

## Bottled Water - US - March 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Although convenience/PET bottled water accounts for a majority share of bottled water sales, the sparkling water category is growing at a far more rapid pace as consumers look for alternatives to CSDs and other sugary drinks. Convenience/PET brands may need to focus more on enhanced water to significantly increase sales growth.”  
 – Amy Kraushaar, US Category Manager, Food and Drink and Foodservice

### This report looks at the following areas:

- Should the convenience/PET category focus on enhanced water to grow?
- Can sparkling water be more than just an alternative to sugary drinks?
- How can brands maintain the attention of Millennials?

Sales of bottled water are forecast to increase moderately between 2015 and 2020, from reaching almost \$20 billion, based mostly on the need for everyday hydration and the perception that adequate hydration is beneficial for overall health, but also on a growing number of consumers switching from sugary drinks such as soda and juice to more healthful alternatives. The convenience/PET segment dominates sales, but sparkling and enhanced water brands are likely to benefit most from this shift, especially if they can target the needs of high-volume buyers such as Millennials, households with children, and Hispanics.

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International Society of Beverage Technologists

National Association for PET Container Resources

Sustainable Packaging Coalition (SPC)

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