

# Water Enhancer Market Size, Share, Trends | Expected to Hit US\$ 7.82 Billion by 2032, With 10.1% CAGR

*The global water enhancer market is expected to grow at a CAGR of 10.1% between 2023 to 2032 to reach US\$ 7.82 billion by 2032.*

SANTA ROSA, CALIFORNIA, UNITED STATES, May 11, 2023

/EINPresswire.com/ -- The Global Water Enhancer Market Share, Trends,

Analysis and Forecasts, 2023-2032 presents extensive information on the latest trends, factors driving the market growth, potential opportunities, and challenges that may impact the industry's market dynamics. It offers a detailed examination of the different market segments, product type, distribution channel, and competitive landscape.



The increasing awareness of the importance of staying hydrated and the benefits of drinking water has also contributed to the growth of the water enhancer market."

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The global [water enhancer market size](#) was estimated to be US\$ 2.99 Billion in 2022 and is expected to reach US\$ 7.82 Billion by 2032 at a CAGR of 10.1%. A water enhancer is a type of liquid or powder supplement that is added to water to enhance its flavor, aroma, or nutritional value. Water enhancers come in a variety of flavors and can be used to add sweetness, tartness, or a range of other

flavors to water. They are typically available in small bottles or packets and can be easily carried around for on-the-go consumption.

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Water enhancers are often marketed as a healthier alternative to traditional sugary beverages, as they are typically low in calories and sugar-free. Some water enhancers also contain vitamins, minerals, and other nutrients that can help supplement a consumer's daily nutritional intake. They are commonly used by individuals who want to stay hydrated throughout the day but do not like the taste of plain water, or who are looking for a healthier and more convenient



alternative to sugary drinks. Overall, water enhancers are a popular option for those looking to stay hydrated and add flavor to their water without the added calories and sugar of traditional beverages.

### Growth driving factors of Global Water Enhancer Market

Following are some of the major factors driving the market –

**Convenience and portability of water enhancers:** Water enhancers are

available in small, lightweight bottles that can easily fit in a purse or pocket, making them convenient for on-the-go consumption. This convenience and portability factor is particularly important for busy individuals who want to stay hydrated throughout the day. For example, Stur Drinks offers a range of water enhancers that come in portable bottles and can be added to any type of water, making them an ideal option for people who are always on the go.

**Growing health-conscious population:** Consumers around the world are becoming increasingly health-conscious and are looking for healthier alternatives to sugary beverages. Water enhancers offer a healthier alternative to sugary drinks, as they are low in calories and can help consumers stay hydrated. For example, Crystal Light, a popular water enhancer brand, offers sugar-free products that cater to health-conscious consumers.

**Rising awareness about hydration and benefits of drinking water:**

There is a growing awareness among consumers about the importance of staying hydrated and the benefits of drinking water. This awareness has led to an increase in demand for water enhancers, as they make it easier and more enjoyable to drink water. For example, MiO, a water enhancer brand owned by Kraft Heinz, has launched a marketing campaign highlighting the benefits of staying hydrated and how their products can help consumers achieve their hydration goals.

**The leading market segments of Global Water Enhancer Market**

Based on product type, the flavored drops segment is the largest in the global water enhancer market. Flavored drops are the most popular product type among consumers due to their wide variety of flavors and easy-to-use format. They offer a convenient and portable way to add flavor to water, making it more appealing for consumers who do not like the taste of plain water or want a change from traditional sugary drinks.



Water Enhancer Market- insightSLICE

Additionally, flavored drops are also available in sugar-free and low-calorie options, which cater to the growing demand for healthier beverage choices. These factors have contributed to the popularity and growth of the flavored drops segment in the global water enhancer market. Energy drops and fitness and workout drops are also growing in popularity as consumers increasingly seek out products that cater to their specific health and wellness needs, but the flavored drops segment continues to dominate the market due to its wider appeal and variety of flavors.

Geographically, the global water enhancer market has shown significant growth in recent years, with different regional markets exhibiting varying trends. North America and Europe have relatively mature markets that are dominated by flavored drops and fitness and workout drops. The Asia-Pacific region has the highest growth potential, driven by increasing urbanization, changing lifestyles, and rising disposable incomes. The Middle East and Africa and South America have moderate growth potential, driven by increasing health consciousness and demand for healthier beverage options.

In the Middle East and Africa, flavored drops and fitness and workout drops are popular, while in South America, flavored drops and fitness and workout drops are also popular, but there is a growing demand for low-calorie and sugar-free beverages. The United States, the United Kingdom, and China are the largest markets in their respective regions, due to their large consumer bases and high purchasing power. Overall, the global water enhancer market is expected to continue to grow, with increasing demand for healthier beverage options driving growth across all regions.

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The key players of the Global Water Enhancer Market are:

Arizona Beverage Company (USA), Cott Beverages Inc. (Canada), Danone S.A. (France), GNC Holdings Inc. (USA), Heartland Food Products Group (USA), ICEE Co. (USA), Kool-Aid (USA), Nestle S.A. (Switzerland), PepsiCo Inc. (USA), Pioma Industries (India), Suntory Beverage & Food Ltd. (Japan), Talking Rain Beverage Co. (USA), The Coca-Cola Company (USA), The Kraft Heinz Company (USA), Wisdom Natural Brands (USA) and Others.

Market Segmentation

Based on Product Type:

- Flavored Drops
- Energy Drops
- Fitness and Workout Drops
- Others

## Based on Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Online Stores
- Others (Drug Stores, Specialty Stores, etc.)

## Based on Region

- North America
  - > United States
  - > Canada
  - > Rest of North America

- Europe
  - > Germany
  - > United Kingdom
  - > Italy
  - > France
  - > Spain
  - > Rest of Europe

- Asia Pacific
  - > Japan
  - > India
  - > China
  - > Australia
  - > South Korea
  - > Rest of Asia Pacific

- Middle East & Africa
  - > UAE
  - > Saudi Arabia
  - > South Africa
  - > Rest of the Middle East & Africa

- South America
  - > Brazil
  - > Rest of South America

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