

Environmental concerns drive sales of reusable water bottles

The market for reusable water bottles is expected to grow 3.1% year-on-year over 2017 to exceed \$8,347 million by the end of 2018, as growing environmental concerns are driving consumers and end-use industrial sectors to switch to eco-friendly alternatives of single-use water bottles.



According to the Fact.MR study, concerns over the alarming rise in plastic waste has initiated movements aimed at curtailing its use. The ongoing war against plastic is encouraging consumers to shift away from single-use plastic packaging towards reusable alternatives. Increasing environmental awareness among consumers is likely to remain the fundamental driver for the growth of the reusable water bottles market.

Manufacturing innovation

Leading players in the reusable water bottles market are innovating to improve customer experience, through attractive design and personalisation.

Although growing environmental concerns are accelerating sales of reusable bottles, their heavy weight, high cost and maintenance requirements create challenges for growth. Some manufacturers are incorporating technologies to allow users to easily unscrew and open them in order to clean them properly. Stakeholders in the market are also making use of a variety of raw materials to manufacture these bottles, introducing unique designs in materials such as metal, polymer and glass.

According to the study, the demand and sales of polymer and metal reusable water bottles together will account for the largest revenue share of more than 60% in the reusable water bottles market by 2018. Manufacturers are preferring to produce reusable water bottles using polymers or metal over glass.

While consumers are making a noticeable shift towards reusable water bottles, their purchasing decisions depend on the convenience, price and style of these containers.

Fact.MR predicts that the reusable water bottles market will grow at a modest 3.5% value CAGR between 2018 and 2028.

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