

# **BOTTLED WATER 2014:** **REINVIGORATION**

## U.S. and International Developments and Statistics

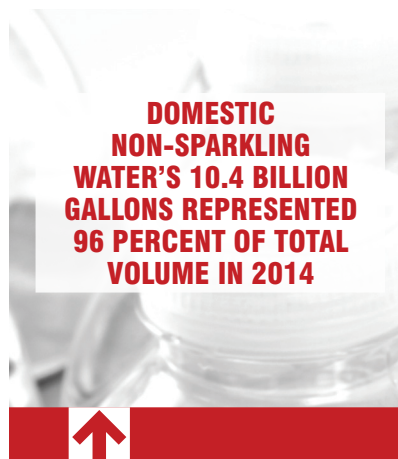
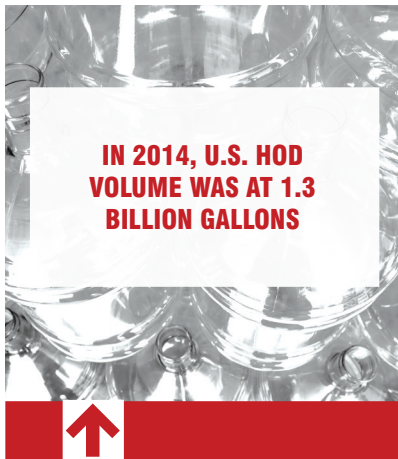
By John G. Rodwan, Jr.

Enjoying its strongest growth surge in several years, the U.S. bottled water market scaled new heights in 2014, when volume neared 11 billion gallons. Already the second largest beverage category by volume, bottled water once again displayed its propensity for forceful expansion. It also put a brief moment of weakness decisively behind it. Like many other beverage types during the economic recession, bottled water experienced downturns in 2008 and 2009. In 2010, bottled water volume and sales returned to growth, and the category showed renewed strength by both measures in 2011. Growth in 2012 was the strongest it had been in five years, and 2013 saw another strong advance. In 2014, volume grew even more vigorously than it had in 2012; indeed, growth was the fastest it had been since 2006. Going forward, growth should remain solid as economic conditions become increasingly favorable.

### **Volume Growth**

As the performance of other categories makes plain, bottled water achieved a distinctive status in the overall liquid refreshment beverage marketplace. Although carbonated soft drinks remain by far the biggest beverage type in the United States, their volume shrank yet again in 2014, as it has done every year since the mid-2000s. Fruit beverages have similarly eroded year after year, fading from having volume comparable to bottled water in the late 1990s to having volume less than one-third the size by 2014.

As bottled water did, some other liquid refreshment beverages, such as ready-to-drink tea and sports beverages, rebounded from back-to-back off years to grow in each year from 2010 to 2014. However, those categories remained considerably smaller than bottled water. Even though sports beverages like Gatorade may actively compete with water for consumers seeking hydration, their volume was about one-eighth that of bottled water in 2014.



# IN 2014, THE U.S. BOTTLED WATER MARKET VOLUME NEARED 11 BILLION GALLONS.



**2004**

**23.2 gallons per person**



**2014**

**34 gallons per person**

**Americans upped their annual consumption of bottled water by almost 11 gallons from 23.2 gallons per person in 2004 to 34 gallons a decade later.**

Prior to the economic challenges at the end of the century's first decade, bottled water experienced a remarkable streak of fast volume growth, as chronicled in *U.S. Bottled Water through 2019*, Beverage Marketing Corporation's latest annual analysis of the market. During the 2000s, bottled water volume achieved double-digit percentage growth rates in two years and advanced at rates close to that level in several others. Bottled water volume grew by close to 12 percent in 2002, and after growing by 10.8 percent in 2005, it enlarged by 9.5 percent in 2006. Departing from the pattern of preceding years, bottled water volume declined by 1.0 percent in 2008 and then by 2.5 percent in 2009.

