

Bottled Water and Cold Beverages Mixes - US - March 2014

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“Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price points need to be justified through unique flavors and innovation to draw in new users.”

– Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Still water sales growth has stalled - how can consumers be encouraged to continue purchasing?
- With consumers drinking a variety of beverages and water products where do opportunities within the market lie?
- How can brands stand out in a crowded market?

The bottled water and drink mix market has seen great success from recent health trends. However, consumers' continued recovery from the economic recession and perceptions about possible environmental effects continue to challenge the category. This increases competition in the market, encouraging tap water consumption, interest in reusable vessels and filtration systems, and private label offerings. However, bottled water and drink mixes continue to appeal to consumers for their convenience and innovation in providing a healthy drink replacement for sugary carbonated sodas and juices. Manufacturers must continue to address the category's drawbacks, which include sustainability and price sensitivity. However, bottled water and beverage mix companies also can take advantage of recent trends favoring low- and no-calorie beverages with new flavors and functional innovation. This report builds on the analysis presented in Mintel's Bottled Water – US, March 2013, as well as the May 2012, November 2009, December 2008, December 2007, May 2006, October 2005, and December 2003 reports of the same title.

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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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