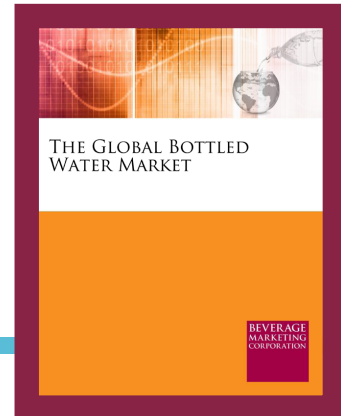


THE GLOBAL BOTTLED WATER MARKET

2020 EDITION (Published February 2021. Data through 2020. Market projections through 2025.) More than 30 Excel tables. Also features an executive summary.



This 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 including discussion of the impact of the novel coronavirus pandemic on the global bottled water and beverage markets.

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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 2025?

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 2025.

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 2025.



THE GLOBAL BOTTLED WATER MARKET

**BEVERAGE
MARKETING
CORPORATION**

The Global Bottled Water Market

February 2021



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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Global Bottled Water Market – Trends and Headlines

Global Bottled Water Headlines

1

The global bottled water industry in the past three years has been slowed by decelerating growth in the leading region, Asia, and particularly in the leading global consuming nation, China

2

Traditional markets, such as Europe, have been fairly weak in recent years while North America has performed solidly if unspectacularly

3

In contrast to the global beer industry, the pace of consolidation in the bottled water market is sedate. As a result, the industry on a global basis is still very fragmented

4

Still water remains the leading segment over sparkling water, but the latter has seen pockets of growth in such important markets as the U.S. While the overall global water market has remained unconsolidated, there has been amalgamation in the home and office delivery segment of the market in recent years

5

Modest consumption growth will continue in the next several years, aided by the continuing modernization in developing nations, which augurs a shift from tap water to packaged water. Growing health consciousness continues to be a driver for more developed regions

**GLOBAL BOTTLED WATER MARKET
SHARE OF CONSUMPTION BY REGION (r)
2015 – 2020(p)**

Regions	2015	2016	2017	2018	2019	2020(p)
Asia	28.5%	29.2%	29.8%	30.5%	31.2%	31.9%
North America	22.1%	22.5%	22.9%	23.3%	23.7%	24.1%
Europe	18.7%	18.9%	19.1%	19.3%	19.5%	19.7%
South America	12.3%	12.5%	12.7%	12.9%	13.1%	13.3%
Africa/Mideast/Oceania	18.4%	18.9%	19.4%	19.9%	20.4%	20.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

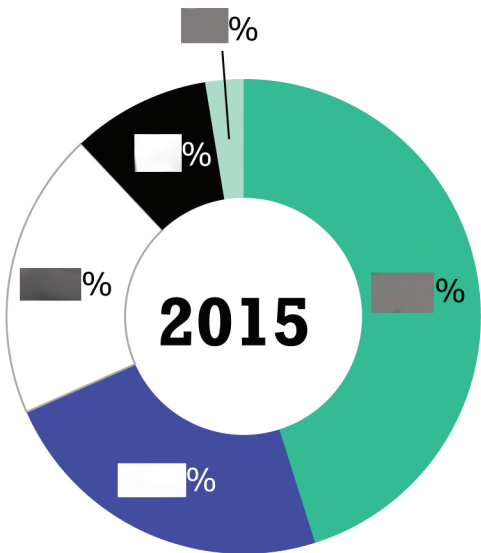
(r) Revised

(p) Preliminary

Source: Beverage Marketing Corporation

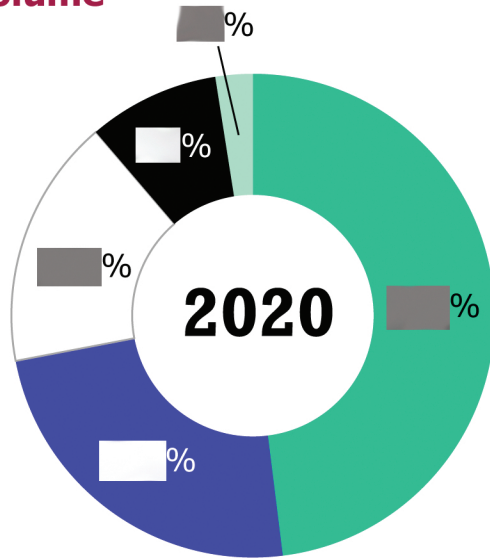
From 2015 to 2020, shares of volume decreased for every region except for Asia and North America, which gained [redacted] and [redacted] percentage points, respectively, over the span.

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



**[redacted]
hectoliters**

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



**[redacted]
hectoliters**

Note: 2020 figures are preliminary.
Source: Beverage Marketing Corporation

