Bottled Water in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bottled water grows amidst India’s water scarcity and health concerns, but not without posing its own set of challenges

On-trade sales of bottled water recovering on the back of an uptick in the foodservice and tourism industries

Bisleri remains a strong player in Indian bottled water, but talk of a potential acquisition continues

PROSPECTS AND OPPORTUNITIES

Still bottled water companies cannot afford the luxury of pricing adjustments due to regional and counterfeit products

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

State government bans on bottled water act as a hindrance for category development

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Soft Drinks in India - Industry Overview

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