

## Bottled Water - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The bottled water market saw sales increase from 2015-16. Healthy living trends and the development of new flavored, sparkling, and enhanced variations have been key drivers. Future growth will hinge on consumer interest in added benefits to bottled water, addressing concerns, and targeting key consumer groups."

**- Mimi Bonnett, Director - Food and Drink, Foodservice**

This report looks at the following areas:

- Inexpensive alternatives to bottled water are widely available
- Beverage blurring creates competition from unexpected quarters
- Cost, environmental concerns, and refillable water bottles limit usage

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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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