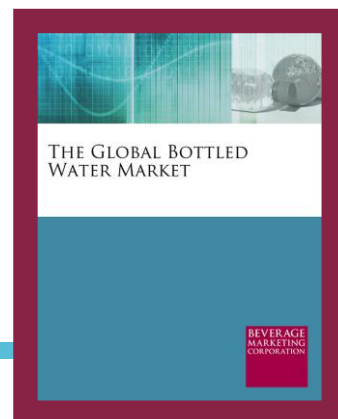


# THE GLOBAL BOTTLED WATER MARKET

**2019 EDITION** (Published February 2020. Data through 2019. Market projections through 2024.) More than 30 Excel tables. Also features an executive summary.



**T**his comprehensive global bottled water study looks at worldwide, continent and country bottled water trends. It includes five-year projections for the global water market. An executive summary highlights key developments.

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## INSIDE:

### REPORT OVERVIEW

A brief discussion of this report's key features. **2**

### TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

### SAMPLE TEXT AND INFOGRAPHICS

Examples of report text, data content, layout and style. **9**



**HAVE QUESTIONS?**

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## THE ANSWERS YOU NEED

*The Global Bottled Water Topline* report provides country-by-country data to shed light on various aspects of the industry. Questions answered in BMC's report include:

- What country leads the world in overall bottled water consumption? Which one leads in per capita consumption? How have various countries' market share rankings shifted in recent years?
- Which countries' bottled water markets are continuing to see substantial volume growth? Which have slowed in recent years?
- What are the growth prospects for the market over the next five years through 2024?

## THIS GLOBAL BOTTLED WATER INDUSTRY REPORT FEATURES

This comprehensive report offers an in-depth look at the current international market for packaged water and anticipated growth through 2024.

The research offers a well-rounded perspective on the market, providing volume and per capita consumption statistics. Beverage Marketing's reliable global data facilitates a thorough understanding of all facets of the market including:

- Consumption volume, share, growth and per capita intake for more than 70 countries.
- Statistics on regional and national consumption volume, share and growth.
- A brief overview discussing significant developments in the category.
- BMC's exclusive projections for the market, including consumption estimates for the entire world as well as its principal regions through 2024.



# THE GLOBAL BOTTLED WATER MARKET

**BEVERAGE  
MARKETING  
CORPORATION**

# The Global Bottled Water Market

## February 2020

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RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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# Contents

## Table of Contents

---

## TABLE OF CONTENTS

---

### I. Global Bottled Water Market

---

Global Bottled Water Headlines -----	4
Global Bottled Water Market Consumption Millions of Hectoliters 2012 - 2019 -----	5
Global Bottled Water Market Consumption Liters Per Person 1999 - 2019 -----	6
Global Bottled Water Market Share of Consumption Volume by Region 2014 and 2019-----	7
Leading Bottled Water Consuming Countries 2014 - 2019 -----	8

### II. Leading Companies

---

Global Bottled Water Market Leading Companies Share 2014 and 2019 -----	10
---	----

### III. Europe

---

Leading European Bottled Water Consuming Countries 2014 - 2019 -----	12
European Bottled Water Market Leading Countries' Consumption, Compound Annual Growth Rates (CAGR) & Share 2014 - 2019-----	13
European Bottled Water Market Leading Per Capita Consumption Countries 2014 - 2019 --	14

### IV. North America

---

Leading North American Bottled Water Consuming Countries 2014 - 2019 -----	16
North American Bottled Water Market Leading Countries' Consumption, Compound Annual Growth Rates (CAGR) & Share 2014 - 2019-----	17
North American Bottled Water Market Leading Per Capita Consumption Countries 2014 - 2019-----	18

### V. Asia

---

Leading Asian Bottled Water Consuming Countries 2014 - 2019-----	20
Asian Bottled Water Market Leading Countries' Consumption, Compound Annual Growth Rates (CAGR) & Share 2014 - 2019-----	21
Asian Bottled Water Market Leading Per Capita Consumption Countries 2014 - 2019 -----	22

### VI. South America

---

Leading South American Bottled Water Consuming Countries 2014 - 2019 -----	24
South American Bottled Water Market Leading Countries' Consumption, Compound Annual Growth Rates (CAGR) & Share 2014 - 2019-----	25
South American Bottled Water Market Leading Per Capita Consumption Countries 2014 - 2019-----	26

