Bottled Water Market in India 2010 by Bharatbook

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The bottled water industry in India has been growing steadily and is dominated by certain brands in the market. The packaged water segment is extremely competitive with players ramping up their packaging styles to attract a large base of consumers in order to account for a larger share in the market. With rising consumer concerns over health and increasing shelf spaces in the institutional channels, the market is set to boom and exhibit huge potential for players to increase their sales.

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The report begins with the market overview section which provides a detailed description of the current and forecasted off-trade/retail sales. The difference between packaged and mineral water as well as different forms of distribution is also covered in this section. The section also highlights the regional consumption of bottled water in terms of the bulk water consumption and also the off-trade sales in various regions of India. It also includes the import and export structure of bottled water and the brands that are traded.

This is followed by an analysis of the drivers of the market that include rise in income and consumption, sound economics and high profitability, water shortage and low bottled water consumption, increasing consumer awareness on health issues, increase in water borne diseases, archaic government laws supporting groundwater exploitation and growth in foreign visitors and expatriate population. The key challenges identified include inefficient transport infrastructure, low-entry barriers and threat from low-quality products, possible threat from public campaigns and litigation, brand and category differentiation and increasing use of water purifiers. The key trends in the market have also been identified which include brand building, institutional sales, wide packaging formats, new entrants from other sectors, launch of flavoured water, and natural mineral water going abroad.

The competition section provides the competitive structure of the industry and shows the market share of various brands that operate in the space. The brief profiles of the various companies that operate in the segments of the market have been also provided. The key development section gives a view of the recent happenings in the industry.Market Research

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