

# **Global Flavored Water Market Size study, by Product (Sparkling and Still), by Distribution Channel (Supermarkets & Hypermarket, Convenience Stores, Online and Others), and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G4A0143C6B1AEN.html>

Date: August 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G4A0143C6B1AEN

## **Abstracts**

Global Flavored Water Market is valued approximately at USD 13.5 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 10.3% over the forecast period 2021-2027. Flavored water are beverages that contain water with additional ingredients such as sweeteners, artificial flavors, caffeine and others. Rising trend of zero-calorie and low-carb content soft drink among millennials is rising the demand. Growing awareness regarding healthy lifestyle, rising prevalence of obesity and increasing population in urban areas are boosting the demand for flavored water in the market. For instance, according to World Obesity Federation, in 2016, 650 million people were considered to be affected by obesity, which according to the current trend, is estimated to reach over 1 billion by 2025. Also, according to UNCTAD (United Nations Conference on Trade and Development), the worldwide urban population which was 3901 million in 2014 has increased to 4300 million in 2019 and is expected to reach 6656 million by 2050. Furthermore, availability of small-sized packages at affordable cost and use of sustainable packaging containers are expected to fuel the demand in near future. However, increasing use of plastic for packaging and growing preference for substitutes such as smoothies, juices, soft drinks and others may hamper the demand during forecast period.

Among Asia Pacific, North America, Europe, Latin America, and Rest of the World, North America is the leading region across the world in terms of market share due to growing consumption of flavored water as an alternative to other carbonated drinks. Whereas, Asia Pacific is anticipated to exhibit the highest growth rate during forecast period, owing to rising awareness regarding product and healthy lifestyle.

Major market player included in this report are:

Nestl?  
Talking Rain  
PepsiCo, Inc.  
The Coca-Cola Company  
Hint Inc.  
Spindrift  
National Beverage Corp.  
Sanpellegrino S.P.A.  
KeurigDr Pepper Inc.  
Saratoga Spring Water Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Sparkling  
Still

By Distribution Channel:

Supermarkets & Hypermarket  
Convenience Stores  
Online  
Others

By Region:

North America  
U.S.  
Canada  
Europe

UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Flavored Water Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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