TABLE OF CONTENTS

---

VII. Africa, Middle East and Oceania

---

Leading African, Middle Eastern and Oceanian Bottled Water Consuming Countries 2014 - 2019 -----	28
African, Middle Eastern and Oceanian Bottled Water Market Leading Countries' Consumption, Compound Annual Growth Rates (CAGR) & Share 2014 - 2019-----	29
African, Middle Eastern and Oceanian Bottled Water Market Leading Per Capita Consumption Countries 2014 - 2019 -----	30

VIII. Projections

---

Global Bottled Water Market Volume and Share of Consumption 2019 and 2024-----	32
--	----

Exhibit

---

**1. THE GLOBAL BOTTLED WATER MARKET**

- 1.1 Global Bottled Water Market Consumption and Annual Change 1996 - 2019
- 1.2 Global Bottled Water Market Per Capita Consumption 1996 - 2019
- 1.3 Global Bottled Water Market Consumption by Country 2014 - 2019
- 1.4 Global Bottled Water Market Share of Consumption by Country 2014 - 2019
- 1.5 Global Bottled Water Market Change in Consumption by Country 2015 - 2019
- 1.6 Global Bottled Water Market Per Capita Consumption by Country 2014 - 2019
- 1.7 Global Bottled Water Market Consumption by Region 2014 - 2019
- 1.8 Global Bottled Water Market Share of Consumption by Region 2014 - 2019
- 1.9 Global Bottled Water Market Change in Consumption by Region 2015 - 2019
- 1.10 Global Bottled Water Market Per Capita Consumption by Region 2014 - 2019

**2. THE LEADING GLOBAL COMPANIES AND THEIR BRANDS**

- 2.11 Global Bottled Water Market Estimated Volume by Company 2014 - 2019
- 2.12 Global Bottled Water Market Estimated Share by Company 2014 - 2019
- 2.13 Global Bottled Water Market Estimated Growth by Company 2015 - 2019

**3. THE EUROPEAN BOTTLED WATER MARKET**

- 3.14 European Bottled Water Market Consumption by Country 2014 - 2019
- 3.15 European Bottled Water Market Share of Consumption by Country 2014 - 2019
- 3.16 European Bottled Water Market Change in Consumption by Country 2015 - 2019
- 3.17 European Bottled Water Market Per Capita Consumption by Country 2014 - 2019

**4. THE NORTH AMERICAN BOTTLED WATER MARKET**

- 4.18 North American Bottled Water Market Consumption by Country 2014 - 2019
- 4.19 North American Bottled Water Market Share of Consumption by Country 2014 - 2019
- 4.20 North American Bottled Water Market Change in Consumption by Country 2015 - 2019
- 4.21 North American Bottled Water Market Per Capita Consumption by Country 2014 - 2019

## TABLE OF CONTENTS

### **5. THE ASIAN BOTTLED WATER MARKET**

- 5.22 Asian Bottled Water Market Consumption by Country 2014 – 2019
- 5.23 Asian Bottled Water Market Share of Consumption by Country 2014 – 2019
- 5.24 Asian Bottled Water Market Change in Consumption by Country 2015 – 2019
- 5.25 Asian Bottled Water Market Per Capita Consumption by Country 2014 – 2019

### **6. THE SOUTH AMERICAN BOTTLED WATER MARKET**

- 6.26 South American Bottled Water Market Consumption by Country 2014 – 2019
- 6.27 South American Bottled Water Market Share of Consumption by Country 2014 – 2019
- 6.28 South American Bottled Water Market Change in Consumption by Country 2015 – 2019
- 6.29 South American Bottled Water Market Per Capita Consumption by Country 2014 – 2019

### **7. THE AFRICAN, MIDDLE EASTERN AND OCEANIAN BOTTLED WATER MARKETS**

- 7.30 African, Middle Eastern & Oceanian Bottled Water Market Consumption by Country 2014 – 2019
- 7.31 African, Middle Eastern & Oceanian Bottled Water Market Share of Consumption by Country 2014 – 2019
- 7.32 African, Middle Eastern & Oceanian Bottled Water Market Change in Consumption by Country 2015 – 2019
- 7.33 African, Middle Eastern & Oceanian Bottled Water Market Per Capita Consumption by Country 2014 – 2019

