

## The 2002 Statistics

In 2002, bottled water volume increased more vigorously than it did in 2001. Dollar sales also enlarged forcefully, albeit at a slower rate than in the year before, perhaps reflecting pricing pressures. According to the latest edition of Beverage Marketing's comprehensive study of the market, *Bottled Water in the U.S.*, volume swelled to more than 6.0 billion gallons, an increase of close to 11% over 2001. Dollars increased even more dramatically, advancing by 11.9% to \$7.7 billion. While sales increased more vigorously than volume, 2002's dollar growth was slower than 2001's, while volume growth enjoyed its third consecutive year of quickening growth.

### **U.S. BOTTLED WATER MARKET Volume and Producer Revenues 1992 – 2002**

<u>Year</u>	<u>Millions of Gallons</u>	<u>Annual % Change</u>	<u>Millions of Dollars</u>	<u>Annual % Change</u>
1992	2,486.6	5.5%	\$2,658.7	5.8%
1993	2,689.4	8.2%	\$2,876.7	8.2%
1994	2,966.4	10.3%	\$3,164.3	10.0%
1995	3,226.9	8.8%	\$3,521.9	11.3%
1996	3,495.1	8.3%	\$3,835.4	8.9%
1997	3,794.3	8.6%	\$4,222.7	10.1%
1998	4,130.7	8.9%	\$4,666.1	10.5%
1999	4,583.4	11.0%	\$5,314.7	13.9%
2000	4,904.4	7.0%	\$5,809.0	9.3%
2001	5,425.3	10.6%	\$6,880.0	18.4%
2002	6,018.5	10.9%	\$7,700.0	11.9%

*Source: Beverage Marketing Corporation*

Since the mid-1990s, producers' revenues have consistently increased at a faster clip than gallonage, reflecting the particularly strong showing of the PET segment. High-margin single-serve packages have enjoyed exceptionally high growth, maintaining solid double-digit rates over the course of a decade. The retail PET segment's share of the overall U.S. bottled water market has increased from less than one-tenth in the early 1990s to well above one-third of total volume in 2002.

## Per Capita Usage Up

Bottled water's apparently irresistible appeal to U.S. residents is clearly shown in the regular, sizable annual increases in per capita consumption. In 1992, the U.S. absorbed the equivalent of 9.8 gallons for each person in the country. A decade later, per capita bottled water consumption stood at 21.5 gallons.

### U.S. BOTTLED WATER MARKET Per Capita Consumption 1992 – 2002

<u>Year</u>	<u>Gallons Per Capita</u>	<u>Annual % Change</u>
1992	9.8	--
1993	10.5	7.4%
1994	11.5	9.4%
1995	12.2	6.4%
1996	13.1	7.4%
1997	14.1	7.4%
1998	15.3	8.3%
1999	16.8	10.0%
2000	17.8	6.0%
2001	19.5	9.6%
2002	21.5	10.0%

*Source: Beverage Marketing Corporation*

### U.S. BOTTLED WATER MARKET Volume & Growth by Segment 1992 – 2002

<u>Year</u>	<u>Non-Sparkling</u>		<u>Sparkling</u>		<u>Imports</u>		<u>Total</u>	
	<u>Volume*</u>	<u>Change</u>	<u>Volume*</u>	<u>Change</u>	<u>Volume*</u>	<u>Change</u>	<u>Volume*</u>	<u>Change</u>
1992	2,228.0	5.5%	172.3	0.0%	86.3	20.9%	2,486.6	5.5%
1993	2,422.2	8.7%	174.7	1.4%	92.5	7.2%	2,689.4	8.2%
1994	2,687.6	11.0%	174.8	0.1%	104.0	12.4%	2,966.4	10.3%
1995	2,965.6	10.3%	164.2	-6.1%	97.1	-6.6%	3,226.9	8.8%
1996	3,224.3	8.7%	159.0	-3.2%	111.8	15.1%	3,495.1	8.3%
1997	3,491.4	8.3%	153.8	-3.3%	149.1	33.4%	3,794.3	8.6%
1998	3,823.8	9.5%	146.1	-5.0%	160.8	7.8%	4,130.7	8.9%
1999	4,286.3	12.1%	146.0	-0.1%	151.1	-6.0%	4,583.4	11.0%
2000	4,622.4	7.8%	144.2	-1.2%	137.8	-8.8%	4,904.4	7.0%
2001	5,157.4	11.6%	144.0	-0.1%	123.9	-10.1%	5,425.3	10.6%
2002	5,745.3	11.4%	149.5	3.8%	123.7	-0.2%	6,018.5	10.9%

\* Millions of gallons

*Source: Beverage Marketing Corporation*

## The Global Scene

### GLOBAL BOTTLED WATER MARKET Leading Countries' Consumption and Compound Annual Growth Rates 1997 – 2002

<b>2002</b> <b>Rank</b>	<b>Countries</b>	<b>Millions of Gallons</b>		<b>CAGR</b>
		<b>1997</b>	<b>2002</b>	<b>1997/02</b>
1	United States	3,794.3	6,018.5	9.7%
2	Mexico	2,767.8	3,898.6	7.1%
3	China	726.0	2,610.1	29.2%
4	Italy	1,995.4	2,558.2	5.1%
5	Brazil	1,038.0	2,541.8	19.6%
6	Germany	2,166.7	2,371.5	1.8%
7	France	1,598.0	2,225.6	6.8%
8	Indonesia	597.0	1,622.5	22.1%
9	Thailand	941.7	1,277.0	6.3%
10	Spain	<u>935.2</u>	<u>1,133.7</u>	<u>3.9%</u>
	<b>Top 10 Subtotal</b>	<b>16,560.3</b>	<b>26,257.4</b>	<b>9.7%</b>
	All Others	<u>4,731.1</u>	<u>8,435.4</u>	<u>12.3%</u>
	<b>WORLD TOTAL</b>	<b>21,291.4</b>	<b>34,692.8</b>	<b>10.3%</b>

Source: Beverage Marketing Corporation

### GLOBAL BOTTLED WATER MARKET Per Capita Consumption by Leading Countries 1997 – 2002

<b>2002</b> <b>Rank</b>	<b>Countries</b>	<b>Gallons Per Capita</b>	
		<b>1997</b>	<b>2002</b>
1	Italy	35.1	44.2
2	Mexico	28.6	37.7
3	France	27.3	37.1
4	United Arab Emirates	26.8	35.2
5	Belgium-Luxembourg	30.3	32.7
6	Germany	26.4	28.8
7	Spain	23.9	28.2
8	Lebanon	13.8	24.8
9	Switzerland	22.7	24.2
10	Saudi Arabia	17.1	23.8
11	United States	14.1	21.5
12	Cyprus	17.2	21.4
13	Czech Republic	14.2	21.1
14	Austria	18.5	20.9
15	Thailand	<u>15.8</u>	<u>20.1</u>
	<b>Global Average</b>	<b>5.7</b>	<b>11.8</b>

Source: Beverage Marketing Corporation

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