

Future Trends in Premium Water

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#dryresidue

Nine trends to look out for...

- Specialist distribution grows.
- The rise of super premium.
- The return of retro.
- Fine Water dispensers?
- The search for new packaging continues.
- New water pairings.
- More sustainability, quality and social responsibility.
- The importance of cool.
- Rain and fog.

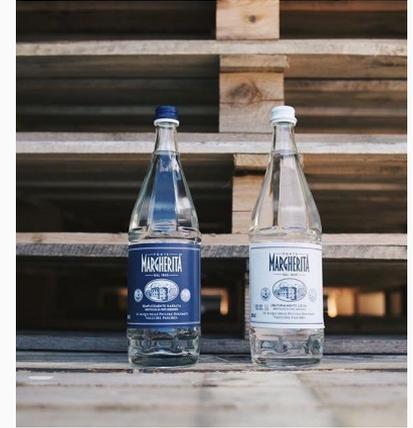
Specialist distribution continues to grow



The rise of super premium



The return of retro



Fine Water dispensers?



The search for new packaging continues



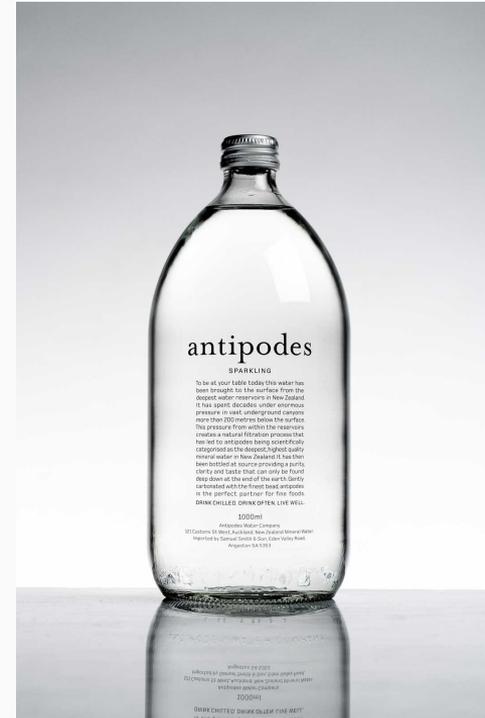
New water pairings



Sustainability, quality and social responsibility



The importance of cool



Rain and fog



+8.1%

“Global Sales of premium water is showing +8.1% annual value growth, illustrating how consumers are seeking added value in their purchases and turning to premium brands” - Zenith Global

Perlenflasche

Wins German Design Award
Gold 2019



“Less is more”.

The end of designer
water?

Thanks!

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