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Water Enhancer Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global water enhancer market size reached US$ 2.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 4.9 Billion by 2028, exhibiting a growth rate (CAGR) of 10.7% during 2023-2028.

A water enhancer is designed to be mixed with plain packaged or tap water to alter its physical characteristics. It generally comprises citric acid, caffeine, vitamins, minerals, flavorings, electrolytes, and artificial sweeteners and dyes to add supplementary dietary benefits to water without carbonation. As it also improves the palatability of water, a water enhancer can enhance the hydration levels among individuals who do not drink adequate water and reduce their calorie intake by replacing carbonated beverages.

Water Enhancer Industry Trends and Drivers:
At present, there is an increase in the demand for non-carbonated drinks across the globe on account of the rising health consciousness among individuals. This represents one of the key factors bolstering the growth of the market. Moreover, water enhancer packs or bottles are portable and convenient to carry. They also assist retailers in saving shelf space for other products. Besides this, water enhancers can be customized according to the personal preferences and tastes of consumers, which is positively influencing their overall sales. Additionally, as they are fortified with nutrients and functional ingredients, the consumption of water enhancers is rising around the world. Apart from this, leading players are introducing new and innovative flavors to widen their existing consumer base. They are also focusing on aggressive promotional activities to increase their profitability. This, coupled with the rapid expansion of online and offline distribution channels worldwide, is driving the market. Some of the other factors, including the thriving food and beverage (F&B) and sports industries, the growing

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popularity of on-the-go drinks, and technological advancements in product packaging, are projected to fuel the growth of the market in the upcoming years.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global water enhancer market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, form, application and distribution channel.

Breakup by Type:

Fruit Flavored
Coffee Flavored
Tea Flavored
Others

Breakup by Form:

Powder
Liquid Concentrate

Breakup by Application:

Flavouring
Energy Stimulant
Functional

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Pharmacy and Health Stores
Convenience Stores
Online Stores
Others

Breakup by Region:

North America
United States

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Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being 4c Foods Corp., Arizona Beverages USA (Hornell Brewing Co. Inc.), BareOrganics, Dyla LLC, Heartland Food Products Group, Jel Sert Company, Nestl? S.A., SweetLeaf Stevia Sweetener (Wisdom Natural Brands), The Coca-Cola Company, The Kraft Heinz Company, Twinings North America Inc. and Zhou Nutrition (Nutraceutical International Corporation).

Key Questions Answered in This Report:
How has the global water enhancer market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global water enhancer market?
What are the key regional markets?
What is the breakup of the market based on the type?
What is the breakup of the market based on the form?
What is the breakup of the market based on the application?

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What is the breakup of the market based on the distribution channel?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global water enhancer market and who are the key players?
What is the degree of competition in the industry?

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Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL WATER ENHANCER MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

6.1 Fruit Flavored
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Coffee Flavored
  6.2.1 Market Trends
  6.2.2 Market Forecast
6.3 Tea Flavored

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6.3.1 Market Trends
6.3.2 Market Forecast
6.4 Others
6.4.1 Market Trends
6.4.2 Market Forecast

7 MARKET BREAKUP BY FORM

7.1 Powder
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Liquid Concentrate
7.2.1 Market Trends
7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Flavouring
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Energy Stimulant
8.2.1 Market Trends
8.2.2 Market Forecast
8.3 Functional
8.3.1 Market Trends
8.3.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets
9.1.1 Market Trends
9.1.2 Market Forecast
9.2 Pharmacy and Health Stores
9.2.1 Market Trends
9.2.2 Market Forecast
9.3 Convenience Stores
9.3.1 Market Trends
9.3.2 Market Forecast
9.4 Online Stores

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9.4.1 Market Trends
9.4.2 Market Forecast
9.5 Others
9.5.1 Market Trends
9.5.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America
10.1.1 United States
10.1.1.1 Market Trends
10.1.1.2 Market Forecast
10.1.2 Canada
10.1.2.1 Market Trends
10.1.2.2 Market Forecast
10.2 Asia-Pacific
10.2.1 China
10.2.1.1 Market Trends
10.2.1.2 Market Forecast
10.2.2 Japan
10.2.2.1 Market Trends
10.2.2.2 Market Forecast
10.2.3 India
10.2.3.1 Market Trends
10.2.3.2 Market Forecast
10.2.4 South Korea
10.2.4.1 Market Trends
10.2.4.2 Market Forecast
10.2.5 Australia
10.2.5.1 Market Trends
10.2.5.2 Market Forecast
10.2.6 Indonesia
10.2.6.1 Market Trends
10.2.6.2 Market Forecast
10.2.7 Others
10.2.7.1 Market Trends
10.2.7.2 Market Forecast
10.3 Europe
10.3.1 Germany

