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Bottled Water: United States

June 2018



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About This Report

Scope & Method

This report forecasts to 2022 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
- flavored and enhanced water
- sparkling water

To illustrate historical trends, total demand and the various segments are provided in annual series from 2007 to 2017.

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.

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

About This Report

- 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 10 | Industry Codes Related to Bottled Water

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

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Food Safety Products in the US, April 2018

Global Plastic Caps & Closures Market, December 2017

Global Water Filtration Equipment Markets, November 2017

Labels Market in the US, November 2017

Consumer Water Treatment Systems in the US, October 2017

Global Caps & Closures Market, September 2017

Global Food Processing Machinery, September 2017

Global Water Disinfection Equipment Market, August 2017

Global Water Treatment Chemicals Market, June 2017

Global Labels Market, January 2017

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Beverages: United States

Caps & Closures: United States

Consumer Water Treatment Systems: United States

Distilled Spirits: United States

Energy Drinks: United States

Natural & Organic Foods & Beverages: United States

Restaurants & Foodservice: United States

Soft Drinks: United States

Sports Drinks: United States

Water: United States

Wine: United States

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Drinks Business Review

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