

Bottled Water - US - January 2016

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

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Total retail sales of bottled water posted estimated gains of 6.4% in 2015, reaching more than \$15 billion, with strong year-over-year sales growth since 2011. Total category sales are expected to continue upward as consumers search for BFY (better-for-you) beverage alternatives and bottled water is perceived as a convenient drink option for healthier lifestyles.

This report looks at the following areas:

- Preference for tap water
- Most bottled water varieties consumed moderately
- Consumers drink a variety of beverages

Flavor and function innovation will help keep the category relevant and future growth is expected to continue upward through 2020, as health remains top-of-mind with consumers.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Preference for tap water

Figure 1: Consumption – Any/frequent drinkers, October 2015

Most bottled water varieties consumed moderately

Figure 2: Consumption – Frequent/moderate drinkers only, October 2015

Consumers drink a variety of beverages

Figure 3: Beverage and coffee tracker – Any consumption, September 2015 and October 2015

The opportunities

New approaches to environmental concerns

Figure 4: Environmental attitudes and behaviors, October 2015

Consumers want added function

Figure 5: Ideal bottled water – Function/attributes, October 2015

Premium waters gain traction

Figure 6: Attitudes and behaviors toward premium water, October 2015

What it means

The Market – What You Need to Know

Category grows 6.4% in estimated 2015

Bottled water segments see sales growth

Water filtration innovation, other beverages create competition

Health among drivers aiding bottled water growth

Market Size and Forecast

Category growth forecast to continue through 2020

Figure 7: Total US sales and fan chart forecast of bottled water, at current prices, 2010-20

Figure 8: Total US sales and forecast of bottled water, at current prices, 2010-20

Figure 9: Total US sales and forecast of bottled water, at inflation-adjusted prices, 2010-20

Market Breakdown

Bottled water segments continue to see sales growth

Figure 10: Total US retail sales and forecast of bottled water, by segment, at current prices, 2010-20

Sparkling water experiences strongest growth through 2020

Figure 11: Growth and projected growth rates of bottled water (% change), by segment, at current prices, 2010-20

Other channels dominate category sales, supermarkets close behind

Figure 12: Total US retail sales of bottled water, by channel, at current prices, 2013 and 2015

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Natural channel sales grow

Figure 13: Natural supermarket sales of bottled water, at current prices, rolling 52 weeks Oct. 6, 2013-Oct. 4, 2015

Figure 14: Natural supermarket sales of bottled water, by segment, at current prices, October 2015

Lime sparkling waters leads flavored waters at natural channels

Figure 15: Natural supermarket sales of flavored sparkling water, by flavor, at current prices, October 2015

Figure 16: Natural supermarket sales of flavored still water, by flavor, at current prices, October 2015

Market Perspective

Water filtration products have high overall penetration

Bottled water sees competition from coffee, CSDs

Figure 17: Beverage and Coffee tracker – Any consumption, September 2015 and October 2015

Market Factors

Health concerns remain top-of-mind with consumers

Figure 18: Important to achieve good health – Any top three rank, May 2015

Key age group of bottled water drinkers on the rise

Figure 19: Growth rates of population (% change), by age, 2010-20

Declining household income challenges bottled water market

Figure 20: Median household income, in inflation-adjusted dollars, 2004-14

Households with children decline

Figure 21: Households, by presence of own children, 2003-13

Hispanic population experiencing growth

Figure 22: Growth rates of population (% change), by race and Hispanic origin, 2010-20

Key Players – What You Need to Know

Leading companies experience growth

Innovation helps fuel growth across bottled water types

Price, waste, threat of bans challenge bottled water industry

Flavors, sources, and functionality create unique innovations

Manufacturer Sales of Bottled Water

Leading companies see MULO sales growth

Manufacturer sales of bottled water

Figure 23: MULO sales of bottled water, by leading companies, rolling 52 weeks 2014 and 2015

What's Working?

Premium/craft/artisan waters increase presence at MULO channels

Enhanced and functional water innovation continues

Sparkling water sees continued growth and innovation

For the greater good

What Are the Challenges?

Price and packaging waste challenge greater growth

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Industry continues to justify benefits in wake of bans
California drought fuels protest

What's Next?