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10.3.1.1 Market Trends
10.3.1.2 Market Forecast
10.3.2 France
10.3.2.1 Market Trends
10.3.2.2 Market Forecast
10.3.3 United Kingdom
10.3.3.1 Market Trends
10.3.3.2 Market Forecast
10.3.4 Italy
10.3.4.1 Market Trends
10.3.4.2 Market Forecast
10.3.5 Spain
10.3.5.1 Market Trends
10.3.5.2 Market Forecast
10.3.6 Russia
10.3.6.1 Market Trends
10.3.6.2 Market Forecast
10.3.7 Others
10.3.7.1 Market Trends
10.3.7.2 Market Forecast
10.4 Latin America
10.4.1 Brazil
10.4.1.1 Market Trends
10.4.1.2 Market Forecast
10.4.2 Mexico
10.4.2.1 Market Trends
10.4.2.2 Market Forecast
10.4.3 Others
10.4.3.1 Market Trends
10.4.3.2 Market Forecast
10.5 Middle East and Africa
10.5.1 Market Trends
10.5.2 Market Breakup by Country
10.5.3 Market Forecast

11 SWOT ANALYSIS

11.1 Overview
11.2 Strengths

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11.3 Weaknesses
11.4 Opportunities
11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview
13.2 Bargaining Power of Buyers
13.3 Bargaining Power of Suppliers
13.4 Degree of Competition
13.5 Threat of New Entrants
13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure
15.2 Key Players
15.3 Profiles of Key Players
15.3.1 4c Foods Corp.
15.3.1.1 Company Overview
15.3.1.2 Product Portfolio
15.3.2 Arizona Beverages USA (Hornell Brewing Co. Inc.)
15.3.2.1 Company Overview
15.3.2.2 Product Portfolio
15.3.3 BareOrganics
15.3.3.1 Company Overview
15.3.3.2 Product Portfolio
15.3.4 Dyla LLC
15.3.4.1 Company Overview
15.3.4.2 Product Portfolio
15.3.5 Heartland Food Products Group
15.3.5.1 Company Overview
15.3.5.2 Product Portfolio
15.3.6 Jel Sert Company
15.3.6.1 Company Overview

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15.3.6.2 Product Portfolio
15.3.7 Nestl? S.A.
15.3.7.1 Company Overview
15.3.7.2 Product Portfolio
15.3.8 SweetLeaf Stevia Sweetener (Wisdom Natural Brands)
15.3.8.1 Company Overview
15.3.8.2 Product Portfolio
15.3.9 The Coca-Cola Company
15.3.9.1 Company Overview
15.3.9.2 Product Portfolio
15.3.9.3 Financials
15.3.9.4 SWOT Analysis
15.3.10 The Kraft Heinz Company
15.3.10.1 Company Overview
15.3.10.2 Product Portfolio
15.3.10.3 Financials
15.3.10.4 SWOT Analysis
15.3.11 Twinings North America Inc.
15.3.11.1 Company Overview
15.3.11.2 Product Portfolio
15.3.12 Zhou Nutrition (Nutraceutical International Corporation)
15.3.12.1 Company Overview
15.3.12.2 Product Portfolio

