

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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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

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Abbreviations and terms
 Abbreviations

Executive Summary

Overview
 Moderate growth driven by avoidance of sugary drinks
 Figure 1: Total US retail sales and forecast of bottled water, at current prices, 2009-19
 Convenience/PET leads but sparkling grows most
 Figure 2: Total US retail sales of bottled water, by segment, in millions, at current prices, 2012 and 2014
 Key players
 Figure 3: MULO share of sales of bottled water, by rolling 52 weeks 2013 and 2014
 The consumer
 Consumers most apt to buy unflavored still bottled and jug/bulk water
 Figure 4: Bottled water purchases – Any purchase, December 2014
 Most drink bottled water for hydration, health, taste; 28% drink as an alternative to less healthful beverages
 Figure 5: Reasons for drinking bottled water, December 2014
 Environmental, health concerns important to many users
 Figure 6: Attitudes and behaviors toward bottled water, December 2014
 What we think

Issues and Insights

Should the convenience/PET category focus on enhanced water to grow?
 Issues
 Insight: Provide a wider range of benefits, combined with flavor
 Can sparkling water be more than just an alternative to sugary drinks?
 Issues
 Insight: Functional benefits can draw users seeking added features
 How can brands maintain the attention of Millennials?
 Issues
 Insight: Transparent claims, wide distribution, environmental responsibility

Market Size and Forecast

Key points

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Sales and forecast of bottled water

Figure 7: Total US retail sales and forecast of bottled water, at current prices, 2009-19

Figure 8: Total US retail sales and forecast of bottled water, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 9: Total US retail sales and forecast of bottled water, at current prices, 2009-19

Fan chart methodology

Market Drivers

Key points

Bottled water sales benefit from sugary drink avoidance

Figure 10: Beverage tracker, June-December 2014

Figure 11: Beverage tracker, June-December 2014 (continued)

Figure 12: Beverage tracker (percentage point change), June-December 2014

Hydration/health is a key driver

Demographics play a significant role in purchases

Figure 13: Population, by generation, 2010-20

Figure 14: Population by race and Hispanic origin, 2010-20

Figure 15: Median household income, in inflation-adjusted dollars, 2003-13

Figure 16: Households, by presence of own children, 2003-13

Segment Performance

Key points

Convenience/PET holds majority share, but sparkling grows fastest

Sales of bottled water, by segment

Figure 17: Total US retail sales of bottled water, by segment, at current prices, 2012 and 2014

Sales and forecast of convenience/PET still water

Figure 18: Total US retail sales and forecast of convenience/PET still water, at current prices, 2009-19

Flavored still bottled water declines significantly

Figure 19: Total US retail sales of still bottled water, by segment, at current prices, 2009-14

Sales and forecast of sparkling/mineral water

Figure 20: Total US retail sales and forecast of sparkling/mineral water, at current prices, 2009-19

Flavored sparkling bottled water sales increase rapidly

Figure 21: Total US retail sales of sparkling bottled water, by segment, at current prices, 2009-14

Sales and forecast of jug/bulk still water

Figure 22: Total US retail sales and forecast of jug/bulk still water, at current prices, 2009-19

Retail Channels

Key points

Supermarkets increase sales, but other channels comprise most share

Sales of bottled water, by channel

Figure 23: Total US retail sales of bottled water, by channel, 2012 and 2014

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Supermarkets grow 2012-14, face increasing competition from other channels

Figure 24: US supermarket sales of bottled water, 2009-14

Drug stores show solid growth but share remains small

Figure 25: US drug store sales of bottled water, 2009-14

Other channel sales underscore the wide range of bottled water retailers

Figure 26: US other channel sales of bottled water, 2009-14

Millennials most likely to report buying at a wide range of channels

Figure 27: Where bottled water is bought, by generations, December 2014

Enhanced and flavored sparkling shows strong growth through natural channel

Figure 28: Natural supermarket sales of bottled water, by segment, at current prices, rolling 52 weeks 2012 and 2014

