

## Still and Sparkling Water - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Consumer interest in health and wellness paired with innovation occurring in the water market is pushing sales of packaged water to new highs. Sales are driven by increases from all water segments, especially the fast-growing sparkling segment. Increased scrutiny of packaged water's environmental impact could lead to category attrition among environmentally conscious consumers."

**- Caleb Bryant, Senior Beverage Analyst**

This report looks at the following areas:

- Water brands start facing plastic backlash
- Refillable water bottles are cheap, convenient, sustainable, and trendy
- Consumers are most interested in no-frills, inexpensive water
- Sales of sparkling water keep bubbling
- Packaging innovation tackles environmental concerns
- Functional water has appeal across generations

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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

Overview

Figure 1: Total US sales and fan chart forecast of packaged still and sparkling water, 2013-23

The issues

Water brands start facing plastic backlash

Refillable water bottles are cheap, convenient, sustainable, and trendy

Figure 2: Water statement agreement, by reluctant water buyers, November 2018

Consumers are most interested in no-frills, inexpensive water

Figure 3: Water brand type purchases, November 2018

The opportunities

Sales of sparkling water keep bubbling

Figure 4: Total US retail sales and forecast of packaged still and sparkling water, by segment, at current prices, 2013-23

Packaging innovation tackles environmental concerns

Figure 5: Water-packaging opportunity matrix, feasibility, perceived environmental impact, and price premium, November 2018

Functional water has appeal across generations

Figure 6: Water product interest, by generation, November 2018

What it means

### The Market – What You Need to Know

Growing sales across all segments lifts the total water market

Home water becomes cleaner, and refillable bottles become cool

Plastic bottles come under fire, beverage industry strives for changes

### Market Size and Forecast

Strong continued growth of packaged water market

Figure 7: Total US sales and fan chart forecast of packaged still and sparkling water, 2013-23

Figure 8: Total US sales of packaged still and sparkling water, 2013-23

### Market Breakdown

Double-digit projected growth of sparkling water

Figure 9: Total US retail sales and forecast of packaged still and sparkling water, by segment, at current prices, 2013-23

Figure 10: Total US retail sales and forecast of packaged still and sparkling water, by segment, at current prices, 2013-23

### Market Perspective

Water bottles are trendy must-have products

High ownership of home water filtration products

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Figure 11: Ownership and interest in water filtration products and systems, July 2018

When everything is "water"

## Market Factors

- Cities start banning the bottle
- Beverage companies work toward sustainability
- Micro-plastic, big-problem?

## Key Players – What You Need to Know

- Private label dominates while brands differentiate
- Big brands are stuck in the middle
- Packaging is an issue and opportunity

## Company and Brand Sales of Packaged Water

Private label water leads the market

Figure 12: Multi-outlet sales of still and sparkling water, by leading companies, rolling 52 weeks 2017 and 2018

Largest water companies see lackluster still water growth

Figure 13: Multi-outlet sales of convenience/PET still water, by leading companies and brands, rolling 52 weeks 2017 and 2018

La Croix closes in on segment dominance

Figure 14: Multi-outlet sales of seltzer/sparkling/mineral water, by leading companies and brands, rolling 52 weeks 2017 and 2018

## What's Working?

- Hydration is synonymous with good health
- Sparkling waters and brand profiles
- La Croix, definitely not just for Midwest moms
- The big bubbling threat to sparkling water brands
- Coke goes for authenticity in its sparkling water acquisition
- Original sparkling water brands stays strong
- Flavor profile delivers Spindrift rapid growth
- The new dark horses in the sparkling water market
- Water becomes an aspirational product
- Get more out of water
- Making water fun

## What's Struggling?

- Big three brands face rough waters

## What's Next?

- Water wars go beyond the bottle
- Water's plastic issue
- Sea what's next in water
- Future for canna-fizz water?

