
Description:

Market Insights

The global bottled water packaging market is expected to grow at a CAGR of 5.16% over the period 2015-2020. Bottled water is the most dynamic market within the food and beverage industry. About 70% of bottles used for natural mineral water are made of plastic. While many people assume that water in bottles is mineral water, about 40% of these is municipal water and may or may not be treated further. Water typically comes from a public water system and receives additional treatment, such as filtration and disinfection, before it is bottled. Use of renewable resources is a potential opportunity in the market and can be done by reducing packaging weight and increasing collection rates. Environmental considerations are directing the choice of bottled water packaging material and thus, PET is increasingly being chosen instead of PVC as it is light, easy to work on and very transparent.

Market Dynamics

Packaged drinking water, which holds about 85% of the market, is growing due to factors like changes in lifestyle, an increase in world tourism (foreign and domestic tourists) and health awareness etc. Rising standards and regulations for bottled water packaging is a major restraint to this market. Manufacturing water pouches has potential opportunities due to its low price.

Market Segmentation

The market for global bottled water packaging market is segmented on the basis of material (plastic, glass, aluminum/steel etc.), quantity (500mL, 1L, 2L, 5L etc.), water type (natural mineral water, purified water etc.) and geography.

Key Industry Players

Some of the key players in the global bottled water packaging market are:

- Nestle Waters
- Bisleri International Private Ltd.
- Fiji Water
- China Resources Beverage (Holdings) Ltd
- Pepsi Co. (Aquafina)
- Tingyi Holdings Corporation
- Nongfu Spring
- The Coca-Cola Company
- Danone
- Wahaha Brand

Key Deliverables in the Study

- Market analysis of the global bottled water packaging market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the global bottled water packaging market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights into the major players in this industry and the key strategies
adopted by them to sustain and grow in the studied market.
- Insights into the major countries/regions in which this industry is growing and identifying the regions which are still untapped.

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