

Are 'functional', flavour trends boosting SA's bottled water industry?

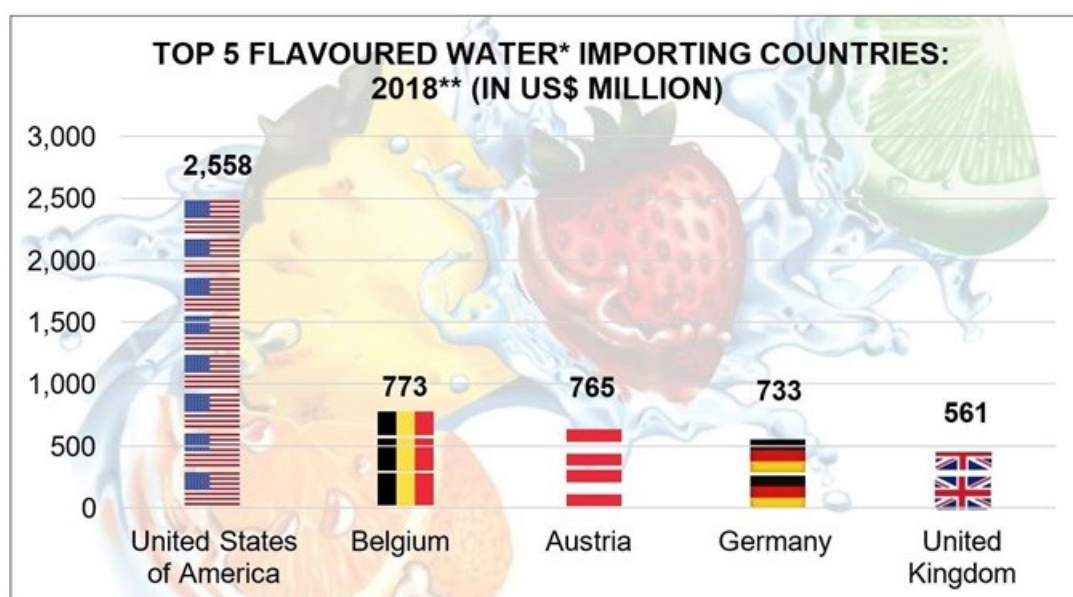
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Globally, there has been a growing trend among consumers towards improved health and wellbeing. As a result, the global health trend has swept across all industries, including bottled water, with consumers increasingly seeking healthier beverage options such as bottled water, rather than sugary beverage alternatives.

Insight Survey's latest *South African Bottled Water Landscape Report 2019* carefully unfolds the global and local bottled water markets based on the latest information and research. It examines the market drivers and restraints as well as global and local market trends to present an objective insight into the current South African bottled water industry environment, market dynamics and forecast.

A more recent global and South African trend has been the consumer shift towards functional and flavoured bottled water products. Functional bottled water products contain added health benefits, such as vitamins and minerals, while flavoured bottled water products offer consumers a sweet taste, typically with less sugar than carbonated soft drinks.



*HS Code 220210: Waters, including mineral and aerated with added sugar, sweetener or flavour, for direct consumption as a beverage.

**Estimated value

Source: [TradeMap](#) Graphics by Insight Survey

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The global functional and flavoured bottled water markets have seen significant growth and innovation in recent years, with the introduction of caffeinated, protein and cannabidiol infused bottled water products. In 2018, the top five importing countries for flavoured water products included the United States of America, Belgium, Austria, Germany, and the United Kingdom. The United States of America had the highest value of flavoured water product imports worldwide, estimated at US\$2.6bn in 2018.

Similarly, in South Africa, the import of flavoured water products has also increased in recent years with consumers opting more for bottled water products that are both functional and flavoured. The import of flavoured water products increased from R508m in 2014 to an estimated R792m in 2018. Furthermore, the bottled water market is expected to further increase by a compound annual growth rate (CAGR) of 7% during the 2019 to 2023 forecast period.

Numerous South African functional bottled water manufacturers are introducing new products to the market and positioning them as both nutritional and convenient. H2Glo, for example, a functional bottled water product, was recently released in the SA bottled water market. H2Glo is a flavoured sparkling water product that contains 'comets'. These 'comets' are jelly-like drops that are infused with vitamin C. The product range is available in six different fruit flavours, including pineapple, passion fruit, naartjie, lemon, blueberry, and strawberry.

The ***South African Bottled Water Industry Landscape Report 2019*** (122 pages) provides a dynamic synthesis of industry research, examining the local and global bottled water industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to retailing, market size trends, industry trends, industry drivers and challenges, competitor and pricing analysis.

Some key questions the report will help you to answer:

- What are the market dynamics of the global bottled water industry?
- What are the latest South African bottled water industry trends, drivers, and restraints?
- What are the value and volume trends in the South African bottled water (2013-2018); forecasts (2019-2023)?
- Who are the key manufacturing players in the South African bottled water industry?
- What are the prices of the most frequently purchased bottled water brands (still, sparkling, flavoured and functional) across South African retail outlets?

Please note that the 122-page report is available for purchase for R27,500 (excluding VAT). Alternatively, individual sections can be purchased for R10,000 (excluding VAT). For additional information, simply contact us at info@insightsurvey.co.za or directly on (021) 045-0202 or (010) 140-5756.

For a full brochure please go to: [South African Bottled Water Landscape Report 2019](#).

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Insight Survey is a South African B2B market research company with almost 10 years of heritage, focusing on business-to-business (B2B) market research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

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