



The Bluewater Flow advanced water dispensing solution was showcased at Dubai Active trade show.

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Swedish Innovation Makes Waves in the Middle East's Wellness Scene at Dubai Active 2025

Dubai, UAE, October 30, 2025 – Swedish water purification and beverage innovator Bluewater, along with its Emirates-based distribution partner [NIA](#), has reported overwhelming interest in their commercial water dispensers at Dubai Active, the Middle East's largest health, wellness, and fitness event.

Held at the Dubai Exhibition Centre, Expo City, from October 30 to November 1, the three-day show drew more than 40,000 visitors exploring innovations

from over 400 global brands. Amid the buzz, Bluewater's Nordic-inspired nine-square-metre booth stood out for its clean design and powerful sustainability message.

At the heart of the stand was the Bluewater Flow dispenser – a sleekly designed, advanced hydration system delivering instant, purified hot and cold water using seven-stage reverse osmosis technology, enhanced with essential minerals to boost both body and mind performance. Over the course of the show, the unit dispensed nearly 500 litres of free pure water purged of toxic chemicals and microplastics, and eliminating the equivalent of 1,000 single-use plastic bottles in line with the founding mission of Bluewater to end the need for throwaway plastic bottles.



“Our participation at Dubai Active wasn’t just about hydration, it was about transformation,” said Kamran Khan, CEO of NIA. “Every refill was a reminder that sustainability can be sleek, smart, and deeply human. Together, we’re rethinking the way the world drinks water.”

More than 300 visitors – including hospitality operators, spa managers, gym owners, and fitness enthusiasts – experienced Bluewater’s technology first-hand. The team also held productive meetings with premium clients, including The Lana Spa and The Luxury Collection Spa, as well as representatives from leading gyms across the UAE, Saudi Arabia, and Bahrain. Exciting new discussions were initiated with developers of Padel sports arenas looking to integrate Bluewater systems into upcoming facilities.

Visitors praised both the taste of the water and the Nordic design flair of the Bluewater Flow dispenser, as well as its alignment with the region's growing commitment to health and sustainability.

According to the Dubai Sports Council, approximately 1.5 million residents regularly participate in sports and physical activities, a figure expected to increase as the UAE aims to boost community sports participation to 71 percent by 2031.



Bluewater founder and CEO Bengt Rittri said: “As the wellness economy continues to expand, Bluewater’s planet-friendly hydration technology offers gyms, spas, and hospitality venues a cost-efficient way to reduce plastic waste and elevate the customer experience.”

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About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world's most planet-friendly water purification and beverage company. The brand has been honoured with two *Fast Company* World Changing Ideas Awards, the K&B Kitchen Innovation of the Year Award, and the 2024 *GOOD DESIGN*® Award. Today, Bluewater hydration solutions power homes, cafés, hotels, venues, and world-class events – delivering safer, tastier water without the plastic waste. www.bluewatergroup.com

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being

the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com[IG1]

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