations, may lead consumers to opt for cheaper options. Additionally, the perception of tap water as safe reduces bottled water demand. Regulatory changes and rising transportation costs add complexity, while market saturation intensifies competition, making differentiation crucial for survival. "Australia Bottled Water Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments: Market Breakup by Product Type- Spring Water- Purified Water- Mineral Water- Sparkling Water- Others Market Breakup by Distribution Channel- Off-Trade??- Supermarkets and Hypermarkets??- Convenience Stores??- Grocery Stores??- Others- On-Trade Market Breakup by Region?- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others Australia Bottled Water Market Share By Product Type Analysis The Australia bottled water market is thriving as mineral water offers various health benefits due to its rich content of essential minerals like calcium, magnesium, and potassium, which promote bone and muscle health. Sourced from natural

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springs, it is viewed as a refreshing and more natural choice. Additionally, it supports hydration, contains no artificial additives, and caters to diverse consumer tastes. Its unique sourcing fosters brand loyalty and enables premium marketing, appealing to health-conscious and upscale consumers. Certain varieties also aid in digestion, contributing to growth of the Australian bottled water industry. In February 2024, Tasmanian Spring Water launched a premium mineral water sourced from a distinct spring in Tasmania, emphasizing its natural mineral content to attract health-focused consumers seeking high-quality hydration options. The Australia bottled water market is strengthened as sparkling water offers a refreshing, carbonated experience that appeals to consumers looking for variety. It serves as a calorie-free alternative to sugary sodas, helping to lower overall calorie intake without sacrificing flavour. Its versatility makes it a favourite for mixing in cocktails and mocktails, providing a fun way to stay hydrated. Many consumers view sparkling water as a healthier option, aligning with wellness trends in the Australia bottled water market. Available in various flavours, it meets diverse preferences, and its potential digestive benefits further enhance its appeal. Brands can also position sparkling water as a premium product, targeting upscale markets. In May 2024, SodaStream announced the launch of a range of flavoured sparkling waters, allowing consumers to create their beverages at home, designed for those who appreciate customization and seek a healthier alternative to sugary sodas. By Distribution Channel Insights The Australia bottled water market is strengthened as off-trade channels, such as supermarkets and convenience stores, improve accessibility and convenience for consumers, boosting sales. These outlets enable bulk purchases at lower prices, increasing overall sales volume. Retail environments enhance brand visibility through displays and a wide variety of products. Easy access encourages impulse buying, while competitive pricing attracts budget-conscious shoppers, driving bottled water demand. Additionally, the growth of online sales broadens purchasing options for consumers. According to a recent United Nations report, Australians spent an average of \$580 on 504 litres of bottled water per person in 2021, marking the world's second-highest per capita consumption rate. The Australia bottled water market benefits from on-trade channels, such as restaurants and cafes, which promote social consumption and encourage bottled water orders during dining experiences. These settings enhance brand perception through unique consumer interactions and menu integration, leading to increased sales. On-trade venues can showcase premium bottled water options, appealing to quality-focused consumers. Many establishments also emphasize sustainability practices, while targeted marketing and trend influence effectively shape consumer preferences, driving growth in the Australia bottled water market. In September 2024, Gourmet Springs launched a collection of artisanal bottled water sourced from unique springs across Australia, targeting high-end restaurants and cafes with a focus on premium taste and quality to complement fine dining experiences. Australia Bottled Water Market Regional Insights New South Wales Bottled Water Market Regional Insights In New South Wales, bottled water provides easy hydration and health advantages due to its mineral content, supported by strict health regulations that guarantee safety and quality for consumers. Yaru Water, a not-for-profit social enterprise, sources its water from an ancient volcano in Northern NSW. This mineral-rich, naturally alkaline water is packaged in glass and recycled PET bottles. Queensland Bottled Water Market Trends In Queensland, bottled water offers convenient access through supermarkets and vending machines, while many brands emphasise sustainability by using recyclable materials and promoting refillable options for eco-conscious consumers. Queensland Bottlers, a family-owned company, sources its bottled water from local springs, including Mt Tambourine and the Sunshine Coast, ensuring it is free from chlorine and fluoride. Western Australia Bottled Water Market Dynamics In Western Australia, the emergence of premium bottled water brands provides high-quality options featuring distinctive flavours and health advantages, while bottled water continues to be favoured in social settings for its refreshing hydration. Aussie Natural Bottled Spring Water, a Perth-based company, delivers natural spring water to homes and offices in the metro area, offering various bottle sizes, including 600 ml PET and 15 L options. Competitive Landscape Key market players in the premium spring water sector emphasize quality and sustainability by sourcing from pure, mineral-rich springs. They offer a variety of bottled water products, including still and sparkling options, for residential and commercial customers. Committed to eco-friendly practices, they use recyclable packaging and promote responsible sourcing, supporting local communities and preserving the environment. Key Industry Players? The Coca-Cola Company: Founded in 1886 and headquartered in Atlanta, Georgia, The Coca-Cola Company is a global beverage leader known for its iconic soft drinks, juices, and bottled waters. The company emphasizes sustainability, innovation, and community engagement while maintaining a diverse product portfolio to meet consumer preferences worldwide. Asahi Holdings (Australia) Pty Ltd.: Established in 2009 and based in Melbourne, Asahi Holdings (Australia) Pty Ltd. is part of the Asahi Group, a leading beverage company. It offers a wide range of products, including beer, soft drinks, and bottled water, focusing on quality and sustainability to meet consumer demands in the

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Australian market. Fruit Splash: Launched in 2018 and headquartered in Australia, Fruit Splash specializes in flavoured water products infused with real fruit extracts. The company aims to provide refreshing, healthier beverage options, appealing to consumers seeking alternatives to sugary drinks. It's innovative flavours and natural ingredients cater to health-conscious lifestyles. Beloka Water Pty Ltd.: Founded in 2010 and based in New South Wales, Beloka Water Pty Ltd. provides premium bottled spring water sourced from a unique aquifer. The company prioritizes sustainability and quality, offering environmentally friendly packaging options while promoting health and wellness through its natural products. Other key players in the Australia bottled water market report include Neverfail Springwater Proprietary Limited, Fiji Water Company LLC and West Coast Spring Water Pty Ltd. among others. Recent Developments July 2024 CAPI introduced a new line of sparkling water infused with botanical flavours such as cucumber and mint. The brand aims to offer a refined beverage choice for health-conscious consumers seeking refreshing alternatives. March 2024 Water by Design rolled out a customisable bottled water service for cafes and restaurants, enabling them to personalise labels with their branding. This initiative is designed for businesses that want to boost their brand identity while providing premium hydration options to their patrons.

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