

# Per Capita Bottled Water Consumption by Region, 1997 to 2004

## Description

Per capita consumption of bottled water, by continental region, is shown from 1997 through 2004. Units are liters per person per year. Global average per capita consumption is also shown. Global per capita consumption in 1996 was 12.6 liters per person per year, growing to over 24 liters per person per year in 2004. As the table shows, there are vast disparities in the use of bottled water by region. Europeans drink an average of over 97 liters per person per year, whereas average use in Africa, the Middle East, and Oceania is just over 4 liters per person per year. Data for 2004 are preliminary estimates. Regions include Europe, Asia, North America, South America, and Africa/Oceania/Middle East. 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 12** Per Capita Bottled Water Consumption by Region, 1997 to 2004

Liters per capita

<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>
North America	59.4	59.7	68	72.2	77.9	85.2	91.8	97.5
Europe	47.8	50.3	55.6	58.8	61.9	65.5	72.1	74.7
South America	14.8	16.9	19.2	22.1	25.3	28.5	31.2	33.2
Asia	3.7	4.3	5.1	6	7	8.3	9	9.7
Africa/Middle East/Oceania	2.6	2.9	3.1	3.4	3.7	4.1	4.2	4.4
<b>TOTAL</b>	<b>13.8</b>	<b>14.8</b>	<b>16.4</b>	<b>17.8</b>	<b>19.3</b>	<b>21.3</b>	<b>23</b>	<b>24.2</b>

P, Preliminary