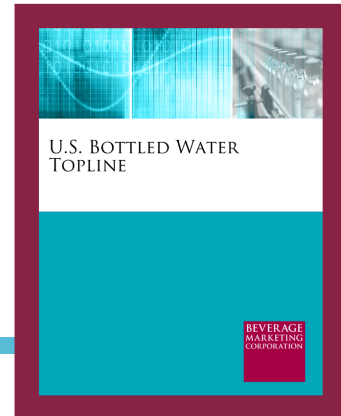


U.S. BOTTLED WATER TOPLINE

2021 EDITION (Published November 2021. Data through 2020. Market projections through 2025.) More than 25 pages, with text analysis, graphs and charts.



U.S. Bottled Water Topline from Beverage Marketing Corporation provides a brief overview of the bottled water category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the bottled water sector. Includes a brief overview of key trends including discussion of the impact of the covid-19 pandemic.

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INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. 2

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. 6

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. 8



HAVE QUESTIONS?

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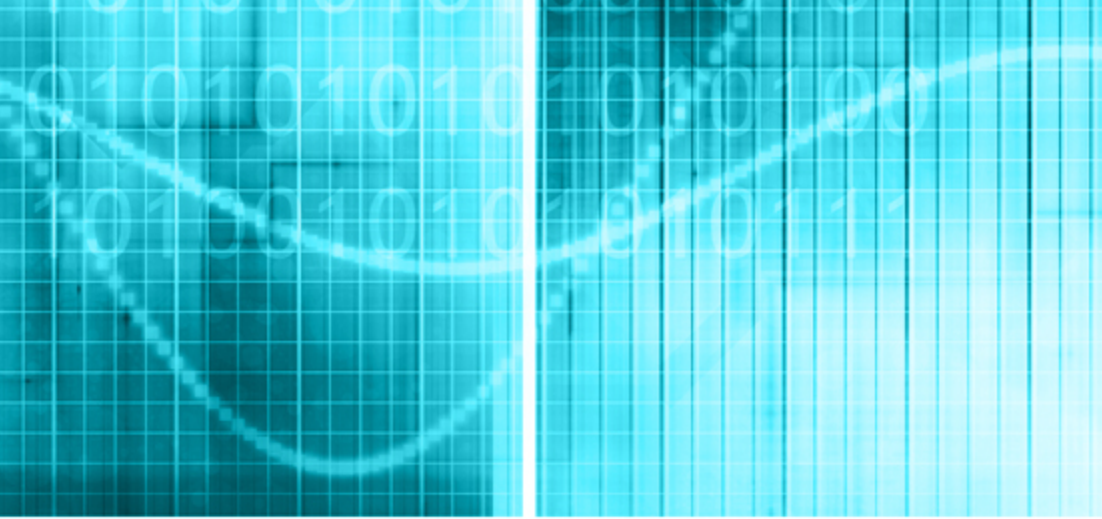
THE ANSWERS YOU NEED

U.S. Bottled Water Topline provides key statistics for the overall market. Questions answered include:

- How much bottled water is consumed per capita in the United States, how has this changed in recent years?
- How did the bottled water market segments perform in 2019 and 2020, and how are they like to develop in the future?
- Which are the leading home- and office-delivery bottled water companies?
- What is the volume of imported bottled water by type?
- Which companies hold the largest shares of the bottled water industry by wholesale dollar sales?

THIS REPORT FEATURES

This report features category volume and wholesale dollar sales and per capita consumption data; leading company market shares and five-year forecast data through 2025 are also provided.



U.S. BOTTLED WATER TOPLINE



U.S. Bottled Water Topline

November 2021

BEVERAGE
MARKETING
CORPORATION

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NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Contents

Table of Contents

U.S. Bottled Water Topline
TABLE OF CONTENTS

TABLE OF CONTENTS ----- i

Summary

U.S. BOTTLED WATER TOPLINE

The National Bottled Water Market----- 1

- Overview ----- 1
- Volume ----- 2
- Per Capita Consumption----- 4
- Volume by Segment ----- 5
- Wholesale Dollar Sales ----- 7
- Prices ----- 8
- Seasonality----- 8
- Quarterly Growth Trends----- 8
- Bottled Water Market’s Response to Covid-19 ----- 9
- The HOD Segment----- 11
- Imported Sparkling and Non-Sparkling Water ----- 12
- The Leading Companies ----- 12
- Club Soda/Seltzer ----- 13
- Bottled Water by Source ----- 13
- Bottled Water Advertising----- 15

Exhibits

1 U.S. Bottled Water Market Gallonage, Growth and Per Capita Consumption
1978 – 2025 ----- 16

2 U.S. Bottled Water Market Non-Sparkling, Sparkling & Import Gallonage 1977 – 2025 17

3 U.S. Bottled Water Market Estimated Non-Sparkling, Sparkling and Import Wholesale
Dollars and Change 1984 – 2025 ----- 18

