

# Flavored Water Market Growing at 5.5% CAGR to Hit USD 31,264.2 million | Growth, Size, Trends Analysis, and Forecasts

*Addition of new flavors and product varieties to flavored water, fortifying flavored water with minerals, alkaloids, and antioxidants, and robust branding*

PORTLAND, OR, US, November 9, 2023 /EINPresswire.com/ -- [Flavored Water Market](#) by Type(Sparkling Water, Functional Water, and Still Water), Flavor (Lemon, Watermelon, Strawberry, Orange, and Others), Packaging (PET Bottles and Cans),and Sales Channel

(Hypermarkets/Supermarkets,

Convenience Stores, Online Channels and Others): Global Opportunity Analysis and Industry Forecast 2021–2030."As per the report, the global flavored water industry was accounted for \$17.78 billion in 2020, and is expected to reach \$31.26 billion by 2030, growing at a CAGR of 5.5% from 2021 to 2030.

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The introduction of innovative flavors by market players in the flavored water industry to pique customer interest and give a lucrative potential for market growth”

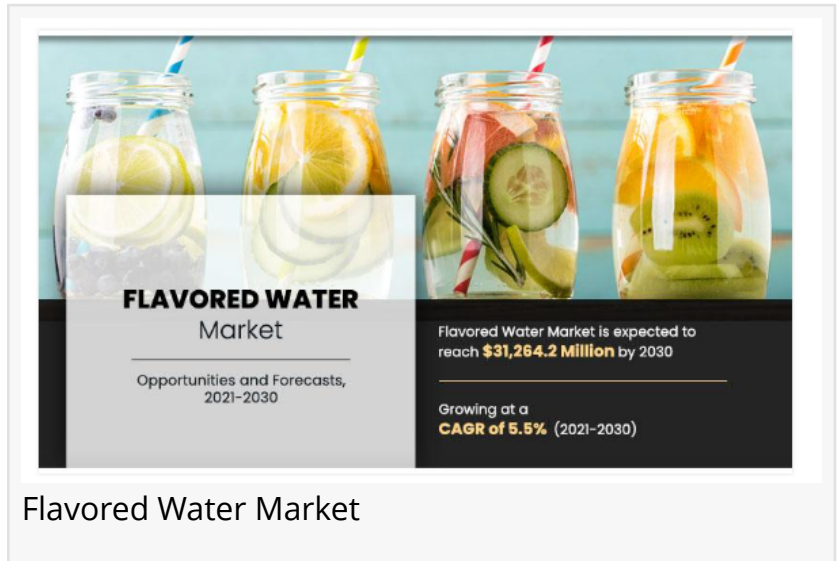
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Flavored water is non-alcoholic bottled drinking water that is rich in minerals and has improved flavor. It is available in as still, sparkling, and functional water infused with natural flavors. Sparkling flavored water combines carbonation with additional minerals, whereas functional flavored

water has additional ingredients such as protein, vitamins, herbs, botanicals, and alkaloids that are beneficial for health. The supplemental elements in flavored water help to boost the immune system, balance the pH, and rejuvenate the body. Flavored water has a distinctly clear and crisp flavor that gives customers an enhanced experience.



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By geography, North America garnered the major share in 2020, contributing to more than two-fifths of the global flavored water market. This is due to the rising awareness and increase in marketing activities in developing nations such as U.S., Mexico, and Canada. Simultaneously, the Asia-Pacific region would manifest the fastest CAGR of 7.4% throughout the estimated period.

The flavored water market is segmented into type, flavor, packaging, sales channel, and region. On the basis of type, the market is categorized into sparkling water, functional water, and still water. On the basis of flavor, it is segregated into lemon, watermelon, strawberry, orange, and others. On the basis of packaging, it is bifurcated into PET bottles and cans. On the basis of sales channel, it is divided into hypermarkets/supermarkets, convenience stores, online channels, and others. On the basis of region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea and Rest of Asia-Pacific), and LAMEA (Brazil, United Arab Emirates, Argentina, South Africa, and Rest of LAMEA).

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Dietary sugar is used for the preparation of flavored water. It adds taste to the product, ensuring that the water maintains its distinct taste and increases the shelf life. Sugar in the diet, particularly in liquid form, increases the risk of dental cavities, obesity, and type 2 diabetes. In 2016 Soft Drinks Industry Levy, introduced sugar tax, and in 2018 it was implemented and was adopted by 39 countries from different regions.

Addition of new flavors and product varieties to flavored water, fortifying flavored water with minerals, alkaloids, and antioxidants, and robust branding and advertising by market players have boosted the growth of the global flavored water market. However, rise in availability of alternatives and dental problems due to the usage of additives and sweeteners in flavored water hinder the market growth. On the contrary, emergence of online shopping and eco-friendly packaging of flavored water are expected to open new opportunities in the future.

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Danone SA  
New York Spring Beverage, Inc.  
Harvest Hill Holdings, LLC  
Nestle SA.  
Disruptive Beverages, Inc.  
Keurig Dr. Pepper, Inc.  
Hint, Inc.

National Beverage Corporation  
Miami Bay Beverage Company, LLC  
The Coca Cola Company  
Frozen Garden, LLC.  
Spindrift Beverage Co., Inc  
Pepsico, Inc.  
Unique Foods (Canada), Inc.

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<https://www.alliedmarketresearch.com/purchase-enquiry/15734>

Manufacturing companies are bringing innovative flavored water products to cater to the requirements of the consumers and its helping to increase the flavored water market size. With the advancement of technology, companies are opting for new types of machineries to reduce the time of operation and increase production. For instance, Zhangjiagang King Machine Co. Ltd launched a new product, the aluminum bottle beverage filling product that has the unique feature of filling 15,000 bottles per hour.

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On the basis of flavored water market analysis for type, the sparkling water segment is projected to witness the highest CAGR of 5.3%, in revenue terms, during the forecast period.

On the basis of flavor, the lemon segment is expected to dominate the market from 2021 to 2030.

On the basis of flavored water market trends for packaging, the PET bottles segment is projected to witness the highest CAGR of 5.8%, in revenue terms, during the forecast period.

On the basis of sales channel, the hypermarkets/supermarkets segment is expected to grow at a significant CAGR during the flavored water market forecast period.

On the basis of region, U.S. was the largest country, in terms of revenue generation for flavored water market in 2020.

On the basis of region, Asia-Pacific is anticipated to witness highest growth rate, registering a CAGR of 7.4% from 2021 to 2030.

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