

Still and Sparkling Water - US - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the packaged water market
- The varying performance of bottled water versus sparkling water
- Market opportunities for waters with functional benefits
- The role sustainability plays in the packaged water market



"The pandemic resulted in relatively strong sales of bottled water and further solidified its status as a necessary staple product in the minds of many core category consumers, a designation that will benefit the category for years to come."

- **Caleb Bryant, Associate Director of Food and Drink Reports**

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