Leading Companies

Key points

Nestlé leads MULO sales; private label follows closely, gains most

MULO sales of bottled water

Figure 29: MULO sales of bottled water, by rolling 52 weeks 2013 and 2014

MULO sales of convenience/PET still water

Figure 30: Pure Life television ad, 2014

Figure 31: Dasani PlantLife television ad, 2015

Figure 32: MULO sales of convenience/PET still water, 2013 and 2014

MULO sales of sparkling/mineral water

Figure 33: Sparkling ICE television ad, 2014

Figure 34: Perrier television ad, 2015

Figure 35: MULO sales of sparkling water, 2013 and 2014

MULO sales of jug/bulk bottled water

Figure 36: Crystal Geyser television ad, 2015

Figure 37: MULO sales of jug/bulk bottled water, 2013 and 2014

Innovations and Innovators

Environmentally friendly remains top claim; low/no/reduced calorie claims increase

Figure 38: Top 10 bottled water product claims, by percentage of total claims, 2010-14

Brands look for ways to reduce their carbon footprint

The rise of enhanced water increases fortification claims

Flavors get more exotic

The Consumer – Reasons for Drinking Bottled Water

Key points

Most use for hydration, overall health, especially Boomers

Figure 39: Reasons for drinking bottled water, by generations, December 2014

The Consumer – Jug/Bulk and Unflavored Still Bottled Water

Key points

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Highest household penetration for unflavored still and jug/bulk waters

Figure 40: Bottled water purchases (jug/bulk and unflavored still), December 2014

Figure 41: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by generations, December 2014

Figure 42: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by household income, December 2014

Figure 43: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by presence of children in household, December 2014

Bottled water versatility encourages unflavored still and jug/bulk purchases

Figure 44: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by reasons for drinking bottled water, December 2014

Figure 45: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by reasons for drinking bottled water, December 2014 (continued)

Figure 46: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by where bottled water is bought, December 2014

Figure 47: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by where bottled water is bought, December 2014 (continued)

Many buy despite environmental, health objections

Figure 48: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by attitudes and behaviors toward bottled water, December 2014

Figure 49: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by attitudes and behaviors toward bottled water, December 2014 (continued)

Incentivizing purchases through added product features

Figure 50: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by what persuades users to buy bottled water, December 2014

Figure 51: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by what persuades users to buy bottled water, December 2014 (continued)

The Consumer – Flavored Still Bottled Water

Key points

A third buy flavored still bottled water

Figure 52: Bottled water purchases (flavored still), December 2014

Figure 53: Bottled water purchases (flavored still) – Any purchase, by gender, December 2014

Figure 54: Bottled water purchases (flavored still) – Any purchase, by generations, December 2014

Figure 55: Bottled water purchases (flavored still) – Any purchase, by household income, December 2014

Figure 56: Bottled water purchases (flavored still) – Any purchase, by presence of children in household, December 2014

Those who drink water for extra nutrition very likely to buy flavored water

Figure 57: Bottled water purchases (flavored still) – Any purchase, by reasons for drinking bottled water, December 2014

Figure 58: Bottled water purchases (flavored still) – Any purchase, by reasons for drinking bottled water, December 2014 (continued)

Figure 59: Bottled water purchases (flavored still) – Any purchase, by where bottled water is bought, December 2014

Figure 60: Bottled water purchases (flavored still) – Any purchase, by where bottled water is bought, December 2014 (continued)

Flavored water brands may appeal to those looking for functional water, but enhanced, flavored brands will likely appeal more

Figure 61: Bottled water purchases (flavored still) – Any purchase, by attitudes and behaviors toward bottled water, December 2014

Figure 62: Bottled water purchases (flavored still) – Any purchase, by attitudes and behaviors toward bottled water, December 2014 (continued)

Added features likely to encourage flavored water sales

Figure 63: Bottled water purchases (flavored still) – Any purchase, by what persuades users to buy bottled water, December 2014

