

# A Refreshing Approach To Packaged Water

The global packaged water category is thriving and accounts for 41%<sup>1</sup> of the world's drinks market. And with a CAGR of approximately 4.2%<sup>2</sup> globally (2020-2024) and 2.2%<sup>3</sup> in Europe (2020-2024), refreshing opportunities are flowing in this flourishing sector.

Whether you're an established beverage manufacturer taking a new product to market or a new entrant seeking to offer healthy hydration to your customers, rising concerns about sustainability should guide your approach. This is where we can help you design an innovative solution for your brand and find success in the packaged water market.

Our water solutions offering is suitable for all types of still, flavoured and value-added or enriched water-based products, and you can differentiate yourself in this busy market using the 360 degrees surface for your branding, messaging or digital storytelling. Read on to discover how we can help you do things differently.

**41%**

of the global drinks market is made up of packaged water.



**4.2%**

packaged water's global CAGR (2020-2024) and European CAGR 2.2% (2020-2024)

## Create a Sustainable Future

Today's consumers want to minimize the environmental impact of their purchases, which is why it's important to make sure you're making sustainable choices. As global experts in processing, packaging and marketing a wide range of food and beverages, we can help you make your business more sustainable through the packaging solutions you use.

**68%**

of consumers buy environmentally-sound products to preserve the environment for future generations<sup>4</sup>.

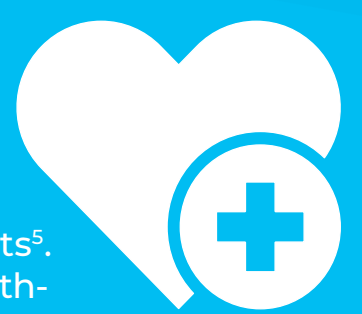


## Seize the Opportunity

As more and more health-conscious consumers seek hydration that fits in with their busy lifestyles, the packaged water category is on the rise. Connect with us to find the solution which best fits your needs. We're also keen to support your e-commerce plans.

**70%**

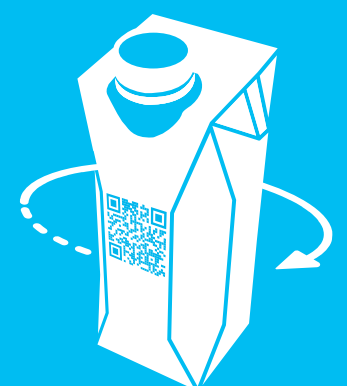
of global consumers want food with real health benefits<sup>5</sup>. Now you can appeal to health-conscious consumers that want more from their hydration.



## Tell Your Story

Achieving differentiation in this competitive sector is a challenge. But as your production partner, we can enable you to find the right packaging and promotion to tell your brand story visually or create engaging digital activations from the package, whilst providing your customers with refreshment.

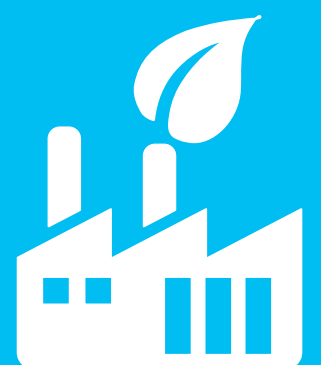
With our in-house design capabilities and industry-leading market insights, you can express your brand identity and capture consumer imagination with 360° printable cartons.



## Bring Your Business to Life

We know that building a profitable business in this competitive space isn't easy. But when you work with us, we can connect you with the right suppliers and empower you to make the most of the growing demand for healthy hydration.

More than providing packaged water, we offer a complete service from concept and ideation all the way through to production and delivery, to get your branded water to your customers.



## Thirsty for more?

To dive deeper into Tetra Pak's carton solutions for water, contact one of our experts.

[Get in touch](#)

**References:**

<sup>1-3</sup> GlobalData Market Analyzer: Soft Drinks Brand Volume & Value; Quarterly Beverage Forecasts; GMD – Segment Insights, 2020

<sup>4</sup> Consumer Environmental Trends Report 2019, Tetra Pak, 2019

<sup>5</sup> Kantar TNS, Food 360, 2018