



Euromonitor
International

Bottled Water in Australia

November 2025

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[Bottled Water in Australia - Category analysis](#)

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2025 DEVELOPMENTS

Bottled water benefiting from health and wellness trend

INDUSTRY PERFORMANCE

Bottled water remains an essential component of daily hydration

Strong performance from products with functional benefits

WHAT'S NEXT?

Steady growth forecast for bottled water as category reinforces importance as the go-to hydration beverage

Environmental sustainability key in building goodwill amongst consumers and setting industry standards

Bottled water perfectly poised to be beneficiary of growing demand for functional beverages

COMPETITIVE LANDSCAPE

Mount Franklin benefits from extensive distribution and sustainability credentials

Private label leveraging value-driven strategies to find success in the market

CHANNELS

Supermarkets remains main channel

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INDUSTRY PERFORMANCE

Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation

Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player

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