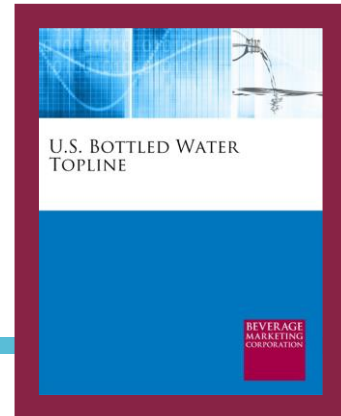


# U.S. BOTTLED WATER TOPLINE

2024 EDITION (To be published July 2024. Data through 2023. Market projections through 2028.) 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.

FOR A FULL CATALOG OF REPORTS AND DATABASES, GO TO [bmcreports.com](http://bmcreports.com)

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**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 2022 and 2023, 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 2028 are also provided.



# U.S. BOTTLED WATER TOPLINE

**BEVERAGE  
MARKETING  
CORPORATION**

**NOTE:** The 2024 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2024 edition you receive will have updated data through 2023 and projections through 2028 where applicable.

# U.S. Bottled Water Topline October 2023

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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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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 the greatest success story 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 bottled water market doubled in a 14-year span (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.

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Exhibit 12

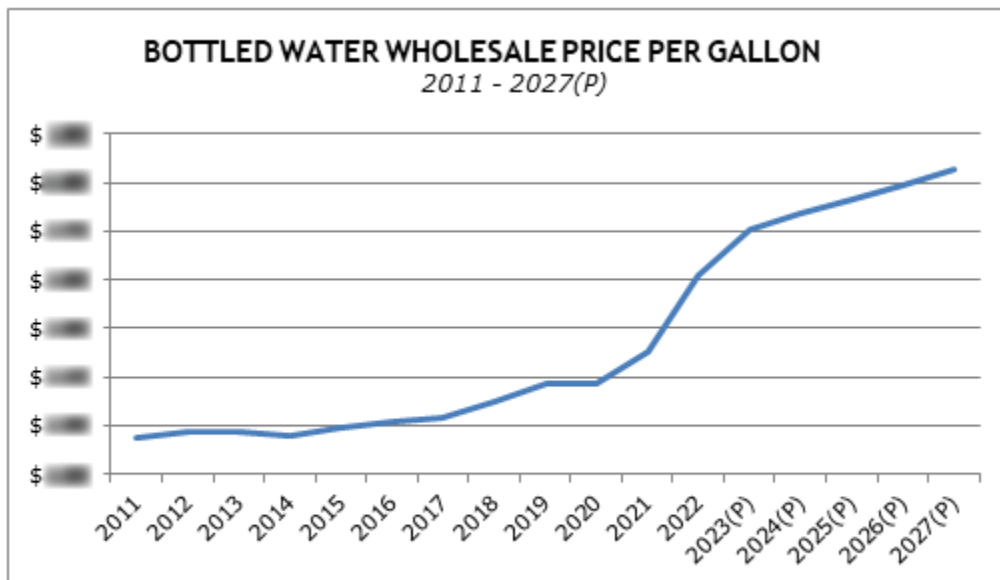
**RETAIL PET BOTTLED WATER  
SHARE BY SOURCE  
2000 – 2027(P)**

<b>Year</b>	<b>Spring</b>	<b>Purified</b>	<b>Total</b>
2000	████ %	████ %	██████ %
2001	████ %	████ %	██████ %
2002	████ %	████ %	██████ %
2003	████ %	████ %	██████ %
2004	████ %	████ %	██████ %
2005	████ %	████ %	██████ %
2006	████ %	████ %	██████ %
2007	████ %	████ %	██████ %
2008	████ %	████ %	██████ %
2009	████ %	████ %	██████ %
2010	████ %	████ %	██████ %
2011	████ %	████ %	██████ %
2012	████ %	████ %	██████ %
2013	████ %	████ %	██████ %
2014	████ %	████ %	██████ %
2015	████ %	████ %	██████ %
2016	████ %	████ %	██████ %
2017	████ %	████ %	██████ %
2018	████ %	████ %	██████ %
2019	████ %	████ %	██████ %
2020	████ %	████ %	██████ %
2021	████ %	████ %	██████ %
2022	████ %	████ %	██████ %
2027(P)	████ %	████ %	██████ %

*(P) Projected*

*Source: Beverage Marketing Corporation*





(P) Projected

Source: Beverage Marketing Corporation