

# STILL AND SPARKLING WATERS – US – 2024

Bottled water's demand persists for its nutrition and convenience. Due to price rises, consumers may trade down, or opt for premium waters as an affordable luxury.



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# Still And Sparkling Waters - US - 2024

## This report looks at the following areas:

- The short-, medium- and long-term affects of inflation on still and sparkling waters and consumer behavior
- Reported consumption of still and sparkling waters
- Reported change in still and sparkling water purchase
- Reasons for increased still and sparkling water purchase
- Still and sparkling water purchase factors
- Attitudes towards still and sparkling water
- Characteristics associated with still and sparkling water types
- Benefits of interest in still and sparkling water
- Trends in launch activity for still and sparkling water and opportunities for further innovation



Bottled water's demand persists for its nutrition and convenience. Due to price rises, consumers may trade down, or opt for premium waters as an affordable luxury.

## Overview

Bottled waters are a considered a staple in many US households with an 84% reported consumption rate in the past three months. Consumers continue to find value in its health and hydration benefits packaged conveniently for on-the-go consumption. The category is highly benefited by a growing interest in hydration for mental and physical health, stockpiling behaviors for potential emergencies and increasingly mobile lifestyles. Concerns over tap water safety and dislike over taste, position bottled waters as a more trustworthy, potable hydration source and prime it for continued demand.

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Gen Z and Millennials drive the category forward, reporting higher consumption rates and increases in usage than other generations. These highly-engaged consumers are generally more brand loyal and open to trialing premium, specialty and enhanced water varieties.

Consumers most often seek out the basic, inherent benefits of water, such as hydration and tend to report lowest price as their number one purchase driver. When innovating, brands will be challenged to convince consumers that added benefits will be worth the extra dollars. Clearly communicate enhancements to consumers whilst keeping hydration and convenience at the core of new product development.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

## CONSUMER INSIGHTS

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- Promote hydration from the inside out
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### Market context

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- Growing food and drink sales away-from-home create greater usage occasions for bottled water

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- Fears for the future increase demand for packaged water
- #stayhydrated... America's obsession with hydration
- Environmental concerns and demand for plastic-free packaging turn the tide
- New technologies threaten the bottled water industry

## Market size and forecast

- Retail sales and forecast of still and sparkling water
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