Enhanced Water Market: By Flavoring Type (Flavored - Apple, Peach, Mango, Strawberry, Raspberry, Unflavored); By Major Nutrient (Mineral, Vitamin, Others) & By Geography - Forecast (2016-2021)

Description:
Enhanced water is a category of beverages which contain additional ingredients such as vitamins, minerals, natural or artificial flavors providing nutrition and taste. Enhanced water generally contains less sugar than soda or any other soft drink of the same amount and also provides the consumer with minerals or vitamins depending on the type of the beverage. Flavored nutritional drinks have received high consumer attention as well as acceptance with increased shift in preference from carbonated drinks towards healthier beverages. Currently more than one-third of the world population is obese and suffering from various diseases such as diabetes, high/low blood pressure related problems and so on. Driven by the expanding availability and rising consumer demand the market for enhanced waters is set to reach $XX billion by 2021 from $XX billion in 2015.

The market is segmented based on flavored and non-flavored. Consumers prefer flavored ones more than the non-flavored because of the variety and their enhanced taste. According to statistics, apple and peach are the highest selling ones amongst the flavored drinks. Enhanced water drinks are fortified with variety of vitamins and minerals enriching the overall nutritional value. U.S. has been the major contributor for this market with increasing shift from soda and CSDs. According to the 2010 U.N. data, almost 35% of the people of the U.S. are suffering from obesity and number might increase owing to the high amounts of unhealthy diets and lazy lifestyle. Digestive health is one of the fastest growing target segments within this market.

Key players include in this market include beverage giants like Pepsi Co. (U.S.), The Coca Cola Company (U.S.)

Focused emerging companies such as Karma Culture LLC (U.S.).

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“*Financials would be provided on a best efforts basis for private companies*
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