

NEW ZEALAND'S BOTTLED WATER

THE FACTS

The beliefs that some New Zealanders have about the bottled water industry here are a bit upside down. It's time we settled a few truths.



Bottled water is the **MOST POPULAR PURCHASED BEVERAGE**
300 billion litres per year worldwide

\$200 billion GLOBAL INDUSTRY

Forecast to hit **+280 billion** by 2020



500

TRILLION litres of water

falls in NZ every year

KIWIS USE JUST **2% OF THAT!**



The industry is **IMPORTANT** to some of our most economically struggling regions

The industry **PROVIDES 916 JOBS & \$60.7 million** IN ECONOMIC BENEFITS



83% of the water we bottle is **CONSUMED IN NEW ZEALAND**



Most of our bottled water export goes to the **UNITED STATES**



Water makes up only **1% of beverages** exported from NZ



NZ's share of the global bottled water market is **0.3%**
That's tiny!