Unlike carbonated soft drinks, which followed several years of slow growth with multiple volume reductions, bottled water demonstrated that two consecutive declines were aberrations rather than the beginning of a long losing streak. When bottled water growth resumed in 2010, it essentially restored volume to where it had been prior to the declines. Growth accelerated in each of the three following years. By 2014, volume achieved a new record high—more than 2.1 billion gallons higher than it had

been in 2007. In contrast, the soft drink category suffered its tenth consecutive year of volume reduction in 2014.

## Revenue Revitalized

Bottled water producers' revenues also declined in both 2008 and 2009, and did so more dramatically than volume, but they also revived. Bottled water wholesale dollar sales first exceeded \$6 billion in 2000. By 2007, they topped \$11.5 billion. Category sales declined by more than 3 percent to \$11.2 billion the following year and then by more than 5 percent to \$10.6 billion in 2009. They inched upward in 2010 and climbed back above \$11 billion in 2011. Wholesale dollars topped \$11.8 billion in 2012 and approached \$12.3 billion in 2013. They exceeded \$13 billion in 2014.

## Consumer Consumption

Consumers' thirst for bottled water appears on track to persist in the years ahead. Changes in per capita consumption indicate enthusiasm for a product that consumers regard as a healthful alternative to other beverages. Americans upped their annual consumption by almost 11 gallons from 23.2 gallons per person in 2004 to 34 gallons a decade later. During the same period, per capita consumption of carbon-

## U.S. BOTTLED WATER MARKET

Volume and Producer Revenues

2012 – 2014

Year	Millions of Gallons	Annual % Change	Millions of Dollars	Annual % Change
2012	9,675.2	6.2%	\$11,816.1	6.7%
2013	10,131.3	4.7%	\$12,286.7	4.0%
<b>2014</b>	<b>10,874.8</b>	<b>7.3%</b>	<b>13,068.6</b>	<b>6.4%</b>

Source: Beverage Marketing Corporation  
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# BOTTLED WATER'S LACK OF CALORIES AND ARTIFICIAL INGREDIENTS ATTRACTS CONSCIENTIOUS CONSUMERS CONCERNED ABOUT OBESITY AND OTHER HEALTH MATTERS.



ated soft drinks dropped by more than a dozen gallons. Per capita consumption of other major beverage categories, like milk and fruit beverages, also declined. Other types, including coffee and tea, were characterized by stability, though the ready-to-drink versions of both categories made gains.

Those beverages associated with beneficial properties and functional benefits—a subset that includes packaged water as well as energy drinks, sports beverages, and ready-to-drink tea—were the most resilient elements of the beverage market after 2009. Even so, average intake of beverages in bottled water's competitive set, such as ready-to-drink tea and sports beverages, remained fractions of bottled water's per capita consumption level. Indeed, bottled water *added* more gallons to its per-person consumption rate in 10 years than either ready-to-drink tea or sports beverages *reached* by the end of that period. In fact, neither reached 5 gallons per U.S. consumer by 2014. Bottled water showed itself to be not only a key component of the liquid refreshment beverage market but also poised for still more increases in per capita consumption in the years ahead.

## Why Consumers Choose Bottled Water

Several attributes contribute to bottled water's undeniable appeal to U.S. consumers. Among them are bottled water's associations with healthfulness, convenience, safety, and value. Bottled water's versatility makes it suitable for consumption at any time of day and in just about any setting or situation. It doesn't need to be kept ice cold (like soft drinks or juice) or warm (like conventional coffee or tea). Various packaging types, ranging from bulk to single-serve, facilitate a variety of uses. Among the various ready-to-

drink commercial beverages, bottled water is relatively inexpensive. Further, aggressive pricing, especially in the retail PET segment, made it more and more affordable for consumers. Consumers' interest in beverages that deliver benefits above and beyond simple refreshment also contributes to the quintessential hydrating beverage's ascension in the beverage rankings. Amid worries about obesity and other health matters, bottled water's lack of calories and artificial ingredients attracts conscientious consumers. Even where tap water may be safely potable, many people prefer bottled water, which they regard as superior in taste. The ready availability of packaged water wherever beverages are sold also crucially differentiates bottled water from tap.

