



Bottled Water in India

January 2025

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Bottled Water in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bottled water sees growth amidst water scarcity and health concerns, but not without its own set of challenges

Quick commerce model benefits bottled water across urban centres in India

Companies come up with sustainable packaging solutions to tackle the plastic problem

PROSPECTS AND OPPORTUNITIES

Health awareness will continue to drive growth of bottled water over the forecast period

Players in still bottled water unable to make pricing adjustments due to regional and counterfeit products

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