

Bottled Water - US - February 2018

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The bottled water category continues steady growth contributed by all segments. As consumer concern over sugar and hydration grows, still and sparkling waters alike reap the benefits. Brands at both ends of the price spectrum are finding success: private label often winning via price, and premium bottled water appealing via taste, water source, and claims regarding health or functional benefits.

This report looks at the following areas:

- **Category growth eventually will begin to taper**
- **Consumers don't understand the claims they see**
- **Not all consumers are willing to pay for luxury waters**

As the category evolves, new drinking occasions emerge as opportunities for brand communication and growth. To ensure future success, sparkling water will need to recruit new drinkers to the category and brands must educate consumers on the meaning of unfamiliar claims.

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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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