

# Is SA's bottled water market pumping?

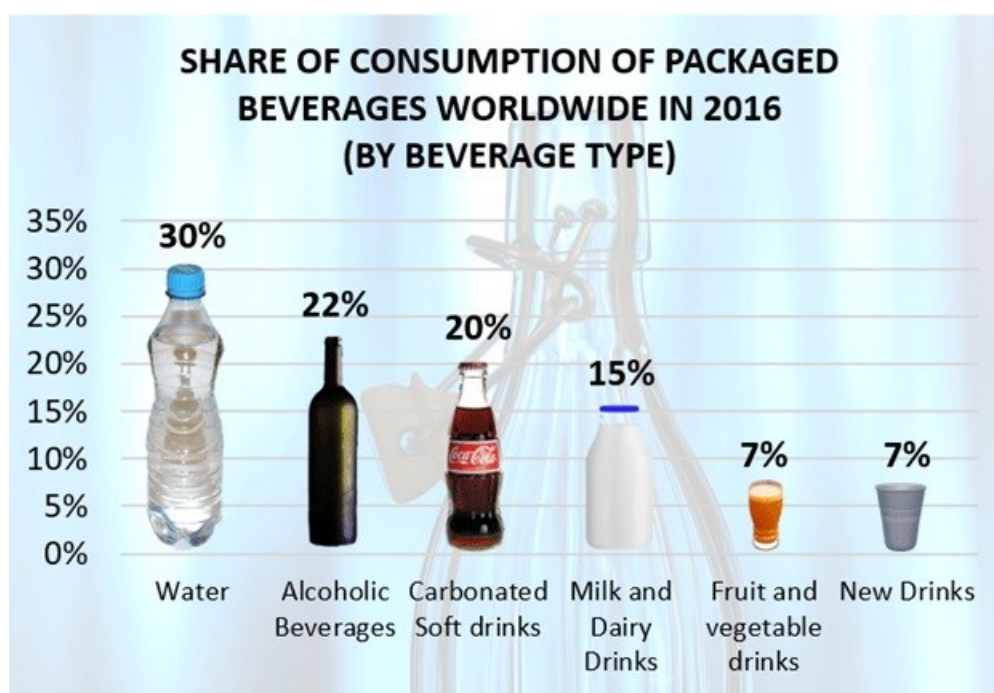
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According to the City of Cape Town's Water Dashboard (4 September 2017), the current dam levels are estimated at 35.1% and the volume of usable water is 10% less than the measured dam levels. In supermarkets around the city, bottled water displays have become a common sighting and residents are clearly stocking up on water to prevent shortages. Will the ongoing drought help drive the bottled water industry in 2017 and beyond?

Insight Survey's latest **South African Bottled Water Industry Landscape Report 2017** provides a dynamic synthesis of industry research, examining the local and global Bottled Water industry from a uniquely holistic perspective, with detailed insights into the entire South African value chain.

Globally, increased health awareness and changing consumer lifestyles are ensuring that bottled water is growing at a CAGR of around 6.6%. As can be seen from the graph below, in terms of worldwide consumption of packaged beverages, the sale of water surpasses all other beverages. In the US, for example, bottled water became the largest beverage category by volume in 2016. A number of trends are also ensuring bottled water's continued popularity, e.g. an increased focus on environmentally-friendly bottling, as well as multiple source and flavour variants such as plant and fruit water.



Source: [Statista](#); [Insight Survey](#). Graphics by Insight Survey

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Is growth being observed in the SA bottled water industry? It is estimated that the increasing need to provide drinking water to the growing population in South Africa will drive the market for bottled water in this region until the end of 2020. In 2016, South Africa's market size for bottled water was 500.4 million litres compared with 457.5 million litres in 2015, significant annual growth of more than 11%.

There could be a number of motives for bottled water's continuing success: 1) The clear health benefits of drinking water over sugary soft drinks or caffeinated hot beverages might prompt health-conscious consumers to order bottled water at restaurants or the movies, or other social events; 2) The growing popularity of flavoured and functional waters, and the increasing variety, choice and convenience to be found within this sector; 3) The increasingly widespread suspicion surrounding the chemical and bacterial content of tap water; 4) Continued weather fluctuations and droughts; and 5) Some consumers simply prefer the taste of bottled water!

As with any industry, however, the Bottled Water market continues to face challenges that could constrain growth. Bottled water is more expensive than tap water – given the difficult economic conditions and limited disposable income of the majority of the population, only a small segment can afford to purchase bottled water on a regular basis. Bottled water manufacturers will thus have to continue to face these challenges in an ever-changing, economically and environmentally volatile country like South Africa in order to provide the best possible product for their customers while still remaining profitable.

The **Bottled Water Industry Landscape Report 2017** (102 pages) provides a dynamic synthesis of industry research, examining the local and global Bottled Water industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to retailing, competitor analysis and pricing analysis.

#### **Some Key Questions The Report Will Help You To Answer:**

- What are the current market dynamics of the global Bottled Water industry?
- What are the SA Bottled Water industry trends, drivers, and restraints?
- Who are the key manufacturers and retail players in the SA Bottled Water industry?
- What are the prices of popular Bottled Water brands at various retail outlets in SA?

Please note that the 102-page PowerPoint report is available for purchase for R25,000 (excluding VAT). Alternatively, individual sections can be purchased for R9,000 (excluding VAT). For additional information simply contact us at [info@insightsurvey.co.za](mailto:info@insightsurvey.co.za) or directly on (0)21 045-0202 or (010) 140- 5756.

For a full brochure please go to: [SA Bottled Water Industry Landscape Report 2017](#)

## **About Insight Survey:**

Insight Survey is a South African B2B market research company with more than 10 years of heritage, focusing on business-to business (B2B) market research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Competitive Intelligence Research is designed to meet your unique needs.

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