
Description: The European market is projected to reach a 2020 estimate of $738.7 million with a growing CAGR of 13.4% during 2015-2020. The global water enhancer market had revenue of $1.371 billion in 2014 and is expected to reach $ 2.8 billion by 2020 with an estimated CAGR of 12.8%. Water enhancers adds flavor and provides additional health benefits. The category came in to existence in 2011, when Kraft Foods launched Mio brand. The European consumer is exceedingly mindful, cautious, and specific purchaser. The ingredients and health claims of the water enhancer products would play major role here. The product is new however, Europe is well acquainted with the concept of squashes and cordials. Enhancers are likely to address need of convenient health product to suit hectic lifestyles. Europe is largely driven by trends, extensive marketing and smart product placement are therefore the keys to long term success. The European business sector is likewise profoundly energetic about item quality, prompting a solid and faithful customer base once the products are used and proven safe.

The European market for Water enhancers is seeing huge potential coming from U.K, France, Germany and Italy where the sales of bottled water is increasing. The number of product variants is expected to increase in the European market. Perhaps these three regions account for maximum market share and are anticipated to have high growth rates for the forecast period 2015-2020

North America dominated the sector with 43% of market share followed by Europe with 26%. The growing acceptance of functional drinks in other developing and developed markets is a potential for players looking at expansion plans. Focus should be on clear positioning of the brand, differentiated from the categories of squashes, syrups, powders; thus, avoiding cannibalization of their own brands. Rising consumer awareness, compliance with good manufacturing practices, clean label claims, innovations and new product developments are step towards offering a differentiated product. The major players dominating the market are as follows Arizona beverages USA, Cott Beverages, Dyla LLC, GNC, GVC Great Value Company, H.J.Heinz Company.

Key Deliverables in the Study:

- Market analysis for the Report title Europe 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 Europe 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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