

Business Economy Retail

EXCLUSIVE

Meet the bottled water millionaires cashing in on a 2-billion boom

From mist harvested out of the clouds to premium menus, Australians are paying big money for bottled water. SEE THE LIST

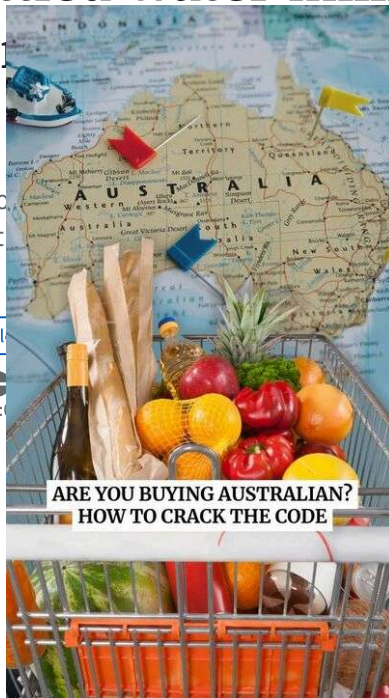


Zoe Smith

@zoeismith December 26, 2025 - 5:...



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For many Aussie shoppers, the plain old tap version won't do, as we guzzle bottled water. The industry is valued at more than \$2 billion annually, making it the nation's top-selling non-alcoholic beverage. Add your comment to this story

According to the Australian Beverages Council, bottled water has been our healthy go-to drink and has consistently outsold sugar-sweetened carbonated drinks since 2015.

The Council's CEO Geoff Parker said the shift in consumer culture has also cemented bottled water's dominance, with ubiquitous designer water bottles

Comments

My profile

national lifestyle, from the gym, office and home.



Australian Beverage Council CEO Geoff Parker.

For decades, the Australian market has been dominated by bottled water's big guns, namely Coca-Cola Amatil, known for Mount Franklin water and Asahi Beverages, which produces Schweppes, Goodridge and Frutilla. The trend to carrying water or milk ...less in teenage years as peer pressure wins.

2 Likes Reply

GJ 4 days ago (Edited)

@dan, I am astonished at how many drink sports drinks though and ones with caffeine, when they'd be taking in too many salts and caffeine. We drink tank water!

5 Likes Reply

Ted 4 days ago

I too drank lots of tank water growing up in the 1940s to 1960s ... unfortunately, the manufacturing businesses later produced many chemicals into the air & which then settled on house roofs & then flowed into house tanks ... NO WAY WOULD I DRINK TANK WATER NOWADAYS, keep it to water your gardens

BTW, we also used to drink creek water ... thankfully, we had sterilisation tablets to make it safe (think dead animals, animal & human faeces etc)

I also donate to Caritas which, among other necessities of life, dig wells in remote villages to provide water for the occupants

1 Like Reply

Boswoz 4 days ago

Yes, and you could have been ingesting microplastics too.
Can't believe those young generation who spend Billions on free water, more Billions on fast food then complain they can't afford a house.

 25  Reply

Mea Sententia 4 days ago

Bullseye.

 6  Reply

No Comment 4 days ago

A 'younger generation' comment?

Its the population of Australia only spending \$2b, and you would find it would include all the generations buying.

 1  Reply

DarylS 4 days ago

In our family, it is the younger ones wasting their money on plasticised water.

 7  Reply

Gary 4 days ago

@bill Quite right. We grew up in the bush with only tank water. You do learn to respect water as we're bugged without it. Travelling OZ for the last 4+ years we have drank bore water, artesian water (lovely), tap water no bottled water & beer. These water millionaires should be grateful that our country is filled with soft woke idiots.

 9  Reply

Show More Replies

- 5 days ago

who would of thought 40 years ago buying bottled water would be a thing, maybe in 40 years people will be purchasing canned air ?

 75  Reply

Rabeah 4 days ago

@- they actually already do that in China

 5  Reply

Justin 4 days ago

@- Have you watched The Lorax

  Reply

Brian 4 days ago

You used to be able to buy Toowoomba mountain air in a can,

 3  Reply

Show More Replies

john 5 days ago

Its just water,when it rains grab a bucket.

 49  Reply

just do it soon 4 days ago

or get a filter

 3  Reply

DarylS 4 days ago

@john. We double filter our rain water. No microplastics, chlorine or cow pee from the dams.

 1  Reply

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Retail

65yo woman stabbed to death in bookstore

Police have charged a man with murder after an alleged fatal incident in Palm Beach Gardens.



Mount Franklin is one of the big players.

Trending now

However, as consumers become more choosy and interested in different tastings, there is now a market for boutique bottled water brands, with some high-end restaurants even featuring water menus, which allow diners to choose from a range of options.