Figure 64: Bottled water purchases (flavored still) – Any purchase, by what persuades users to buy bottled water, December 2014 (continued)

The Consumer – Enhanced Water

Key points

A third or more third buy enhanced water

Figure 65: Bottled water purchases (enhanced), December 2014

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Figure 66: Bottled water purchases (enhanced) – Any purchase, by gender, December 2014

Figure 67: Bottled water purchases (enhanced) – Any purchase, by generations, December 2014

Figure 68: Bottled water purchases (enhanced) – Any purchase, by household income, December 2014

Figure 69: Bottled water purchases (enhanced) – Any purchase, by presence of children in household, December 2014

Enhanced water can be marketed for a wider range of purposes than other types

Figure 70: Bottled water purchases (enhanced) – Any purchase, by reasons for drinking bottled water, December 2014

Figure 71: Bottled water purchases (enhanced) – Any purchase, by reasons for drinking bottled water, December 2014 (continued)

Figure 72: Bottled water purchases (enhanced) – Any purchase, by where bottled water is bought, December 2014

Figure 73: Bottled water purchases (enhanced) – Any purchase, by where bottled water is bought, December 2014 (continued)

High likelihood to buy enhanced water despite objections to plastic bottles

Figure 74: Bottled water purchases (enhanced) – Any purchase, by attitudes and behaviors toward bottled water, December 2014

Figure 75: Bottled water purchases (enhanced) – Any purchase, by attitudes and behaviors toward bottled water, December 2014 (continued)

Added features may encourage enhanced water purchases

Figure 76: Bottled water purchases (enhanced) – Any purchase, by what persuades users to buy bottled water, December 2014

Figure 77: Bottled water purchases (enhanced) – Any purchase, by what persuades users to buy bottled water, December 2014 (continued)

The Consumer – Sparkling Water

Key points

Roughly a third buy sparkling water

Figure 78: Bottled water purchases (sparkling), December 2014

Figure 79: Bottled water purchases (sparkling water) – Any purchase, by gender, December 2014

Figure 80: Bottled water purchases (sparkling) – Any purchase, by generations, December 2014

Figure 81: Bottled water purchases (sparkling) – Any purchase, by race/Hispanic origin, December 2014

Figure 82: Bottled water purchases (sparkling) – Any purchase, by household income, December 2014

Figure 83: Bottled water purchases (sparkling) – Any purchase, by presence of children in household, December 2014

Sparkling brands have an opportunity to offer product enhancements

Figure 84: Bottled water purchases (sparkling) – Any purchase, by reasons for drinking bottled water, December 2014

Figure 85: Bottled water purchases (sparkling) – Any purchase, by reasons for drinking bottled water, December 2014 (continued)

Figure 86: Bottled water purchases (sparkling) – Any purchase, by where bottled water is bought, December 2014

Figure 87: Bottled water purchases (sparkling) – Any purchase, by where bottled water is bought, December 2014 (continued)

Home sparkling water appliance owners very likely to buy sparkling water

Figure 88: Bottled water purchases (sparkling) – Any purchase, by attitudes and behaviors toward bottled water, December 2014

Figure 89: Bottled water purchases (sparkling) – Any purchase, by attitudes and behaviors toward bottled water, December 2014 (continued)

Added features/packaging/labeling, new flavors may attract more buyers

Figure 90: Bottled water purchases (sparkling) – Any purchase, by what persuades users to buy bottled water, December 2014

Figure 91: Bottled water purchases (sparkling) – Any purchase, by what persuades users to buy bottled water, December 2014 (continued)

The Consumer – Important Bottled Sparkling Water Attributes

Key points

Little difference in attribute importance between regular and unflavored

Figure 92: Important bottled sparkling water attributes, December 2014

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The Consumer – Where Bottled Water Is Bought