Bottled water flavors become more sophisticated
Premium, artesian, and craft waters gain traction
Brands innovate with new water sources
Bottled waters see more functionality
Waters fuse with other beverages

The Consumer – What You Need to Know

Men, consumers aged 25-34, Hispanics among core drinkers
Ideal bottled water is natural and unflavored
Supermarkets, mass merchandisers top purchase locations
Price important consideration in bottled water purchase
Environmental concerns impact bottled water purchases
Majority prefer premium waters
Majority finds category too large, prefer water filtration methods

Consumption of Bottled Water

Still, unflavored bottled water, and tap water most consumed types
Figure 24: Consumption – Any/frequent/moderate drinkers, October 2015

Core Consumers

Men heaviest water drinkers
Figure 25: Consumption – Any, by gender, October 2015
Consumers aged 25-34 heaviest consumers of each bottled water type
Figure 26: Consumption – Any, by age, October 2015
Higher income influences bottled water consumption
Figure 27: Consumption – Any, by household income, October 2015
Parents heavy bottled water drinkers
Figure 28: Consumption – Any, by presence and age of children in the household, October 2015
The Hispanic bottled water consumer
Figure 29: Consumption – Any, by Hispanic origin, October 2015

Ideal Bottled Water

Ideal bottled water natural, unflavored spring water with vitamins
Spring water preferred water source
Figure 30: Ideal bottled water – Source, October 2015
Figure 31: Ideal bottled water – Source, by age and age of children in household, October 2015
Unflavored bottled water preferred
Figure 32: Ideal bottled water – Flavor, October 2015
Figure 33: Ideal bottled water – Flavor, by age, October 2015

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Four in five consumers want additional function

Figure 34: Ideal bottled water – Function/attributes, October 2015

Figure 35: Ideal bottled water – Function/attributes, by age, October 2015

Natural, no artificial ingredients top claims

Figure 36: Ideal bottled water – Product claims, October 2015

Figure 37: Ideal bottled water – Product claims, by age, October 2015

Figure 38: Ideal bottled water – Product claims, by select demographics, October 2015

Purchase Location

Supermarkets, mass merchandisers top purchase locations

Figure 39: Purchase location, October 2015

Figure 40: Share of bottled water new product/new variety/new range extension, by retail location, rolling year ending Jan. 5, 2016

Hispanics shop at supermarkets

Figure 41: Purchase location, by Hispanic origin, October 2015

Income level impacts bottled water retail purchases

Figure 42: Purchase location, by household income, October 2015

Function, flavor have greatest impact at natural, c-store channels

Figure 43: Product attributes, by purchase location, October 2015

Purchasing Attributes

Price important consideration

One third of drinkers look for no artificial ingredients

Consumers purchase in bulk

Figure 44: Purchasing attributes, October 2015

Attributes worth price for core consumers

Figure 45: Purchasing attributes, by select demographics, October 2015

Figure 46: Purchasing attributes, by age, October 2015

Attitudes and Behaviors – Environmental Impact

Environmental concerns impact bottled water purchases

Preferences for reusable packaging over biodegradable

Figure 47: Environmental attitudes and behaviors, October 2015

Environmental concerns decrease with age

Figure 48: Environmental attitudes and behaviors, by age, October 2015

Attitudes and Behaviors – Premium Waters

Majority prefer premium waters

Figure 49: Attitudes and behaviors toward premium water, October 2015

Figure 50: Attitudes and behaviors toward premium water, by select demographics, October 2015

Figure 51: Attitudes and behaviors toward premium water, by age, October 2015

Attitudes and Behaviors – Bottled Water Preferences

Majority find category too large, prefer water filtration methods

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

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Figure 52: Attitudes and behaviors toward product choice and water filtration, October 2015

Figure 53: Attitudes and behaviors toward product choice, by select demographics, October 2015

Figure 54: Attitudes and behaviors toward product choice and water filtration, by age, October 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 55: Total US retail sales and forecast of convenience/PET still water, at current prices, 2010-20

Figure 56: Total US retail sales and forecast of convenience/PET still water, at inflation-adjusted prices, 2010-20

Figure 57: Total US retail sales and forecast of jug/bulk still water, at current prices, 2010-20

Figure 58: Total US retail sales and forecast of jug/bulk still water, at inflation-adjusted prices, 2010-20

Figure 59: Total US retail sales and forecast of sparkling/mineral water/seltzer, at current prices, 2010-20

Figure 60: Total US retail sales and forecast of sparkling/mineral water/seltzer, at inflation-adjusted prices, 2010-20

Figure 61: US supermarket sales of bottled water, at current prices, 2010-15

Figure 62: US convenience stores sales of bottled water, at current prices, 2010-15

Figure 63: US drug store sales of bottled water, at current prices, 2010-15

Figure 64: US sales of bottled water through other retail channels, at current prices, 2010-15

Appendix – Key Players

Figure 65: MULO sales of jug/bulk bottled water, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 66: MULO sales of convenience/PET still water, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 67: MULO sales of sparkling water, by leading companies and brands, rolling 52 weeks 2014 and 2015

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