Car and tram collision in photo rail infrastructure



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This approach has given rise to a new breed of water millionaires and rising stars of the industry who are making their own splash.

Prince William's salary revealed amid glowing report



'Completely isolated': One of these cities by floods

Pure Mist, a Tasmanian spring water and gin company.



Which planet in our solar system is famous for its ring system?





Justin Hickey from Pure Mist at the farm in Tasmania. Picture: Luis Enrique Ascui

His company uses a world-first low-touch process to capture droplets of water from Tasmania's pristine Huon Valley mist via huge mist towers that trap tiny droplets in the air.

Bottles of the Pure Mist signature spring water cost \$42 for 600 mls, while a limited edition 750 mls costs \$59.50.

INDUSTRY SNAPSHOT

Bottled water in Australia

1 billion
litres
of bottled water
drunk each year

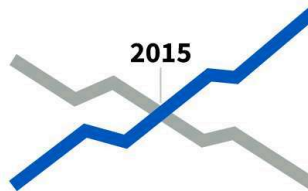


\$2
billion+
in sales annually

**Water is the nation's
top-selling non-alcoholic
beverage**



**It has out-sold
sugar-sweetened carbonated
drinks since 2015**



Source: Australian Beverages Council

The innovative approach was inspired by Mr Hickey's wife Jenny Carrasco, who came up with the idea when she saw water being extracted from the sky while visiting her hometown in Chile.

Mr Hickey, who is competing in the Launceston to Hobart yacht race on Saturday, has now expanded his range to include a sports drink called HydraPlay, which aims to take on global giants such as Gatorade and Powerade.



Owner of Pure Mist Gin and Water, Jenny Carrasco. Picture: Luis Enrique Ascui

The product, which is expanding globally and is already being used by athletes across multiple codes in Victoria and Queensland, uses 100 per cent natural ingredients.

There are no artificial colours, flavours, or preservatives and the drink is packed with vitamins and electrolytes.

It speaks to Australian Beverages Council research, which found flavoured and functional water segments are growing as consumers seek hydration with added benefits, such as electrolytes, vitamins, flavour. This category is now outpacing other bottled water categories in volume and value growth.



Not everyone prefers tap water these days. Picture: Thinkstock

Mr Hickey is currently lobbying state and federal governments to introduce HydraPlay into Australian school canteens. He also secured a deal to export it to the United Arab Emirates and the drink is currently sold in China.

“We do the mist water seasonally at this farm, we’ve got a 40 acre farm down here in Tasmania,” he said.

“There’s a lot of potassium in that world heritage area. So we do a lot of mist water there. “But then we had a natural spring on the property as well.

“We got that tested and it was super high in magnesium and calcium and other nitrates that were perfect for a sports water.”

He engaged the help of dietitian Emma Wuestner to ensure the product had nutritional benefits.



Dietician Emma Wuestner. Picture: Supplied

“Overall, we can get our calcium and our magnesium that most other sports drinks would have to add themselves and get that naturally from the really good quality water and the fruit juice and other things that we’re adding like the sodium from Tasmanian sea salt,” she said.

“We have the cherry juice and the beetroot juice to add more from an antioxidant and anti-inflammatory perspective.

“So adding cherries, for example, adds great sources of polyphenols and melatonin and vitamin E and vitamin C.”

“It’s all natural and they have the potassium from that so we don’t have to even add our own potassium.”

Do you know more?

If you have a story tip, email zoe.smith@news.com.au

Dr Michael Masncha, the US-based founder of the Fine Waters Society, is a firm believer that water is not just water — it’s as important to a dining experience as wine and coffee.

He said Australian spring water, globally renowned for its purity and taste, was among the best in the world.

He said younger people were turning away from alcohol and embracing water — with some high-end restaurants charging \$40 per bottle — due to healthier lifestyles and that restaurants need to lift their game when it comes to serving water and choose local spring water rather than processed water.

“Alcohol sales are going down like crazy,” he said. “People are wanting the option of having a choice of water when they goto a restaurant.”

Other stars in the bottled water industry include brands such as Victorian firms Aquaworks Collection, Wallaby Water, ThreeBays and CAPI Water, Queensland’s Nu-Pure water, Beloka Water, Pureau and Hydrogen Water H2O from NSW and South Australian firm Crystal Spring.



Owned by Michael Opie, the Melbourne-based Aquaworks Collection owns several brands including Peninsula Springs, Little Hampton, Skull Water, and Acqua Sorrento.

A 12-pack of Little Hampton sparkling water costs \$58 as does a 12-pack of the firm’s still spring water.

The products are promoted as eco-friendly and a purer alternative to imported water.



Boutique brand Three Bays, owned by Olaf Lyche and Dayle Purcell. Picture: Supplied

Wallaby Water, which is canned at a volcanic source in Victoria's Mt Buninyong is owned by founder Dominic Goldsworthy, also has an emphasis on sustainable packaging.