### **8. THE PROJECTED GLOBAL BOTTLED WATER MARKET**

- 8.34 The Projected Global Bottled Water Market Consumption by Region 2014 – 2024
- 8.35 The Projected Global Bottled Water Market Share of Consumption by Region 2014 – 2024
- 8.36 The Projected Global Bottled Water Market Compound Annual Growth in Consumption by Region 2019 – 2024
- 8.37 The Projected Global Bottled Water Market Per Capita Consumption by Region 2014 – 2024



Exhibit 1.8

**GLOBAL BOTTLED WATER MARKET**  
**SHARE OF CONSUMPTION BY REGION (r)**  
**2014 – 2019(p)**

<b>Regions</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019(p)</b>
Asia	%	%	%	%	%	%
North America	%	%	%	%	%	%
Europe	%	%	%	%	%	%
South America	%	%	%	%	%	%
Africa/Mideast/Oceania	%	%	%	%	%	%
<b>TOTAL</b>	%	%	%	%	%	%

(r) Revised

(p) Preliminary

Source: Beverage Marketing Corporation

Exhibit 5.23

**ASIAN BOTTLED WATER MARKET**  
**SHARE OF CONSUMPTION BY COUNTRY (r)**  
**2014 – 2019(p)**

<b>Countries</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019(p)</b>
China	%	%	%	%	%	%
Indonesia	%	%	%	%	%	%
India	%	%	%	%	%	%
Thailand	%	%	%	%	%	%
Korea, Republic of	%	%	%	%	%	%
Japan	%	%	%	%	%	%
Philippines	%	%	%	%	%	%
Pakistan	%	%	%	%	%	%
Viet Nam	%	%	%	%	%	%
China, Hong Kong SAR	%	%	%	%	%	%
Malaysia	%	%	%	%	%	%
Singapore	%	%	%	%	%	%
Brunei Darussalam	%	%	%	%	%	%
Other Asia	%	%	%	%	%	%
<b>Total Asia</b>	%	%	%	%	%	%

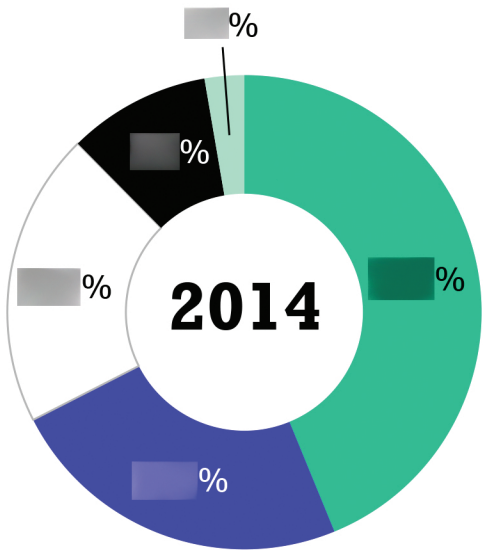
(r) Revised

(p) Preliminary

Source: Beverage Marketing Corporation

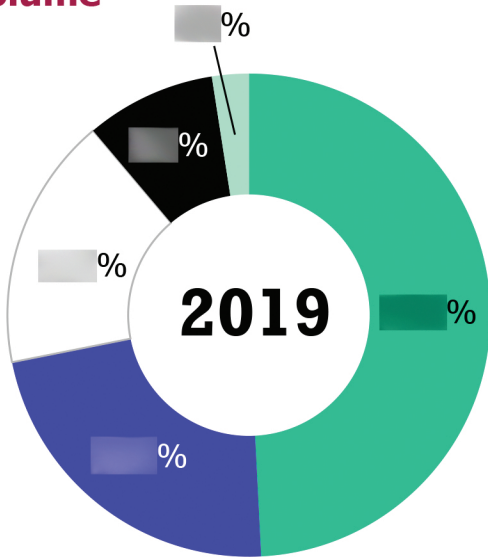
**From 2014 to 2019, shares of volume decreased for every region except for Asia, which gained percentage points over the span.**

**Global Bottled Water Market  
Share of Consumption Volume  
by Region**



**hectoliters**

- Asia
- North America
- Europe
- South America
- Africa/Mideast/Oceania



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*Note: 2019 figures are preliminary.  
Source: Beverage Marketing Corporation*