

Al Ain Mineral Water sees net sales climb

May 13, 2009

Abu Dhabi: The size of the potable water market in the UAE is currently valued at Dh1 billion a year with annual consumption estimated at around 1.2 billion litres, said Fasahat Beg, general manager of [Al Ain Mineral Water Company](#), the country's second-largest mineral water brand by sales, citing industry estimates.

"UAE is the largest consumer of potable water in the world with consumer per capita consumption reaching 275 litres per year," Beg told Gulf News.

He said the size of the bottled water category is 400 million litres a year and is growing annually at about 24 per cent, both in terms of volume and value.

"High growth rates in the UAE bottled water segment can be attributed to very high per capita consumption, a fast growing population, and hot climate in the region," Beg said.

He said [Al Ain Mineral Water](#)'s net sales rose to Dh138.5 million in the financial year ended December 2008, up from Dh99 million a year earlier. The company has a market share of approximately 24 per cent in the local market for potable water. [Al Ain Mineral Water](#) is also available in the Gulf Cooperation Council markets of Oman, Bahrain and Qatar.

As part of its diversification plans, the company has entered into a strategic alliance with Germany-based Wild Group for the manufacture and distribution of its Capri-Sun juice in UAE, Oman, Qatar, Kuwait and Bahrain.

(Zawya)