

# Bottled Water in India

April 2024

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### 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

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