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List Of Tables

LIST OF TABLES

Table 1: Global: Water Enhancer Market: Key Industry Highlights, 2022 and 2028
Table 2: Global: Water Enhancer Market Forecast: Breakup by Type (in Million US$), 2023-2028
Table 3: Global: Water Enhancer Market Forecast: Breakup by Form (in Million US$), 2023-2028
Table 4: Global: Water Enhancer Market Forecast: Breakup by Application (in Million US$), 2023-2028
Table 5: Global: Water Enhancer Market Forecast: Breakup by Distribution Channel (in Million US$), 2023-2028
Table 6: Global: Water Enhancer Market Forecast: Breakup by Region (in Million US$), 2023-2028
Table 7: Global: Water Enhancer Market: Competitive Structure
Table 8: Global: Water Enhancer Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Water Enhancer Market: Major Drivers and Challenges
Figure 2: Global: Water Enhancer Market: Sales Value (in Billion US$), 2017-2022
Figure 3: Global: Water Enhancer Market Forecast: Sales Value (in Billion US$), 2023-2028
Figure 4: Global: Water Enhancer Market: Breakup by Type (in %), 2022
Figure 5: Global: Water Enhancer Market: Breakup by Form (in %), 2022
Figure 6: Global: Water Enhancer Market: Breakup by Application (in %), 2022
Figure 7: Global: Water Enhancer Market: Breakup by Distribution Channel (in %), 2022
Figure 8: Global: Water Enhancer Market: Breakup by Region (in %), 2022
Figure 9: Global: Water Enhancer (Fruit Flavored) Market: Sales Value (in Million US$), 2017 & 2022
Figure 10: Global: Water Enhancer (Fruit Flavored) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 11: Global: Water Enhancer (Coffee Flavored) Market: Sales Value (in Million US$), 2017 & 2022
Figure 12: Global: Water Enhancer (Coffee Flavored) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 13: Global: Water Enhancer (Tea Flavored) Market: Sales Value (in Million US$), 2017 & 2022
Figure 14: Global: Water Enhancer (Tea Flavored) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 15: Global: Water Enhancer (Other Types) Market: Sales Value (in Million US$), 2017 & 2022
Figure 16: Global: Water Enhancer (Other Types) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 17: Global: Water Enhancer (Powder) Market: Sales Value (in Million US$), 2017 & 2022
Figure 18: Global: Water Enhancer (Powder) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 19: Global: Water Enhancer (Liquid Concentrate) Market: Sales Value (in Million US$), 2017 & 2022
Figure 20: Global: Water Enhancer (Liquid Concentrate) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 21: Global: Water Enhancer (Flavouring) Market: Sales Value (in Million US$), 2017 & 2022

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Figure 22: Global: Water Enhancer (Flavouring) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 23: Global: Water Enhancer (Energy Stimulant) Market: Sales Value (in Million US$), 2017 & 2022
Figure 24: Global: Water Enhancer (Energy Stimulant) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 25: Global: Water Enhancer (Functional) Market: Sales Value (in Million US$), 2017 & 2022
Figure 26: Global: Water Enhancer (Functional) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 27: Global: Water Enhancer (Supermarkets and Hypermarkets) Market: Sales Value (in Million US$), 2017 & 2022
Figure 28: Global: Water Enhancer (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 29: Global: Water Enhancer (Pharmacy and Health Stores) Market: Sales Value (in Million US$), 2017 & 2022
Figure 30: Global: Water Enhancer (Pharmacy and Health Stores) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 31: Global: Water Enhancer (Convenience Stores) Market: Sales Value (in Million US$), 2017 & 2022
Figure 32: Global: Water Enhancer (Convenience Stores) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 33: Global: Water Enhancer (Online Stores) Market: Sales Value (in Million US$), 2017 & 2022
Figure 34: Global: Water Enhancer (Online Stores) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 35: Global: Water Enhancer (Other Distribution Channels) Market: Sales Value (in Million US$), 2017 & 2022
Figure 36: Global: Water Enhancer (Other Distribution Channels) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 37: North America: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 38: North America: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 39: United States: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 40: United States: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 41: Canada: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022

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Figure 42: Canada: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 43: Asia-Pacific: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 44: Asia-Pacific: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 45: China: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 46: China: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 47: Japan: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 48: Japan: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 49: India: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 50: India: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 51: South Korea: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 52: South Korea: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 53: Australia: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 54: Australia: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 55: Indonesia: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 56: Indonesia: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 57: Others: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 58: Others: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 59: Europe: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 60: Europe: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 61: Germany: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 62: Germany: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 63: France: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 64: France: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028

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Figure 65: United Kingdom: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 66: United Kingdom: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 67: Italy: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 68: Italy: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 69: Spain: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 70: Spain: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 71: Russia: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 72: Russia: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 73: Others: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 74: Others: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 75: Latin America: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 76: Latin America: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 77: Brazil: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 78: Brazil: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 79: Mexico: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 80: Mexico: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 81: Others: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 82: Others: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 83: Middle East and Africa: Water Enhancer Market: Sales Value (in Million US$), 2017 & 2022
Figure 84: Middle East and Africa: Water Enhancer Market: Breakup by Country (in %), 2022
Figure 85: Middle East and Africa: Water Enhancer Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 86: Global: Water Enhancer Industry: SWOT Analysis
Figure 87: Global: Water Enhancer Industry: Value Chain Analysis
Figure 88: Global: Water Enhancer Industry: Porter's Five Forces Analysis

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