

Consumer Trends: Which Generations Drink the Most Bottled Water?

Packaged Facts

ROCKVILLE, Md. (PRNewswire-USNewswire) — There are 60 million adults who consumed an average of at least one glass of bottled still water per day in the past seven days and these consumers offer attractive possibilities for food and beverage marketers, according to findings published by market research publisher Packaged Facts in the report *Bottled Water in the U.S.*

For more information, please visit the [report](#) [1].

Frequent drinkers of bottled water tend to be younger than the adult population as a whole, with the 35- to 44-year-old age group exhibiting the highest likelihood of reaching for bottled water frequently. Those drinking high volumes of bottled water are more interested in staying physically fit and are also more likely to drink thirst quencher/activity drinks.

Adults who drink relatively large quantities of bottled still water also are more likely to be part of a multicultural population segment. They are 31% more likely than average to be Hispanic and 36% more likely to be African American. The multicultural character of those drinking large amounts of bottled water also means that they are more likely to live in a household with children under the age of 18. And best they are also more likely to live in large households, multicultural bottled water drinkers are relatively big spenders in grocery stores, notes Packaged Facts research director David Sprinkle.

Due to the generally younger ages of frequent bottle water drinkers, marketers must leverage social media and cellphones as effective avenues for advertisers. According to the report, consumers who drink relatively large quantities of bottled water have an above-average degree of receptivity to the advertising they see on their cellphones and social media. For example, compared to adults on average, they are far more likely to be interested in receiving advertisements on their cellphones and to purchase products they see advertised on their cellphones. They also are much more likely to purchase products they see advertised on social sharing/networking websites

About Packaged Facts

Packaged Facts, a division of MarketResearch.com, publishes market intelligence on a wide range of consumer market topics, including consumer demographics and shopper insights, consumer financial products and services, consumer goods and retailing, consumer packaged goods, and pet products and services. Packaged Facts also offers a full range of custom research services.

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