

Flavored Water Market to Hit USD Billion by 2030, Boosted by Health Trends and Premium Sparkling Innovation

*The Business Research Company's
Flavored Water Market Report 2026 –
Market Size, Trends, And Global Forecast
2026-2035*

LONDON, GREATER LONDON, UNITED
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[/EINPresswire.com/](https://www.thebusinessresearchcompany.com/) -- "The flavored
water segment has become

increasingly popular as consumers seek healthier and more refreshing beverage options. Driven by evolving lifestyle choices and growing health awareness, this market is poised for significant expansion in the coming years. Let's explore the current market size, key growth factors, regional dynamics, and emerging trends shaping the flavored water industry.

Current Market Size and Future Growth Expectations in the [Flavored Water Market](#)

The flavored water market has experienced substantial growth recently and is projected to continue on this upward trajectory. Its value is expected to rise from \$32.92 billion in 2025 to \$36.21 billion in 2026, representing a strong compound annual growth rate (CAGR) of 10.0%. This earlier growth phase can be attributed to factors such as increased bottled water consumption, heightened consumer focus on health, expansion of beverage retail channels, the rise in urban lifestyles, and greater demand for convenient hydration options.

Looking ahead, the market is forecasted to expand rapidly, reaching \$53.76 billion by 2030 with a CAGR of 10.4%. The drivers behind this growth include a growing preference for sugar-free drinks, the broadening product range of functional hydration beverages, increased investment in sustainable packaging, the rising appeal of premium wellness drinks, and innovative new flavor combinations. Key anticipated trends involve a surge in demand for low-calorie flavored waters, growth in natural and fruit-based flavor offerings, more vitamin and functional water variants, adoption of eco-friendly packaging, and the premiumization of flavored water brands.

Download a free sample of the flavored water market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=6095&type=smp>

The logo for The Business Research Company, featuring the text "The Business Research Company" in a black, sans-serif font. To the right of the text is a stylized bar chart with four bars of varying heights, colored in shades of green and blue.

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What Flavored Water Consists Of and Its Health Benefits

Flavored water products typically infuse various fruit flavors and artificial sweeteners into mineral water, offering a tasty yet hydrating alternative that doesn't contribute to unwanted weight gain depending on the formulation. Some varieties incorporate plant extracts and fruit juices, which can add beneficial antioxidants to the beverage. The flavoring agents may be natural or synthetic, providing a wide array of taste options to appeal to different consumer preferences.

Health-Conscious Consumers Boosting [Flavored Water Market Demand](#)

An increasing number of consumers adopting healthier lifestyles is a significant factor propelling the flavored water market. Those embracing liquid diets often prefer beverages like water and juices because they are easy to digest and leave no residue in the intestines. Fruit-infused or flavored waters combine the hydration benefits of plain water with enjoyable sweet and tangy flavors, encouraging more frequent consumption. Adding natural flavors makes water more appealing and can introduce additional nutrients, making it a favored choice among health-conscious individuals.

For example, in July 2023, the UK's Office for National Statistics reported that 86.5% of adults in Great Britain made lifestyle changes between May and June 2023 to address environmental concerns. This shift toward healthier and more sustainable habits contributes to the growing demand for flavored water products.

View the full flavored water market report:

<https://www.thebusinessresearchcompany.com/report/flavored-water-global-market-report>

North America Leading and Projected to Lead Growth in the Flavored Water Market

North America accounted for the largest share of the flavored water market in 2025 and is expected to remain the fastest-growing region throughout the forecast period. The market report also covers regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, South America, and the Middle East and Africa, providing a comprehensive view of the global flavored water landscape.

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