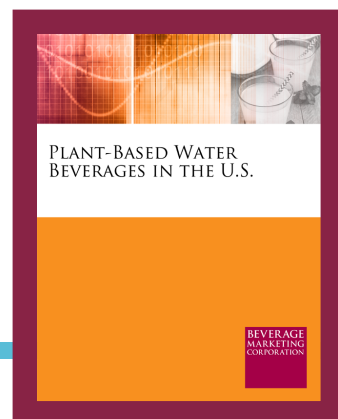


# PLANT-BASED WATER BEVERAGES IN THE U.S.

**2020 EDITION** (Published April 2020. Data through 2019. Market projections through 2024.) More than 40 pages, with extensive text analysis, graphs, charts and tables



As the growth of plant-based beverages slows, are there segments of the market that have exhibited strong growth that are likely to be sustained into the future?

Beverage Marketing Corporation considers this question in its industry report entitled: *Plant-Based Water Beverages in the U.S.* This report considers a beverage type that has only approached people's radar in the past decade. Now that plant-based beverages have become more ensconced in consumers' minds as natural sports beverage alternatives and a source for healthy hydration, it is important to consider the issues that will continue to be important for entrepreneurs and market veterans going forward. The report looks at the coconut water segment which blazed the trail for plant based beverages, tracking its growth vs. the rest of the plant-based market. It also discusses trends and key brands derived from other botanicals such as maple trees, cactus and aloe which hope to follow in coconut's footsteps.

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HAVE  
QUESTIONS?

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## THE ANSWERS YOU NEED

This brief but insightful market report measures volume and wholesale dollar sales, covers top brands and discusses key issues in the plant-based beverage category. BMC's exclusive five-year projections are also included. Questions answered include:

- What are the principal segments of the plant-based beverage market?
- How did the plant-based beverage segments originate and evolve in the U.S. market?
- Which are the leading brands? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- How does plant-based beverages relate to the rest of the better-for-you beverage market?
- What are the areas in which the market is expected to grow in the next five years? What are the growth drivers going forward? Conversely, which segment is not likely to experience big growth to 2024?

## THIS REPORT FEATURES

This report examines an offshoot of the seismic trend in the beverage industry towards plant-based solutions. The presentation of industry research begins with an overview of the plant-based beverage market. It then analyzes various brands and the companies behind them, taking note of innovations they have achieved and the marketing strategies behind them.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. plant-based beverage marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the plant-based beverage market including:

- Wholesale dollar sales and volume of the plant-based beverage market going back to 2014.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Analysis of the prospects of the plant-based beverage market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2024.



# PLANT-BASED WATER BEVERAGES IN THE U.S.

BEVERAGE  
MARKETING  
CORPORATION

# Plant-Based Water Beverages In the U.S.

April 2020

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BEVERAGE  
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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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Although new entrants continue to arrive, by now the category has consolidated around a handful of major players, with some of the smaller entrants seeking the shelter of more substantial companies, as C2O did in the embrace of Novamex, which markets the Mexican soda brand Jarritos, and Coco Libre, which sold out to New Age Beverages.

- One entry that has garnered outside attention is the previously mentioned Harmless Harvest, from a group of entrepreneurs that includes members of the family of now-former Danone chairman and CEO Franck Riboud.
- The line's initial use of high-pressure pascalization (HPP) meant it participated simultaneously in two hot segments, although its low-acid nature prompted regulatory scrutiny that ultimately forced it to switch to a different process. Coincidentally or not, Danone has become a key investor in the company.
- Another entry, under the Taste Nirvana name, has been extending the boundaries of the segment with toasted-coconut entries and even probiotic entries.

Before moving on to brief profiles of some of the key established and up-and-coming players in coconut water, it is worth devoting attention to other plants that are being harnessed as sources of RTD waters, starting with aloe vera.

- Like coconut water, aloe is a long-established tradition in developing nations, and it sports a similar tropical allure, its own health story and perhaps the advantage of being less polarizing in taste than some find coconut water to be.
- On the other hand, some note that aloe's primary presence in the general market traditionally has been as a topical skin balm, probably reducing its appetite appeal to general-market consumers.
- And it never hurts to remind oneself that beverage trends play out in surprising ways, and the perceived parallels between coconut water and aloe may prove to have little consequence for aloe's growth potential. So, can aloe be the next coconut water? As of this writing, the evidence suggests not, with no aloe brand yet making any kind of general-market splash remotely resembling what has occurred in coconut water.

**LEADING PLANT-BASED WATER BEVERAGE BRANDS**  
**CHANGE IN VOLUME (r)**  
**2015 – 2019**

<b>Brand</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
Vita Coco	100%	100%	100%	100%	100%
OKF	100%	100%	100%	100%	100%
Zico	100%	100%	100%	100%	100%
Viloe	100%	100%	100%	100%	100%
alo	100%	100%	100%	100%	100%
C2O	100%	100%	100%	100%	100%
Harmless Harvest	100%	100%	100%	100%	100%
ONE	100%	100%	100%	100%	100%
Aloe Gloe	100%	100%	100%	100%	100%
Tropiking	100%	100%	100%	100%	100%
Zola	100%	100%	100%	100%	100%
WTRMLN WTR	100%	100%	100%	100%	100%
Taste Nirvana	100%	100%	100%	100%	100%
Naked Coconut	100%	100%	100%	100%	100%
Coco Libre	100%	100%	100%	100%	100%
Drink Simple	100%	100%	100%	100%	100%
True Nopal	100%	100%	100%	100%	100%
<b>Subtotal</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
All Other	100%	100%	100%	100%	100%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(r) Revised

Source: Beverage Marketing Corporation