Although it has occasionally been compared with tap water, bottled water in fact realized its prominence by enticing consumers away from other packaged beverages perceived as less wholesome than bottled water. While some consumers may have turned away from regular, full-calorie sodas in favor of their diet versions, many others transitioned to bottled water instead. Indeed, as some consumers became wary of artificial sweeteners, they abandoned diet as well as regular soda—while bottled water volume just got bigger.

## U.S. BOTTLED WATER MARKET Per Capita Consumption 2004 – 2014

Year	Gallons Per Capita	Annual % Change
2004	23.2	7.5%
2005	25.4	9.7%
2006	27.6	8.4%
2007	29.0	5.3%
2008	28.5	-1.8%
2009	27.6	-3.2%
2010	28.3	2.7%
2011	29.2	3.1%
2012	30.8	5.5%
2013	32.0	4.0%
<b>2014</b>	<b>34.0</b>	<b>6.2%</b>

Source: Beverage Marketing Corporation  
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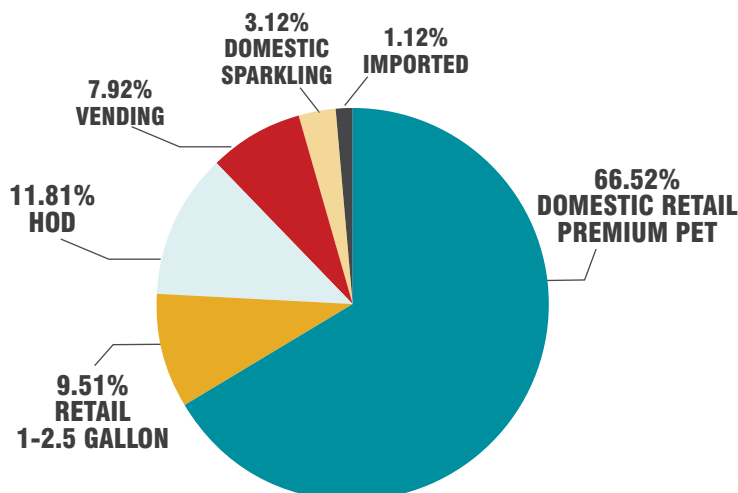
Challenges to the beverage market's growth lessened somewhat after the late 2000s. Energy, commodity, and other input costs contributed to higher prices for consumers. This prompted them to seek savings by opting for smaller, more affordable unit sizes, eschewing pricier imports, or occasionally foregoing packaged beverages altogether, which largely explains what happened in 2008 and 2009. The situation subsequently altered and did so favorably from bottled water marketers' perspectives

### Category Developments

Domestic non-sparkling water regularly reigns as the largest segment of the U.S. packaged water industry. Domestic non-sparkling water's 10.4 billion gallons represented 96 percent of total volume in 2014. As a whole, domestic non-sparkling saw slower volume reductions than the overall market in 2008 and 2009 and then outperformed it again in 2010, 2011, and 2012. It moved very slightly slower than the total market in 2013. Domestic non-sparkling water saw significantly faster growth in 2014 than in 2013, but it lagged the rejuvenated bottled water market as whole for a second year in a row.

The non-sparkling category includes various components that typically perform quite differently from one another. In 2014, for the third year in a row, all four segments registered growth, albeit at dissimilar rates. Throughout most of the 1990s and 2000s, the retail premium segment—consisting of still water in single-serve polyethylene terephthalate (PET) bottles—drove the overall category's development. Indeed, the PET component enlarged by a double-digit percentage rate 16 consecutive times through 2007. Growth slowed markedly in 2008 before it disappeared in 2009. Yet PET's 0.9 percent reduction was far less than the 2.5 percent loss measured for bottled water in general. Besides, PET volume in 2009 of almost 5.2 billion gallons stood more than 4.1 billion gallons higher than it had in 1999, and its share of total bottled water swelled