Boutique brand Three Bays, which is owned by Olaf Lyche and Dayle Purcell, is marketed as the world's most awarded mineral water, one that is "rich in minerals, with a creamy taste and smooth finish".



Cape Grim Natural Water Tasmanian manager Mike Buckby.



CAPI founder Pitzy Folk.

CAPI water, founded by hospitality entrepreneur Pitzy Folk in 2011, is bottled from springs in the Victorian Highlands and in 2023 sales were reported to have hit \$20 million.

Crystal Spring, a family owned and operated company based in the Adelaide Hills, is marketed as one of the oldest spring water brands in Australia.

Beloka Water, run by Chairman Joe Commisso, comes from spring water originating in Kosciuszko National Park. It has been sought after in China, Dubai the United Arab Emirates and Vietnam. It has won an international award for the Best Water in the World.



Hydrogen Water H2O, which is owned by Sydney-based entrepreneur Tremaine Fernandez. Picture: Supplied

Hydrogen Water H2O, which is owned by Sydney-based entrepreneur Tremaine Fernandez, is marketed as “the pinnacle of hydration innovation” that delivers antioxidant properties “to support cellular health, enhance energy, and promote mental clarity.”

Nu-Pure water, owned by Barry Hamilton and Mark Holmes, has an estimated revenue of \$16.3 million, with up to 120 million bottles produced a year.

Mr Parker said it was “encouraging to see Australians choosing water more often”.

“Bottled water provides a convenient, healthy, and sustainable choice that fits the way we live today,” he said.

FINE WATER SOCIETY’S LIST OF DISTINGUISHED AUSTRALIAN BOTTLED WATERS

Beloka Water – Marketed as the finest still and sparkling water from the heart of the NSW Snowy Mountains. Described by Dr Mascha of Fine Waters as a water with “medium minerality” and “lots of character”. Owner and founder Joe Commisso created the family-owned business in 2007, which has won multiple global awards and is served at some of the world’s top

restaurants, after discovering a natural spring on his property in Beloka, near Jindabyne.



Interior of the Beloka Water bottling plant near Jindabyne, in the Snowy Mountains of NSW.

Cape Grim – Owned by farmer Mike Buckby, the water is named after the area in northwest Tasmania where it originates.



Australian bottled water - Cape Grim. Picture: Supplied

Cloud Juice – Duncan McFie the founder of Cloud Juice, started his King Island business after his friends started were coming to his house to collect rain water from his tank.



Australian bottled water - Cloud Juice. Picture: Supplied

PH8 Natural Alkaline Water – Marketed as 100 per cent natural alkaline water drawn from a pristine limestone filtered aquifer on South Australia's Yorke Peninsula. Owned by a group of SA businesses after it was founded in 2010 by Kym Dickeson and Phil Selfe.



Australian bottled water - PH8 Natural Alkaline Water. Picture: Supplied

Pure Mist – Owned by Justin Hickey, the company uses a world-first low-touch process to capture droplets of water from Tasmania’s pristine Huon Valley mist.



Pure Mist Gin & Water. Picture: Nikki Davis-Jones

Tasmanian Rain – The company behind this “uniquely pure” rainwater claims that the water is ten times more pure than other premium and artisan waters.



Australian bottled water - Tasmanian Rain. Picture: Supplied

Bottled Waters of Australia

Adams Ale

Alkalife Natural Alkaline Water

Aqua Hundred

Aqua Pura

Aquanate

Arctic Ice

Australian Spring

Blue Cool

Boon Spa

Cascade Springs

Cold Ridge

Cool Ridge

Coorory Mountain

Cottonwood Valley

Crystal Organic Water

Crystal Spring



Bottles of various kinds of water on our supermarket shelves.

Deep Spring

Dew

Diamond

Emerald Forest

Entee

Frantelle

Fraser Blue

Gigis Water

Glacier Water

Golden Circle

Hartz Mineral Water

Huon Valley Springs

King Island Cloud Juice

Koala Blue

Life Force

Linton Park

Lithgow Valley

Marble Spa

Misty Mountain Springs

Mount Franklin

Mount Seaview Spring Water

Neverfail Spring Water

O18 Organic Water

Oz Pure



Supermarket aisles are full of bottled water for Aussie consumers.

Paradise

Peats Ridge

Rain Farm

Schweppervessence

Schweppes Natural Mineral Water

Snowy Mountains Mineral Water

Spa Country Mineral Water

Splitrock

Summit

Sydney Aqua

Tasmanian Highland Spring Waters

Taurina Spa

Tumbling Waters

Walkabout

Wattle Springs

Whitsunday

Winifred Springs

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Originally published as [Meet the bottled water millionaires cashing in on Australia's \\$2 billion boom](#)

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