

Bottled Water becomes number-one beverage in the U.S.

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"Bottled water effectively reshaped the beverage marketplace," said Michael C. Bellas, chairman and CEO, Beverage Marketing Corporation. "When Perrier first entered the country in the 1970s, few would have predicted the heights to which bottled water would eventually climb. Where once it would have been unimaginable to see Americans walking down the street carrying plastic bottles of water, or driving around with them in their cars' cup holders, now that's the norm," he added.

The comparison of the two largest beverage types is illustrative. Bottled water's ascent coincided with and encouraged seismic shifts in consumer preferences for healthier refreshment and rehydration. As the ultimate portable and affordable beverage, bottled water spawned new usage occasions and habits. Suitable for consumption at any and all times of day, and not necessarily in need of being kept ice cold, or carbonated, bottled water simply became the preferred beverage not only for consumers aiming to cut back on calories or artificial sweeteners but also for consumers of all kinds wanting to consume a healthy all-natural refreshment beverages.

Looking forward, Beverage Marketing expects bottled water to continue building on its already monumental history of enlargement and putting still more distance between itself and the beverage category it surpassed.

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