4 U.S. Bottled Water Market Estimated Wholesale Dollars, Gallonage and Price 2020 -- 19

5 U.S. Bottled Water Market Quarterly Volume Shares by Segment 2020 ----- 20

6 U.S. Bottled Water Market Estimated Volume, Share and Growth by Segment
Q1 2021 ----- 21

7 U.S. Bottled Water Market Volume Comparisons Between Pre-Covid-19 and Post-
Covid-19 2020 – 2021----- 22

8 U.S. Bottled Water Market Wholesale Dollar Comparisons Between Pre-Covid-19 and
Post-Covid-19 2020 – 2021 ----- 23

9 U.S. Bottled Water Market Retail Dollar Comparisons Between Pre-Covid-19 and
Post-Covid-19 2020 – 2021 ----- 24

10 The Leading HOD Bottled Water Companies Share of Estimated Water Only
Revenues 2015 – 2020----- 25

11 U.S. Water Cooler Market Estimated Millions of Units in Operation 1990 – 2025----- 26

12 Imported Bottled Water Market Volume by Type 1994 – 2025 ----- 27

U.S. Bottled Water Topline
TABLE OF CONTENTS

Exhibit

U.S. BOTTLED WATER TOPLINE (cont'd)

Exhibits (cont'd)

13	Leading Bottled Water Companies Share of Estimated Wholesale Dollar Sales 2015 – 2020 -----	28
14	Club Soda/Seltzer Estimated Volume 2015 – 2025-----	29
15	Retail PET Bottled Water Share by Source 2000 – 2025 -----	30
16	U.S. Bottled Water Market Advertising Expenditures 1979 – 2020-----	31

Appendix

A.	U.S. Population by Region 1981 – 2020-----	32
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Bottled water has transitioned from its precocious youth to energetic adulthood. After stringing together years — indeed, decades — of exceptional growth, the category established its firmly entrenched position in the U.S. marketplace.

- The sort of growth that saw it double in volume in less than a decade and become the second largest beverage category by volume while still outperforming other major beverage types no longer characterizes the category.
- Nonetheless, by any objective measure, the bottled water category has been one of the great success stories in the history of the beverage industry — and the story is far from over. Even after achieving significant size, bottled water's growth potential has not been extinguished.
- Case in point: the latest doubling in the bottled water market took 14 years (2003–2017), towards the end of which it became the largest beverage category — overtaking carbonated soft drinks (CSDs). This marked a major milestone.

U.S. residents' thirst for bottled water can be attributed to several factors.

- Many consumers recognize it to be healthy, safe and convenient.
- It is a versatile product, suitable for consumption at any time of day and need not be kept cold (like soft drinks or juice) or warm (like coffee or tea).
- As far as ready-to-drink commercial beverages go, it is relatively inexpensive, and with competitive pricing it is becoming increasingly affordable for consumers.
- Various packaging types, ranging from bulk to single-serve, facilitate a variety of uses. Consumers' interest in foods and beverages that confer benefits above and beyond refreshment also contributes to the quintessential hydrating beverage's performance in recent years.
- As concern about obesity persists, bottled water's lack of calories appears that much more attractive to consumers.

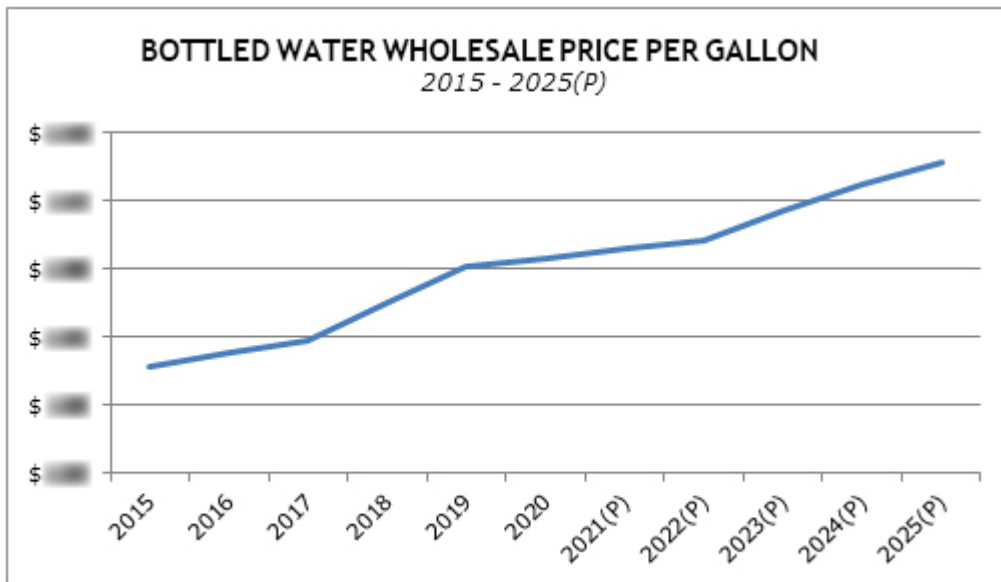
Exhibit 15

**RETAIL PET BOTTLED WATER
SHARE BY SOURCE
2000 – 2025(P)**

Year	Spring	Purified	Total
2000	85%	15%	100%
2001	85%	15%	100%
2002	85%	15%	100%
2003	85%	15%	100%
2004	85%	15%	100%
2005	85%	15%	100%
2006	85%	15%	100%
2007	85%	15%	100%
2008	85%	15%	100%
2009	85%	15%	100%
2010	85%	15%	100%
2011	85%	15%	100%
2012	85%	15%	100%
2013	85%	15%	100%
2014	85%	15%	100%
2015	85%	15%	100%
2016	85%	15%	100%
2017	85%	15%	100%
2018	85%	15%	100%
2019	85%	15%	100%
2020	85%	15%	100%
2025(P)	85%	15%	100%

(P) Projected

Source: Beverage Marketing Corporation



(P) Projected

Source: Beverage Marketing Corporation