Flavored And Functional Water Market - Global Industry Analysis, Size, Share, Growth, Trends And Forecast, 2013 - 2019

Flavored water is a category of bottled mineral, spring or purified water containing flavours. The functional water is a derivative of flavored water with added functional ingredients such as botanicals, vitamins, minerals and oxygen. These types of drinks do not contain caffeine, colour, carbonation or preservatives. The growing health concern of the masses, which is making them refrains from consuming carbonated or artificial flavored drinks, acts as major driving factor for the industry. These drinks are priced similar to the carbonated drinks, which reduces the switching cost of the consumer, thus increasing the attractiveness of these drinks.

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The common flavours in the flavored and functional waters market are orange, apple, cherry, lemon, peach and mixed. Asia Pacific has been emerging as a strong market registering double digit growth in 2012. Some of the major companies operating in the market are Nestle, Danone, Coca Cola and PepsiCo.

This research report analyzes this market depending on its market segments, major geographies, and current market trends. Geographies analyzed under this research report include

- North America
- Asia Pacific
- Europe
- Rest of the World

This report provides comprehensive analysis of

- Market growth drivers
- Factors limiting market growth
- Current market trends
- Market structure
- Market projections for upcoming years

This report is a complete study of current trends in the market, industry growth drivers, and restraints. It provides market projections for the coming years. It includes analysis of recent developments in technology, Porter's five force model analysis and detailed profiles of top industry players. The report also includes a review of micro and macro factors essential for the existing market players and new entrants along with detailed value chain analysis.

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Reasons for Buying this Report

- This report provides pin-point analysis for changing competitive dynamics
- It provides a forward looking perspective on different factors driving or restraining market growth
- It provides a technological growth map over time to understand the industry growth rate
- It provides a seven-year forecast assessed on the basis of how the market is predicted to grow
- It helps in understanding the key product segments and their future
- It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors
- It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments
- It provides distinctive graphics and exemplified SWOT analysis of major market segments

Transparency Market Research

In-depth Analysis. Accurate Results

About us

Transparency Market Research (TMR) is a market intelligence company providing global business research reports and consulting services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insights for thousands of decision-makers.

TMR's experienced team of analysts, researchers, and consultants use proprietary data sources along with various tools and techniques to gather and analyze information.

Our business offerings represent the latest and the most reliable information which is indispensable for businesses to sustain their competitive edge.

Our data repository is continuously updated and revised by a team of research experts so that it always reflects the latest trends and information. With broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

Our Approach

- Our research reports cover global markets, present analysis and forecast for a period of five years.

- The market structure and forecasts are developed on the basis of secondary research and are cross-validated through primaries conducted with industry players and key opinion leaders (KOLs).

- Respondents are led through a questionnaire to gather quantitative and qualitative inputs on their operations, performance, strategies and views on the overall market, including key developments and technology trends.

- Data from interviews are then consolidated, checked for consistency and accuracy, and inserted into the Transparency Market Research data model to arrive at the market numbers following the bottom–up approach.

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