

Non-alcoholic Water Enhancers - US - March 2015

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

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"An abundance of beverage launches and continued category blurring is creating RTD products that cater to every user need requiring less self-customization. Consumers gravitating toward natural trends further harm the category."

Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Getting lost in the beverage category
- Is the desire to customize water fading?
- Are artificial ingredients scaring away new users?

What you need to know

After enormous gains in 2013, liquid water enhancer sales plateaued in 2014 and powdered drink mixes continued their steep decline, driven by heavy launches elsewhere in the beverage category, with enhancers overshadowed by stronger marketing from other beverages. Still, opportunities exist for brands and retailers to target consumers looking for healthy drink alternatives to perceived sugar-laden carbonated sugar drinks (CSDs) and juices, and address artificial ingredient concerns of health-minded consumers.

Definition

This is a new report that builds off the bundled report Bottled Water and Cold Drink Mixes-US, March 2014. Formats covered include powdered mixes and liquid water enhancers. Total retail sales for the following types of beverage mixes include:

- Fruit drink mixes
- Sports drink mixes
- Energy drink mixes
- Instant tea mixes

Not included are instant coffees or coffee liquid water enhancers. Those will be covered in Coffee – US, September 2014. Also not covered are juice concentrates or alcoholic beverage enhancers or mixes. Value figures throughout this report are at (rsp) retail selling prices excluding sales tax unless otherwise stated.

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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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International Society of Beverage Technologists

National Association for PET Container Resources

Sustainable Packaging Coalition (SPC)

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