

A YEAR OF INNOVATION IN BOTTLED WATER, 2020

Functional health boosts are increasingly common, as alkaline waters expand in Asia and more brands attempt to improve their planet-friendly image.



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Report Content



- Global opportunities
- Our pick of the most innovative launches in this review
- Bottled water meets Mintel Trends

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- The opportunities: EMEA
- Europe retail market overview: bottled water, 2020

Europe: innovation continues in fortified waters

- Consumers show interest in fortified waters
- Recently introduced vitamin and mineral fortified waters
- Get more ViTs add fibre water to its vitamin-fortified range
- Energy and caffeine waters cater to consumers seeking to boost their energy levels
- Danone brings Volvic coffee water to the German market
- Stellar Rose brings beauty and mind together

Europe: bottled water continues to battle with its plastic pollution problem

- Concerns around plastic pollution prompt consumers to choose reusable bottles
- As PET packaging formats decline in launch activity, the share of non-plastic formats rises
 - Graph 1: bottled water launches by packaging materials, June 2018 - May 2020
- European consumers are open to greener packaging formats
- Highland Spring brings its 100% recycled plastic Eco bottle to the UK market
- Intermarché taps into the circular economy
- Reusable dishwasher-friendly bottles are appearing in the market
- Flavoured and functional water gains popularity in the Middle East
- African brands celebrate water sources to enhance purity image

ASIA PACIFIC (APAC)

- The opportunities: APAC
- APAC retail market overview: bottled water, 2020

Asia Pacific: functionality is combined with flavour

- Flavored water remains popular among Chinese consumers
- Functionality is providing an added boost in flavored waters
- Australian brand Nexba lunches sparkling flavored water with gut health benefits

A year of innovation in bottled water, 2020

- Fibre-infused water can address digestive health needs and also weight loss
- Chinese dairy company Yili Group launches sparkling water with milk minerals in exciting flavors
- Suntory launches Good Mood brand in Thailand after success in Indonesia
- Brands strive to position flavoured water as a 'healthy hydration option' in India

Alkaline waters are continue to emerge in the Asia-Pacific region

- What is alkaline water?
- Some brands are explaining what alkaline water is
- Dionna launches India's first structured alkaline water

THE AMERICAS

- The opportunities: Americas
- Americas retail market overview: bottled water, 2020

North America: enhanced energy and relaxation inspires innovation in sparkling waters

- Consumers seek for hydration and energy when buying drinks
- Coca-Cola launches caffeinated sparkling water in the US
- Caffeinated water innovation is buzzing in the US
- COVID-19 suggests consumers will seek stress-relieving hydration
- Daytrip uses hemp as a way of encouraging relaxation
- Sap! uses herbal flavours to reinforce relaxing positioning

Latin America: a focus on naturalness

- Bottled water is among the top consumed beverages for Brazilian consumers
- No additives/preservatives is the most common natural claim in bottled water
- Disclosing the water source helps to convey a pure and trusted image
- Specifying the water source can also elevate the premium credentials

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