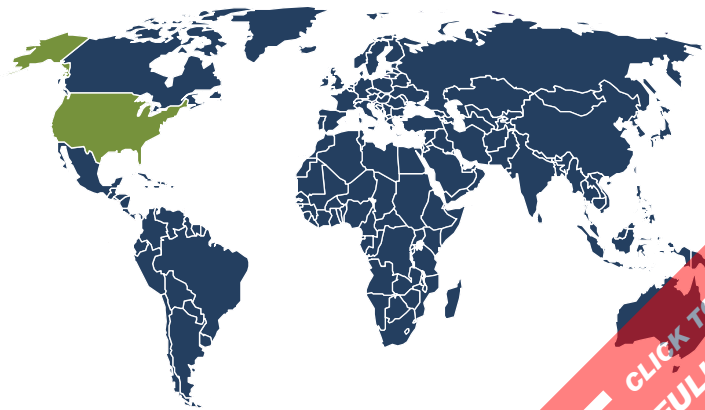




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US Collection

Bottled Water: United States

June 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Bottled Water Sources
Environmental and Regulatory Factors | Trade

Segmentation and Forecasts

Types

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US bottled water demand in gallons to 2020. Total demand is segmented by type in terms of:

- polyethylene terephthalate (PET) single-serve still water
- bulk still water
- other packaged still water
- flavored and enhanced water
- sparkling water.

Bottled water encompasses water packaged in bottles, cans, or jars in single-serve or bulk sizes. Carbonated soft drinks, club soda, seltzer, and tonic water are excluded from the scope of this report.

To illustrate historical trends, total demand and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Bottled Water: United States (FF10011) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations

- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
312111	Soft Drink Mfg	2086	Bottled and Canned Soft Drinks and Carbonated Water
312112	Bottled Water Mfg		
424490	Other Grocery and Related Products Merchant Wholesalers	5149	Groceries and Related Products, NEC

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Beverage Industry

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Beverage World

www.beverageworld.com

Convenience Store News

www.csnews.com

Drinks Business Review

www.drinks-business-review.com

Agencies & Associations

American Beverage Association

www.ameribev.org

Beverage Marketing Corporation

www.beveragemarketing.com

International Bottled Water Association

www.bottledwater.org

United States Census Bureau

www.census.gov

United States Environmental Protection Agency

www.epa.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

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