

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 to reach USD 66.41 billion in 2030 and is projected to grow at a CAGR of 5.7% from 2025 to 2030, according to a 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 to 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 to older adults looking to make healthier choices.

Convenience is another major factor driving bottled water consumption. In the fast-paced American lifestyle, many people seek easily accessible hydration options that fit into their on-the-go routines. 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 to enjoy their preferred water brand anytime, whether at work, the gym, or during travel.

Environmental awareness has also influenced 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 also investing in aluminum and glass bottles or promoting their products as BPA-free, which resonates with eco-conscious consumers who want healthier hydration options with less environmental impact.

The U.S. market for bottled water is further expanding due to product innovation, with brands offering enhanced waters infused with flavors, electrolytes, and even functional ingredients like vitamins and minerals. This trend caters to consumers seeking hydration with added benefits, appealing to people who want 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 to grow at a CAGR of 6.5% from 2025 to 2030. The broad range of flavors and customization options in sparkling water has made it more appealing to consumers who enjoy variety in their beverages, contributing to its growing popularity.

Sales through on-trade channels are expected to grow at a CAGR of 5.8% from 2025 to 2030, owing to increasing consumers demanding bottled water when they eat out, and restaurants and bars are happy to oblige, as it is a convenient way to provide their customers with a refreshing drink.

The canned bottled water segment is expected to grow at a CAGR of 7.0% from 2025 to 2030. This can be primarily attributed to increasing consumer awareness towards environmental sustainability.

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