### 2014 BOTTLED WATER VOLUME SHARE BY SEGMENT



from 24 percent to more than 61 percent during that 10-year period. In 2010, PET experienced the strongest growth of any bottled water segment, advancing by 6.8 percent to 5.5 billion gallons, which boosted its share above 63 percent. Growth slowed in 2011 but remained well in advance of the total market: volume greater than 5.8 billion gallons flowed from growth of 5.4 percent, which pushed PET's share to 64 percent. In 2012, the segment saw its strongest showing since 2007, increasing by more than 8 percent to 6.3 billion gallons, which represented 65 percent of the overall market. Greater than 6 percent growth in 2013 propelled volume to nearly 6.7 billion gallons—essentially two-thirds of the total. In 2014, the segment advanced at an even greater rate than in 2012, catapulting volume above 7.2 billion gallons and market share to 66.5 percent.

Retail bulk volume experienced some reversals as more than a few consumers chose convenient PET multipacks in large format retail channels instead of larger (1 to 2.5 gallon) sizes. Its share slid from nearly one-quarter of the

## REASONS CONSUMERS CHOOSE BOTTLED WATER

- Healthfulness
- Convenience
- Safety
- Value
- Affordable pricing
- Versatility (suitable for consumption any time of day or in any setting)
- No need to be on ice or warmed up
- Available packaging in various sizes

category volume at the beginning of the century to less than 10 percent by 2014, largely due to competition from PET. After multiple declines, the segment did grow in 2011, 2012, 2013, and again in 2014. Nonetheless, retail bulk's 2.2 percent uptick was the slowest of any domestic still water segment in 2014.

Direct delivery also confronted intramural competition from handy, portable PET bottles. The segment, which comprised the largest of them all as recently as the mid-1990s, accounted for less than 12 percent of total volume by 2014. U.S. home and office delivery (HOD) volume slipped from

**SPARKLING WATER HELD A SMALL SHARE OF BOTTLED WATER VOLUME BUT GREW AT A RATE FASTER THAN ANY OTHER TYPE, INCLUDING RETAIL PET (AS WELL AS IMPORTS).**



## GLOBAL BOTTLED WATER CONSUMPTION TOPPED 74.7 BILLION GALLONS IN 2014.



close to 1.4 billion gallons in the early 2000s to 1.3 billion gallons in 2014, when volume moved up by 4.9 percent.

The relatively small, essentially regional vending segment involving refillable jug containers achieved growth even in the years when total bottled water volume declined. Its low cost during economic hard times undoubtedly had something to do with vending's positive results. It continued to grow in 2014, albeit at a far slower rate than either the domestic still water market or the bottled water market as a whole. (It inched up at a slightly higher rate than HOD.)

Both of the two segments outside the domestic non-sparkling realm grew in 2014, explosively so. The imported water segment, the smallest of them all, is prone to fluctuations. In the 2000s, it registered double-digit percentage growth in some years, and equally sizeable contractions in others. After one of those up years in 2007, imported water's volume fell sharply in 2008 and then plummeted precipitously in 2009. It continued to shrink in 2010 before inching up by a modest clip in 2011. Volume dropped dramatically again in 2012, but it did move up (at a market-lagging pace) in 2013. In 2014, in contrast, imports notched their first double-digit growth rate since 2007. Sparkling water held a small share of bottled water

### U.S. BOTTLED WATER MARKET Volume and Growth by Segment 2012 – 2014

Year	Non-sparkling		Domestic Sparkling		Imports		Total	
	Volume*	Change	Volume*	Change	Volume*	Change	Volume*	Change
2012	9,307.5	6.3%	262.9	13.3%	104.8	-13.0%	9,675.2	6.2%
2013	9,734.9	4.6%	287.4	9.3%	109.0	4.0%	10,131.3	4.7%
2014	10,414.5	7.0%	338.8	17.9%	121.5	11.5%	10,874.8	7.3%

\*Millions of gallons

Source: Beverage Marketing Corporation

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volume but grew at a rate faster than any other type, including retail PET (as well as imports), in 2014.

