



Freedonia Focus Reports
US Collection

Bottled Water: United States

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Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	7
Bottled Water Sources	8
Consumer Trends	9
Environmental & Regulatory Factors	12
3. Segmentation & Forecasts	14
Products	14
PET Single-Serve Still Water	16
Bulk Still Water	18
Other Packaged Still Water	19
Sparkling Water	20
Flavored & Fortified Water	21
4. Industry Structure	24
Industry Characteristics	24
Market Leaders	27
Coca-Cola	27
Nestlé	28
PepsiCo	29
5. About This Report	30
Scope	30
Sources	30
Industry Codes	31
Freedonia Methodology	31
Resources	33

List of Tables & Figures

Figure 1 Key Trends in the US Bottled Water Market, 2019 – 2024	3
Figure 2 US Bottled Water Demand Trends, 2009 – 2019	5
Table 1 Key Indicators for US Bottled Water Demand, 2009 – 2024 (2012US\$ bil)	7
Figure 3 US Survey: Attitudes About Safety & Drinkability of Tap Water, 2020 (% of Respondents)	9
Table 2 US Survey Crosstab: Tap Water Safety & Disposable Water Bottle Use	10
Table 3 US Survey Crosstab: Tap Water Drinkability & Disposable Water Bottle Use	10
Figure 4 US Bottled Water Demand by Product, 2009 – 2024 (bil gal)	14
Table 4 US Bottled Water Demand by Product, 2009 – 2024 (mil gal)	14
Figure 5 US Bottled Water Demand by Product Performance Index, 2009 – 2024 (2009=100)	15
Figure 6 US PET Single-Serve Still Water Demand w/ Disposable Personal Income, 2009 – 2024	17
Figure 7 US Bulk Still Water Demand w/ Business Establishments, 2009 – 2024	18
Figure 8 US Bottled Water Demand by Product, 2009 – 2024 (%)	21
Figure 9 US Bottled Water Firms, Establishments, & Employment, 2009 – 2019	24
Table 5 US Bottled Water Firms, Establishments, & Employment, 2009 – 2019	25
Figure 10 US Bottled Water Shipments Concentration, 2002 – 2012 (%)	25
Table 6 Selected Suppliers to the US Bottled Water Market	27
Table 7 NAICS & SIC Codes Related to Bottled Water	31

About This Report

Scope

This report forecasts to 2020 and 2024 US bottled water demand in gallons. Total demand is segmented by type in terms of:

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

To illustrate historical trends, total demand and the various segments are provided in annual series from 2009 to 2019.

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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- proprietary national consumer survey data
- 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

Table 7 | NAICS & SIC Codes Related to Bottled Water

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
312111	Soft Drink Mfg	2086	Bottled & Canned Soft Drinks & Carbonated Water
312112	Bottled Water Mfg	5149	Groceries & Related Products, NEC
424490	Other Grocery & Related Products Merchant Wholesalers		

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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)

About This Report

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.

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Resources

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COVID-19 Market Impact Analysis
Dairy Products: United States
Demographics: United States
E-Commerce: United States
Fruit Beverages: United States
Global Demographics
Global Food E-Commerce
Global Macroeconomy
Nutritional Bars & Shakes: United States
Packaging: United States
Recovered Packaging: United States
Restaurants & Foodservice: United States
Soft Drinks: United States
Thermoplastic Resins: United States
Water: United States

Freedonia Custom Research

Packaged Facts

Food Carryout & Delivery
Food Carryout and Delivery: Special COVID-19 Consumer Insights

About This Report

Meal Kits: Trends and Opportunities in the U.S.

Office Coffee Service in the U.S: Market Trends and Opportunities

Online Grocery Shopping in the U.S.

U.S. Beverage Market Outlook 2020: Grocery Shopping & Personal Consumption in the Coronavirus Era

U.S. Food Market Outlook 2020: Home Cooking, Grocery Shopping, & Food Trends in the Age of Coronavirus

Trade Publications

Automatic Merchandiser

Beverage Daily

Beverage Digest

Beverage Industry

BevNET

Convenience Store News

Food Safety Magazine

Water Conditioning & Purification Magazine

Water Quality Products

Agencies & Associations

American Beverage Association

American Water Works Association

Beverage Marketing Corporation

International Bottled Water Association

United States Census Bureau

United States Environmental Protection Agency

United States Food and Drug Administration

United States International Trade Commission