

U.S. Bottled Water Market Size, Share & Trends Analysis Report By Product (Spring Water, Sparkling Water), By Distribution Channel (On-Trade, Off-Trade), By Packaging, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Bottled Water Market Growth & Trends

The U.S. bottled water market size is estimated treach USD 66.41 billion in 2030 and is projected tgrow at a CAGR of 5.7% from 2025 t2030, according ta new report by Grand View Research, Inc. The rising demand and consumption of bottled water in the U.S. are largely driven by health-conscious consumer behavior, convenience, and changing preferences for hydration. Consumers are increasingly favoring bottled water over sugary drinks like soda due the growing awareness of health risks associated with high sugar intake. Bottled water is seen as a calorie-free, sugar-free alternative that supports healthier lifestyles, making it an attractive choice for a broad demographic, from younger consumers focused on fitness tolder adults looking tmake healthier choices.

Convenience is another major factor driving bottled water consumption. In the fastpaced American lifestyle, many people seek easily accessible hydration options that fit inttheir on-the-groutines. Bottled water, available in portable and resealable containers, meets this need perfectly. This trend aligns with the expansion of single-serve packaging, which allows consumers tenjoy their preferred water brand anytime, whether at work, the gym, or during travel.

Environmental awareness has alsinfluenced the U.S. bottled water industry. While there are concerns about plastic waste, many brands are responding with sustainable



practices, such as using recycled materials and introducing eco-friendly packaging. Some companies are alsinvesting in aluminum and glass bottles or promoting their products as BPA-free, which resonates with eco-conscious consumers whwant healthier hydration options with less environmental impact.

The U.S. market for bottled water is further expanding due tproduct innovation, with brands offering enhanced waters infused with flavors, electrolytes, and even functional ingredients like vitamins and minerals. This trend caters tconsumers seeking hydration with added benefits, appealing tpeople whwant more than just plain water. As a result, flavored and functional bottled water varieties have gained popularity, further driving growth in the sector.

U.S. Bottled Water Market Report Highlights

Sparkling bottled water is expected tgrow at a CAGR of 6.5% from 2025 t2030. The broad range of flavors and customization options in sparkling water has made it more appealing tconsumers whenjoy variety in their beverages, contributing tits growing popularity.

Sales through on-trade channels are expected tgrow at a CAGR of 5.8% from 2025 t2030, owing tincreasing consumers demanding bottled water when they eat out, and restaurants and bars are happy toblige, as it is a convenient way tprovide their customers with a refreshing drink.

The canned bottled water segment is expected tgrow at a CAGR of 7.0% from 2025 t2030. This can be primarily attributed tincreasing consumer awareness towards environmental sustainability.



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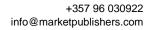


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