

Business Opportunities in Water Sector in India.

Description:

Business Opportunities in Water Sector in India. List of Profitable Business Ideas in Mineral Water, Bottled Water, Distilled Water and Packaged Drinking Water Industry.

Water is an incredibly important aspect of daily lives. Bottled water is a necessary and reliable way to deliver safe drinking water. There are various types of bottled water such as spring water, purified water, mineral water, ground water and others. Bottled water is packaged in plastic or glass bottles. Bottled water can be carbonated or not. Bottled water offers a good taste, quality, and convenience.

Bottled water industry, colloquially called, the mineral water industry, is a symbol of a new lifestyle and health-consciousness emerging in India.

Bottled water is drinking water that has been treated to make it clean and packaged in plastic or glass bottles meant for sale. Bottled water industry caters to one of the most thriving markets within the country. The consumption of smaller bottled water units of 500 ml capacity has increased by around 140% perceptibly. The 20-liter bulk water jars have found phenomenal acceptance in households and at workplaces.

The bottled water industry is also witnessing rapid global market growth owing to rising health concerns of the ever-increasing population. India is a country that has witnessed one of the fastest rates of growth in Asia, at more than 20% per annum.

With growing urbanization and industrialization, demand of water for municipal and industrial use has been increasing accordingly. This presents a great opportunity for innovation and solutions in water market, especially in the fields such as infrastructure, technologies, and services. With a rise in health awareness, increase in tourism and the easy availability of bottled water, the per capita consumption of bottled water in India is on the increase.

The bottled water market in India is estimated to grow at a CAGR of 22.3% through 2020. Bottled water in India is essentially purified water that may contain added minerals.

For more details download PDF file.

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