

Bottled water climbs, sugary drinks decrease, 10 years in a row

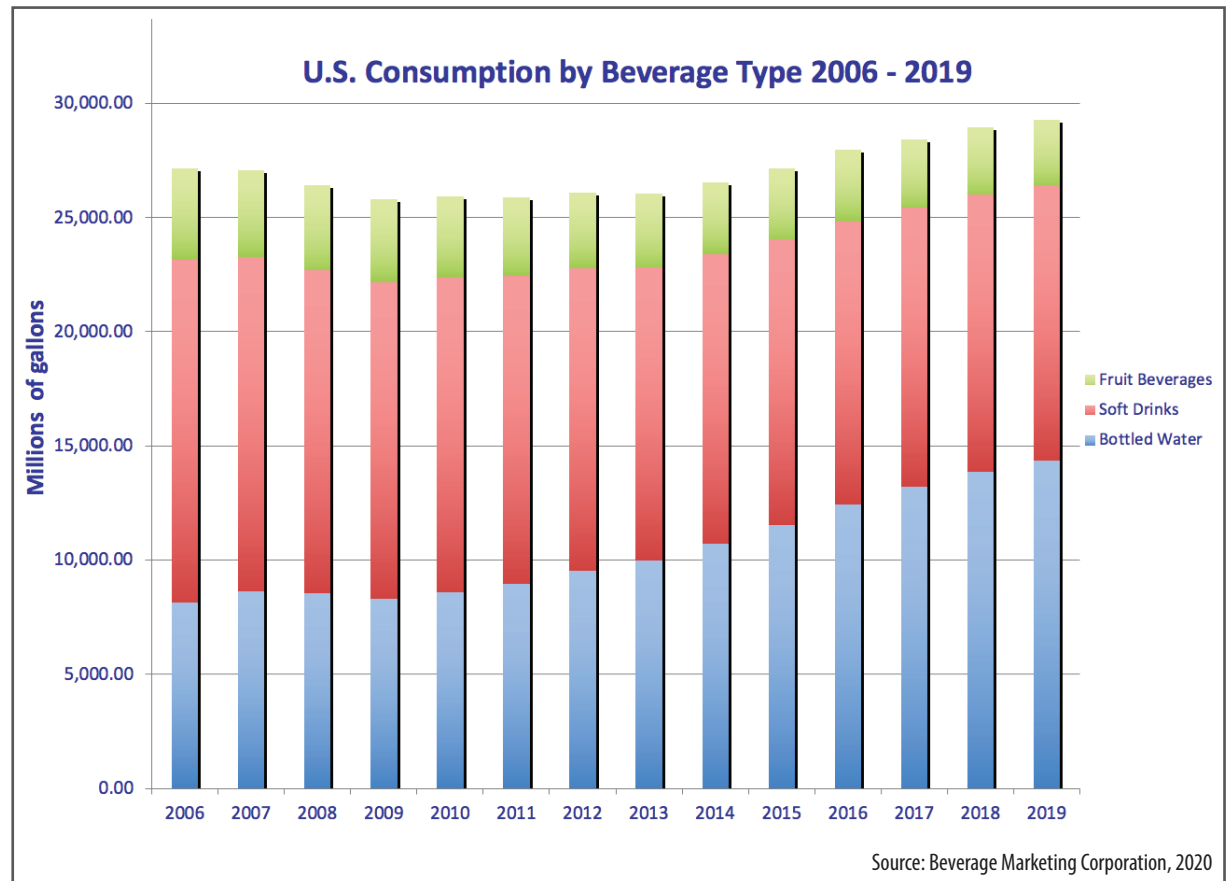
Most of bottled water's growth relative to other beverages has come from people switching from carbonated soft drinks and fruit drinks to water (66% since 2006).

Nearly all Americans (91%) want bottled water to be available wherever other drinks are sold, found The Harris Poll.

If bottled water is not available, 74% said they would choose another packaged drink.*

Bottled water is the healthiest and uses the least plastic of all drinks packaged in 100% recyclable PET plastic.**

America's favorite drink ~ bottled water ~ outsold soft drinks for a fourth year in a row in 2019.



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Bottled Water	8,129.53	8,626.45	8,534.31	8,319.50	8,609.67	8,955.37	9,539.30	9,990.24	10,709.39	11,523.62	12,433.63	13,195.10	13,855.70	14,350.40
Soft Drinks	15,022.72	14,634.08	14,186.37	13,869.48	13,746.51	13,502.95	13,257.16	12,828.23	12,703.49	12,507.85	12,406.32	12,246.23	12,172.75	12,065.95
Fruit Beverages	4,007.84	3,810.56	3,690.11	3,606.60	3,559.72	3,439.92	3,297.28	3,234.63	3,144.48	3,111.10	3,123.73	3,000.38	2,935.74	2,861.04

* the other drinks were: soda (19%), coffee (9%), sparkling bottled water (7%), tea (7%), juice/fruit drinks (7%), sports drink (6%), flavored or sweetened sparkling or still bottled water (5%), functional water (5%), bottled tea (5%), energy drink (3%), and any other packaged drink (1%).

** PET plastic soda containers use 142% more plastic than bottled water containers (23.9g vs. 9.89g).

Source: Beverage Marketing Corporation, 2020