

## 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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High ownership of home water filtration products

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When everything is "water"

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

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Waters satisfy a variety of occasions  
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 Environmentally conscious water buyers are a small but affluent group  
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