As usual, domestic non-sparkling water accounted for almost all per capita bottled water consumption in 2014. Sparkling water volume worked out to about 1 gallon per person. (With imports, the figure translated into about four-tenths of a gallon per U.S. resident.) In the key PET portion, average intake moved from about 11 gallons in 2004 to nearly 23 gallons 10 years later.

### International Developments

Bottled water emerged as a beverage industry phenomenon not only in the United States—until fairly recently the No. 1 market in terms of volume—but also in virtually

every major geographical region of the world. Bottled water first became a large, mainstream commercial beverage category in Western Europe, where consumption of it has long been part of many residents' daily routine. It is now a truly global beverage, found even in some of the more remote corners of the globe. Several Asian markets achieved strong growth to become major bottled water markets during the 2000s. In fact, Asia itself became the largest regional market in 2011, edging out North America and easily besting Europe. After having moved ahead of Mexico to claim the No. 2 position in 2012, China surpassed the United States to take the lead in 2013. By 2014, China accounted for more than 15 percent of global bottled water volume.

GLOBAL BOTTLED WATER MARKET				
Leading Countries' Consumption and Compound Annual Growth Rates				
2009 – 2014				
2014		Millions of Gallons		CAGR*
Rank	Countries	2009	2014	2009/14
1	China	5,692.3	11,459.0	15.0%
2	United States	8,453.1	10,874.8	5.2%
3	Mexico	6,891.6	8,645.3	4.6%
4	Indonesia	2,940.5	5,306.5	12.5%
5	Brazil	4,255.3	5,151.3	3.9%
6	Thailand	1,743.3	4,375.5	20.2%
7	Italy	2,949.1	3,241.2	1.9%
8	Germany	2,842.5	3,226.9	2.6%
9	France	2,165.2	2,410.6	2.2%
10	India	1,111.5	2,068.7	13.2%
Top 10 Subtotal		39,044.5	56,759.9	7.8%
All Others		14,513.4	17,947.9	4.3%
WORLD TOTAL		53,557.9	74,707.9	6.9%

\*Compound annual growth rate

Source: Beverage Marketing Corporation

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Global bottled water consumption is estimated to have topped 74.7 billion gallons in 2014, according to data from the latest edition of Beverage Marketing's *The Global Bottled Water Market*. Total consumption swelled by more than 6 percent during the year. Per capita consumption of 10.3 gallons represented a gain of 2.5 gallons over the course of five years.

Of course, per capita consumption by individual region or country can diverge significantly from the global average. For instance, several Western European countries have per capita consumption levels far above 25 gallons, and the No. 1 market approached 70 gallons per person in 2014. Simultaneously, however, much of the developing world, where the majority of the world's population resides, finds its per capita consumption figures still in the single-digit range.

Even though the global per capita consumption figure obscures pronounced regional disparities, bottled water's international growth signals demand for it in diverse markets. Consumers have demonstrated a thirst for it in highly developed markets, in less developed ones, and in economies in transition. Bottled water tapped into some different consumer trends around the globe. In developed countries such as the United States and Canada, bottled water became a particularly dynamic major commercial beverage category by registering as an appealing option for health-conscious consumers. Marketers positioned bottled water as a virtuous alternative to carbonated soft drinks and fruit juice drinks (some of which comprise sizeable portions of their own product portfolios). The developed world came to see bottled water as not only a way of achieving hydration, but as a functional beverage as well. At the same time, bottled water serves at least a partial solution to the problem of often-unsafe water found in many economically developing countries.

