
Description:
North America is a very significant and pioneering market for water enhancer products. The market for Water enhancers in North America is projected to grow at a CAGR of 12.9% between the years 2015 and 2020 and reach about US$ 1223.8 million by 2020.

The regions of Canada and United states run on similar trends and consumer patterns, with a slight tilt in favor of Canada in regards to consumer specificity and sophistication. The issues of convenience, ease of access and health status are the market determinants of these both markets. The on-the-go nature and the small convenient packaging of enhancer products helps drive the market in the continent. The rising obesity levels and hectic lifestyles of the people has shifted the health focus to drinking normal, clean water and the aim of enhancers to smoothen out this process has been well appreciated by the market. Mexico also follows the same trend of health awareness but it characterized by its large consumption of bottled water and carbonated drinks; major players are trying to put water enhancers in direct competition to these traditional products.

The open markets and high level infrastructure in the continent is a positive sign for a specific product like water enhancer, the presence of large urban populations is also an added benefit and a major driver for the market.

Key Deliverables in the Study:
- Market analysis for the Report title North America water enhancer market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Report title North America water enhancer market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped.

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