## The Consumer – What You Need to Know

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Waters satisfy a variety of occasions  
At-home water consumption is high, yet threatened  
Environmentally conscious water buyers are a small but affluent group  
Millennials want water with more

## Water Consumption

Sparkling water has plenty of room for growth  
Figure 15: Beverage consumption, November 2018  
Figure 16: Sparkling water consumption, November 2018  
Most consumers drink packaged water  
Figure 17: Water consumption, November 2018  
iGens travel with water bottle in tow  
Figure 18: Water consumption, among water drinkers, by generation, November 2018

## Consumption Occasions by Water Type

Bottle battles  
Figure 19: Correspondence analysis, consumption occasions by water type, November 2018  
Figure 20: Correspondence analysis, consumption occasions by water type, November 2018  
Packaged water is often consumed at home  
Figure 21: Consumption occasions, net any packaged water, November 2018  
Sparkling water can act as an alcoholic beverage substitute  
Figure 22: Consumption occasions, sparkling water, November 2018

## Reasons for Drinking Packaged Water at Home

Water bottles represent major threat to home packaged water consumption  
Figure 23: Reasons for drinking packaged water at home, November 2018  
Convenience is key for young consumers  
Figure 24: Reasons for drinking packaged water at home, by generation, November 2018  
Risk of rural consumers dropping out of packaged water market  
Figure 25: Reasons for drinking packaged water at home, by area, November 2018

## Water Brand Type Purchases

Most water buyers are brand agnostic  
Figure 26: Water brand type purchases, November 2018  
Environmentally conscious consumers are a desirable group  
Figure 27: Water brand type buyers demographic profile, indexed against all packaged water drinkers, November 2018  
Figure 28: Water brand type purchases, by food and drink shopper segmentation, November 2018  
Reluctant water buyers go cheap or go environmental  
Figure 29: Water brand type purchases, by reluctant water buyers, November 2018  
Opportunity for functional waters in environmentally friendly packaging  
Figure 30: Water brand type purchases, by health-first water buyers, November 2018

## Water Packaging: Purchase Intelligence Deep Dive

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The right ethical cues are key

Figure 31: Purchase intent of water by packaging type

Figure 32: Water product perception by water-packaging type

## Water Packaging: Price Premium

Mass market consumers won't pay a packaging price premium

Figure 33: Water packaging price premium, November 2018

Figure 34: Water packaging price premium, by water brand type buyers, November 2018

Entice reluctant water buyers with sustainable packaging

Figure 35: Water packaging price premium, by water brand type buyers, November 2018

Connect with young buyers through packaging

Figure 36: Water packaging price premium, by water brand type buyers, November 2018

## Water Packaging: Perceived Environmental Impact

Confusion likely exists around packaging sustainability

Figure 37: Water packaging perceived environmental impact, November 2018

PET plastic bottles can still appeal to environmentally conscious consumers

Figure 38: Water packaging perceived environmental impact, by environment-first water buyers, November 2018

## Water Packaging: Opportunity Matrices

Focus on current and future packaging opportunities

Figure 39: Water-packaging opportunity matrix, price premium and perceived environmental impact, November 2018

Figure 40: Water-packaging opportunity matrix, feasibility, perceived environmental impact, and price premium, November 2018

## Packaged Water Attitudes

Strong positive perception of water bottles

Figure 41: Water statement agreement, by reluctant water buyers, November 2018

Keep healthful consumers hydrated

Figure 42: Water statement agreement, by reluctant water buyers, November 2018

Younger women are water watchers

Figure 43: Water statement agreement, by reluctant water buyers, November 2018

## Water Product Interest

Opportunity for further product differentiation in the water market

Figure 44: Water product interest, November 2018

Retailers must offer the correct variety of waters

Figure 45: TURF water product interest, November 2018

Don't neglect Gen X in functional water marketing

Figure 46: Water product interest, by generation, November 2018

Figure 47: Water product interest, by gender and age, November 2018

Reluctant water buyers express interest in B-Corp. brands

Figure 48: Water product interest, by water attitudes, November 2018

Healthy water drinkers want it all

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Figure 49: Water product interest, by water brand type buyers, November 2018

## Appendix – Data Sources and Abbreviations

Data sources  
Sales data  
Fan chart forecast  
Consumer survey data  
Purchase Intelligence  
Abbreviations and terms  
Abbreviations

## Appendix – The Market

Figure 50: Total US sales of packaged still and sparkling water, at inflation-adjusted prices, 2013-23  
Figure 51: Total US retail sales and forecast of convenience/PET still water, at inflation-adjusted prices, 2013-23  
Figure 52: Total US retail sales and forecast of jug/bulk still water, at inflation-adjusted prices, 2013-23  
Figure 53: Total US retail sales and forecast of seltzer/sparkling/mineral water, at inflation-adjusted prices, 2013-23  
Figure 54: Total US retail sales of still and sparkling water, by channel, at current prices, 2013-18

## Appendix – Key Players

Figure 55: Multi-outlet sales of jug/bulk still water, by leading companies and brands, rolling 52 weeks 2017 and 2018

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