Much of the world's bottled water market is still highly fragmented and controlled by local brands, but consolidation has occurred, as four companies have come to dominate much of the market. Swiss food and beverage giant Nestlé and France's Danone are the traditional leaders of the bottled water pack. Both companies initially centered their operations around the core markets of Western Europe and the United States. However, as water growth is increasingly coming from the developing world, Nestlé and Danone have expanded their initiatives to the competitive fields of Asia, Latin America, and other areas. In fact, Danone stepped back from the U.S. market to focus instead on some of those other markets. Also in the bottled water arena are soft drink industry leaders Coca-Cola and PepsiCo. After achieving solid positions in the United States, both companies increasingly devoted resources and energy to developing their global bottled water businesses.

## MUCH OF THE WORLD'S BOTTLED WATER MARKET IS HIGHLY FRAGMENTED AND CONTROLLED BY LOCAL BRANDS.

North America boasts two of the three largest individual bottled water markets, the United States and Mexico, which together represented 26.2 percent of the world's packaged water market in 2014. Although the U.S. bottled water market had been a catalyst for much of the global expansion up until the mid-2000s, its compound annual growth rate (CAGR) of 5.2 percent for the five-year period ending with 2014 was noticeably slower than the 6.9 percent CAGR achieved by the global market during the same period. Mexico alone accounted for 11.6 percent of the global volume with 8.6 billion gallons in 2014. With a five-year CAGR of almost 4.6 percent, it grew more slowly than either the United States or the world market.

China was the only other country that could claim a double-digit share of global volume with 11.5 billion gallons and a percentage of the total market seven-tenths of a point higher than that held by the United States. Chinese bottled water volume enjoyed double-digit percentage growth rates for several consecutive years, registering a 15 percent CAGR for the period from 2009 to 2014—the highest rate among the five biggest bottled water markets. Fourth-place Indonesia moved well ahead of the international market, which allowed it to vault over erstwhile No. 4 Brazil, which moved more slowly than Mexico. Sixth-place Thailand, the No. 3 Asian market, grew even faster than both China and Indonesia.

Europe may not boast any of the biggest bottled water markets, but it does have several major ones, including three of the 10 biggest. Since those are firmly established, however, their growth tends to be slower than those where bottled water has a less deeply established tradition. Some of the most prominent continental countries experienced only very slight growth. For instance, during the five-year period ending with 2014, Italy's volume grew by a CAGR of just 1.9 percent. Germany, the eighth largest bottled water market in the world, had a CAGR of 2.6 percent, and ninth-place



France moved slightly more slowly. As a group, the trio of leading European bottled water markets accounted for 11.8 percent of the world's total volume in 2014. (A fourth European market, Spain, ranked among the top 10 until 2012, when rapidly rising India supplanted it.)

Still water accounts for the majority of bottled water sales in much of the world. Sparkling water sales are strong in a minority of countries, such as Argentina, Chile, Uruguay, the Netherlands, and Germany, where sparkling water is often tied to meal-consumption habit. On a global level, sparkling water accounts for an estimated 10 percent of the total volume, with still water accounting for the remaining 90 percent.

Plastic packaging is preferred over glass in almost every country, with the exception of Germany, where recycling laws make a determinative impact on packaging trends. Even in Germany, and in other countries such as the United Kingdom where glass has a strong presence, PET is the most dynamic and rapidly growing segment. At about one-third of global volume, HOD, or bulk water, still accounts for a minority of global bottled water sales. Yet it is a vital segment in many countries, such as Mexico, where it accounts for more than two-thirds of the volume.

Mexico regularly leads the world in bottled water per capita consumption, and that didn't change even after China surpassed it in absolute volume. Average intake in Mexico

GLOBAL BOTTLED WATER MARKET Per Capita Consumption by Leading Countries 2009 – 2014			
2014		Gallons Per Capita	
Rank	Countries	2009	2014
1	Mexico	59.2	69.8
2	Thailand	26.3	65.1
3	Italy	49.0	53.1
4	Belgium-Luxembourg	35.5	39.4
5	Germany	34.7	39.2
6	United Arab Emirates	25.0	41.6
7	France	34.4	37.4
8	United States	27.6	34.0
9	Spain	27.7	32.1
10	Hong Kong	22.2	32.7
11	Lebanon	30.1	28.2
12	Croatia	26.5	29.1
13	Slovenia	26.6	28.4
14	Hungary	27.9	28.8
15	Saudi Arabia	27.0	29.9
16	Switzerland	25.6	28.0
17	Austria	23.1	24.3
18	Brazil	22.0	25.5
19	Poland	19.7	25.0
20	Romania	19.8	23.2
	GLOBAL AVERAGE	7.8	10.3