Key points

Most buy at supermarkets; households with kids use wide range of stores

Figure 93: Where bottled water is bought, by age, December 2014

Figure 94: Where bottled water is bought, by presence of children in household, December 2014

The Consumer – Attitudes and Behaviors toward Bottled Water

Key points

Environmental, health issues important to many users

Figure 95: Attitudes and behaviors toward bottled water, by generations, December 2014

Figure 96: Attitudes and behaviors toward bottled water, by presence of children in household, December 2014

The Consumer – What Persuades Users to Buy

Key points

Labeling, packaging, and flavor features could persuade some users to buy

Figure 97: What persuades users to buy bottled water, by generations, December 2014

Figure 98: What persuades users to buy bottled water, by presence of children in household, December 2014

The Consumer – Race and Hispanic Origin

Key points

Hispanics, Blacks, Asians more likely than Whites to buy select products

Figure 99: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by race/Hispanic origin, December 2014

Figure 100: Bottled water purchases (flavored still) – Any purchase, by race/Hispanic origin, December 2014

Figure 101: Bottled water purchases (enhanced) – Any purchase, by race/Hispanic origin, December 2014

Figure 102: Bottled water purchases (sparkling) – Any purchase, by race/Hispanic origin, December 2014

Figure 103: Reasons for drinking bottled water, by race/Hispanic origin, December 2014

Figure 104: Where bottled water is bought, by race/Hispanic origin, December 2014

Figure 105: Attitudes and behaviors toward bottled water, by race/Hispanic origin, December 2014

Figure 106: What persuades users to buy bottled water, by race/Hispanic origin, December 2014

Appendix – Other Useful Consumer Tables

The consumer – Reasons for drinking bottled water

Figure 107: Reasons for drinking bottled water, by gender, December 2014

Figure 108: Reasons for drinking bottled water, by age, December 2014

Figure 109: Reasons for drinking bottled water, by household income, December 2014

Figure 110: Reasons for drinking bottled water, by presence of children in household, December 2014

The consumer – Jug/bulk and unflavored still bottled water

Figure 111: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by gender, December 2014

Figure 112: Bottled water purchases (jug/bulk and unflavored still) – Any purchase, by age, December 2014

The consumer – Flavored still bottled water

Figure 113: Bottled water purchases (flavored still) – Any purchase, by age, December 2014

The consumer – Enhanced water

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

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Figure 114: Bottled water purchases (enhanced) – Any purchase, by age, December 2014

The consumer – Sparkling water

Figure 115: Bottled water purchases (sparkling) – Any purchase, by age, December 2014

The consumer – Important bottled sparkling water attributes

Figure 116: Important bottled sparkling water attributes – Sparkling water, by age, December 2014

Figure 117: Important bottled sparkling water attributes – Sparkling water, by presence of children in household, December 2014

Figure 118: Important bottled sparkling water attributes – Unflavored sparkling water, by gender, December 2014

Figure 119: Important bottled sparkling water attributes – Unflavored sparkling water, by age, December 2014

Figure 120: Important bottled sparkling water attributes – Unflavored sparkling water, by presence of children in household, December 2014

The consumer – Where bottled water is bought

Figure 121: Where bottled water is bought, by gender, December 2014

Figure 122: Where bottled water is bought, by household income, December 2014

Figure 123: Attitudes and behaviors toward bottled water, by age, December 2014

The consumer – Attitudes and behaviors toward bottled water

Figure 124: Attitudes and behaviors toward bottled water, by gender, December 2014

Figure 125: Attitudes and behaviors toward bottled water, by age, December 2014

Figure 126: Attitudes and behaviors toward bottled water, by household income, December 2014

The consumer – What persuades users to buy

Figure 127: What persuades users to buy bottled water, by age, December 2014

Figure 128: What persuades users to buy bottled water, by household income, December 2014

Appendix – Trade Associations

American Beverage Association

International Bottled Water Association (IBWA)

International Society of Beverage Technologists

National Association for PET Container Resources

Sustainable Packaging Coalition (SPC)

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