

Bottled Water - US - March 2013

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"Bottled water has been able to rebound from declines showcased during the worst of the economic downturn, but it still faces challenges. Manufacturers must continue to address these key issues in order to propel the growth in the category, which also faces competition from within due to the growth of flavored sparkling water."

– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

Some questions answered in this report include:

- Has bottled water been able to rebound from its recessionary decline?
- What are the lasting effects of bottled water's eco-backlash?
- Can sparkling bottled water continue to glisten?
- What is enhanced water's place in the new bottled water landscape?
- How can bottled water capitalize on the growth of beverage mixes?

The bottled water segment has rebounded from recessionary declines shown in 2008-09 as well as negative perceptions about its possible environmental effects. However, consumers are not returning in droves due to increased price-consciousness that has encouraged ongoing tap water consumption. But bottled water still appeals to consumers based on convenience and taste. Manufacturers need to remain innovative and proactive about bottled water's drawbacks, such as eco-friendliness, by releasing consumer-facing philanthropic activities. In addition, companies can take advantage of consumer desire for healthier beverage options and customization, which is addressed by beverage mixes that are encouraging additional water consumption. Brands that can appeal to these trends without losing key connections will be poised to grow along with the overall category.

This report builds on the analysis presented in Mintel's *Bottled Water—U.S., May 2012* as well as the November 2009, December 2008, May 2006, October 2005, December 2003, and November 2011 reports of the same title.

Mintel covers the U.S. market for bottled water as defined by the International Bottled Water Association (IBWA). The IBWA defines bottled water as water sealed in a sanitary container to be sold for human consumption. This water may be artificially purified or tapped from a natural spring. Flavored carbonated and noncarbonated waters also are included. Therefore, the following types of bottled water are included in the report:

- Convenience/PET still bottled water
- Flavored and flavored and enhanced bottled water
- Jug/bulk still bottled water
- Flavored and unflavored sparkling/mineral bottled water

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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SymphonyIRI Consumer Network Metrics

Appendix: Trade Associations

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