
Description:
United States is a pioneer in the development and marketing of water enhancers. The highly trend-driven, consumption-oriented and impulsive nature of the consumer base has ensured quick and easy success for enhancers in the US market. The market is projected to reach US$ 968.5 million by 2020, with a forecasted CAGR of 13.2% between 2015 and 2020.

The trend dominating the region at present is that of health and wellness. The sharp increase in obesity, especially among teenagers, is a major driver of the market here. These factors are forcing consumers to focus on the ingredients, manufacturing process, and sustainability of the product. The importance of marketing is crucial in this regard, with the focus pivoted on the safety, convenience, and refreshment offered by these products. Despite the obvious importance of zero-calories and zero-sugar status offered by most water enhancers, consumers are essentially focusing on natural status, which can be understood by the rapid rise in demand for organic foods. The long-term success of the product is also dependent on the product diversity due to the high competitiveness of the American market; rapid and interesting innovation in flavors, textures, and packaging is essential here.

The success of the products is also dependent on the increasing preference for non-alcoholic beverages and the decreasing interest for sodas, which occupy about 60% of the market. With effective marketing and innovative product development, water enhancers can capitalize on this decreasing interest and serve as an effective alternative to traditional sodas.

Key Deliverables in the Study:
- Market analysis for the Report title US 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 US 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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