

# Global Bottled Water Consumption, by Region, 1997 to 2004

## Description

Consumption of bottled water by continent is shown from 1997 through 2004. Data for 2004 are preliminary estimates. Units are in thousand cubic meters per year. In 2004, total consumption of bottled water was estimated at 154 million cubic meters, or 154 billion liters—around 25 liters for everyone on the planet—up nearly 25 percent from just two years ago. Regions include Europe, Asia, North America, South America, and Africa/Oceania/Middle East. Bottled water consumption is greatest in Europe, though the rate of increase in North America and Asia is higher. The countries that are assigned to each region are shown in Table 10.

## Limitations

Earlier data are not currently available, limiting the significance of observed trends. No distinction is made among types of bottled water, and such definitions may vary from country to country. Data are not available for all countries of the world.

## Source

Data were provided by the Beverage Marketing Corporation to the author in 2005 and are used with permission.

**DATA TABLE 11** Total Bottled Water Consumption by Region, 1997 to 2004

Thousand Cubic Meters

<b>Regions</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004 (P)</b>
Europe	34,328	36,074	39,965	42,276	44,520	47,037	51,768	53,661
North America	25,398	25,822	29,695	31,850	34,734	38,349	41,778	44,715
Asia	12,472	14,820	17,647	21,170	24,824	29,783	32,795	35,977
South America	5,484	6,362	7,323	8,528	9,915	11,437	12,677	13,607
Africa/Middle East/ Oceania	2,459	2,808	3,092	3,456	3,837	4,302	4,499	4,823
All Others	508	1,953	737	891	1,033	1,592	1,407	1,597
<b>TOTAL</b>	<b>80,649</b>	<b>87,838</b>	<b>98,459</b>	<b>108,171</b>	<b>118,864</b>	<b>132,499</b>	<b>144,925</b>	<b>154,381</b>

P, Preliminary