



**Euromonitor
International**

Bottled Water in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Emerging trends in sparkling flavoured bottled water drive its growth
- Innovation continues to drive growth
- Economy brands close the price gap, affecting the competitive landscape

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Fountain sales in the US

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Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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