Bottled Water in India

April 2024

Table of Contents
Bottled Water in India - Category analysis

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

CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bottled-water-in-india/report.