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# IF CURRENT TRENDS PERSIST, BOTTLED WATER COULD EMERGE AS THE LARGEST BEVERAGE CATEGORY BY VOLUME IN THE UNITED STATES BY THE END OF THE DECADE.



jumped from 59.2 gallons in 2009 to 69.8 gallons five years later. Per capita consumption in China stood almost nine times lower, at 8.2 gallons, in 2014. The not-long-ago leader in average intake, Italy, consumed the equivalent of 53.1 gallons per person in 2014. Mexico's No. 1 position is not unassailable. Thailand, which in 2009 consumed the equivalent of 26 gallons per person, stood just 4.7 gallons behind Mexico in average intake by 2014.

Several Middle Eastern markets rank very highly in per capita bottled water consumption. With the equivalent of almost 42 gallons for each resident in 2014, the United Arab Emirates (UAE) had the sixth highest level of bottled water consumption in the world. In addition to the UAE, the Middle East region has Lebanon and Saudi Arabia in the top 20 in per capita bottled water consumption. At 23 gallons per resident, Israel also consumes bottled water at a rate greater than the global average, though it didn't quite make it onto the top-20 list.

Although Europe no longer held the top spot in volume per capita, 12 of the top 20 bottled water consumers on a per person basis were European countries as of 2014. The consumers of the combined market of Belgium-Luxembourg imbibed more than 39 gallons each, a rate that tended to move upward over the years. Germany, France, Spain, and Italy were the other European countries with per capita consumption greater than 30 gallons. French consumers quaffed 3 gallons more bottled water in 2014 than they had five years earlier. In 2014, Germany and Spain had per capita consumption rates of 39.2 and 32.1 gallons, respectively, putting them in fifth and ninth place in terms of average bottled water intake. Like France

and Spain, Germany consumed more bottled water per person in 2014 than it had five years before. Hungary, which ranked fourteenth, also increased its bottled water consumption, though only slightly. While markets in the west hold the highest numbers, Eastern Europe can claim several spots among the top 20 in per capita bottled water consumption, although Bulgaria fell off the bottom of the list in 2009, when China's special administrative region of Hong Kong displaced it. Croatia and Slovenia both consumed the equivalent of about 28.5 gallons per resident. Austria held the No. 17 spot in 2014, just ahead of Poland. Romania rounded out the top-20 list.

While Asian nations attained prominence among the world's bottled water markets when measured in total volume, the most populous countries generally do not have high per-person intake levels. Hong Kong made the list for the first time as its average intake approached 22 gallons in 2009 and continued to increase per capita consumption subsequently, hitting 32.7 gallons in 2014. Despite its status as the second largest market, mainland China had a per capita consumption number well below the global norm even though intake swelled by almost 4 gallons per person from 2009 to 2014.

Americans' 2014 per capita bottled water consumption put the United States in the No. 8 position among the countries of the world, between France and Spain.

## Looking Ahead

Beverage Marketing expects bottled water, having put the softness of the late 2000s behind it, to reshape the U.S. multiple beverage marketplace during the second decade of the 21st century much as it did earlier, gaining market share all the while. The total amount of liquid Americans annually consume will remain stable, resulting in overall volume growth in line with population increases. Bottled water is likely to grow noticeably faster, unlike carbonated soft drinks, which will continue to stagnate. Most other major beverage categories, including coffee, milk, and tea, are likely to grow much more slowly than bottled water, which is poised to achieve still another high in per capita consumption in the future. Indeed, if current trends persist, bottled water could emerge as the largest beverage category by volume in the country by the end of the decade.

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