



WHAT ARE THE WHITE SPACES IN THE WATER+ CATEGORY IN THE US?

Scope of work:

Analysis of spontaneous conversations from social media, forums, and blogs in the US 2022 – YTD June 2024

Water+: include Electrolyte water, Alkaline water and Hydrogen water

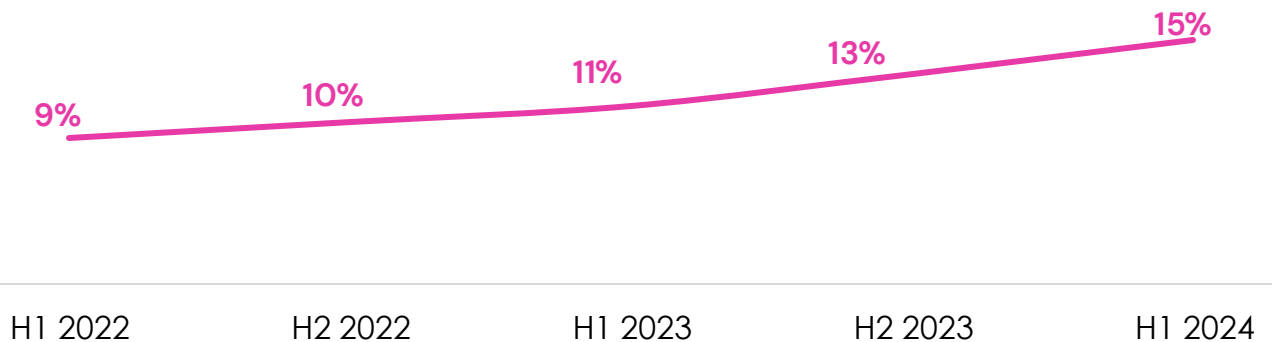
THE TREND



THERE IS A STEADY INCREASE IN WATER+ CONVERSATIONS IN THE US SINCE 2022

PENETRATION OF WATER+ CONVERSATIONS

% of conversations about water in the US (2022 – YTD June 2024)



Drink lots
Electrolytes experience
Drink more muscle tired
Dehydration gym everyday
Hydrated fitness Weightloss sodium
Detox water daily water intake

#drinkwaterdaily
#healthytips #waterislife
#guthealth #nutrition
#healthy living
#drinkwater
#hydration #dehydrated
#stayhydrated #wellnesstips



“ Fun fact: drinking electrolytes water get to help you think more clearly! 🧐 #waterislife #drinkwater #hydration #healthy living #drinkwaterdaily #stayhydrated

MAIN DRIVERS OF CONVERSATION



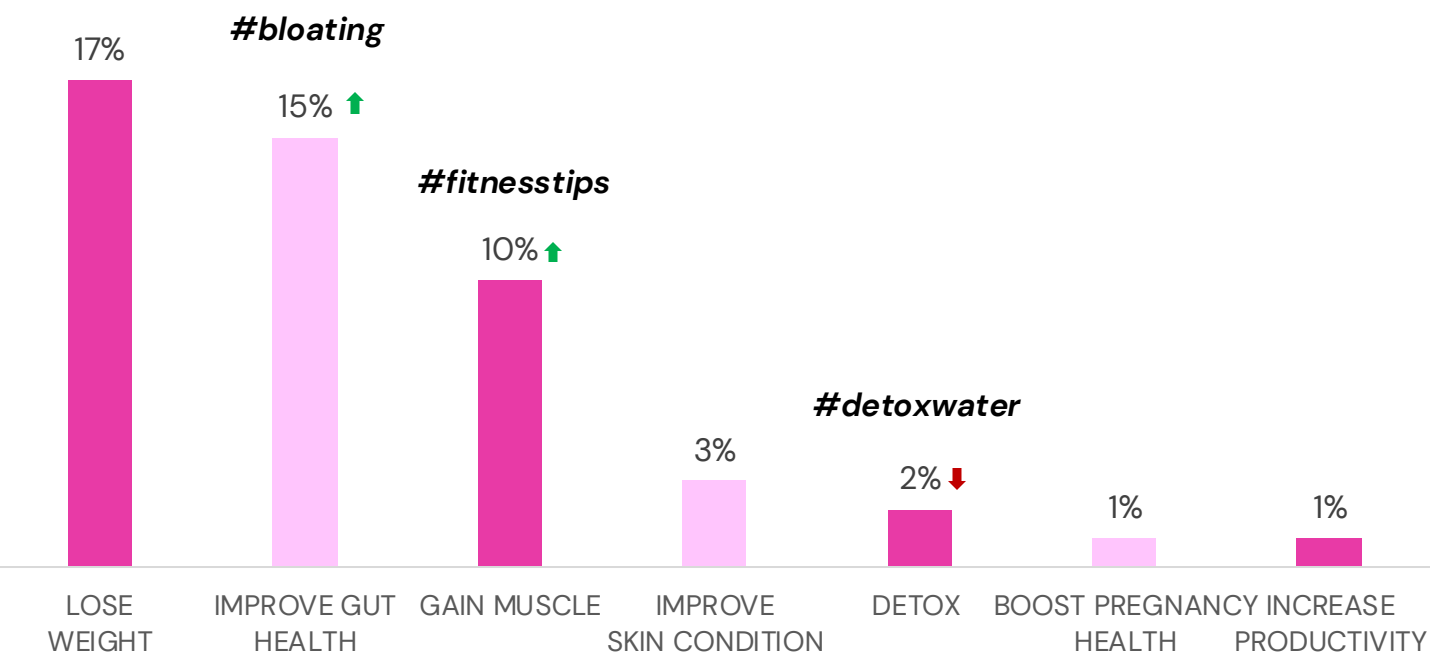
49%

of conversations mention a health journey

**CONSUMERS ARE SHIFTING TO HEALTHIER LIFESTYLES,
WITH 35+ YO OVERREPRESENTED**

TOP MENTIONED MOTIVATIONS

% of total conversations about Water+ in the US (2022- YTD June 2024)



MAIN DRIVERS OF CONVERSATION



37%

of conversations mention alternatives to Water+

**WATER+ FACES COMPETITION FROM OTHER CATEGORIES,
AND CONSUMERS DON'T CLEARLY DIFFERENTIATE THEM**

INFUSED WATERS

20% of Water+ conversations

Often mix tablets or fruit for added benefits and flavor

TOP BRANDS



CARBONATED WATER

17% of Water+ conversations

Help curb soda cravings while helping with digestive issues

TOP BRANDS



MAIN DRIVERS OF CONVERSATION



31%

of conversations mention drinking routines

DRINKING MORE WATER IS OFTEN THE 1st STEP

IN THIS HEALTHY JOURNEY

15%

of conversations mention drinking plain water is boring

9%

of conversations highlight that consumers may not realize that increasing water intake is a crucial first step in their journey

7%

of conversations mention consumers used to drink sodas or sports drinks like Vitamin Water and Gatorade, which are high in sugars or chemicals. They avoid the 'zero' versions to steer clear of sweeteners

MAIN DRIVERS OF CONVERSATION



19%

of conversations mention specific ingredients

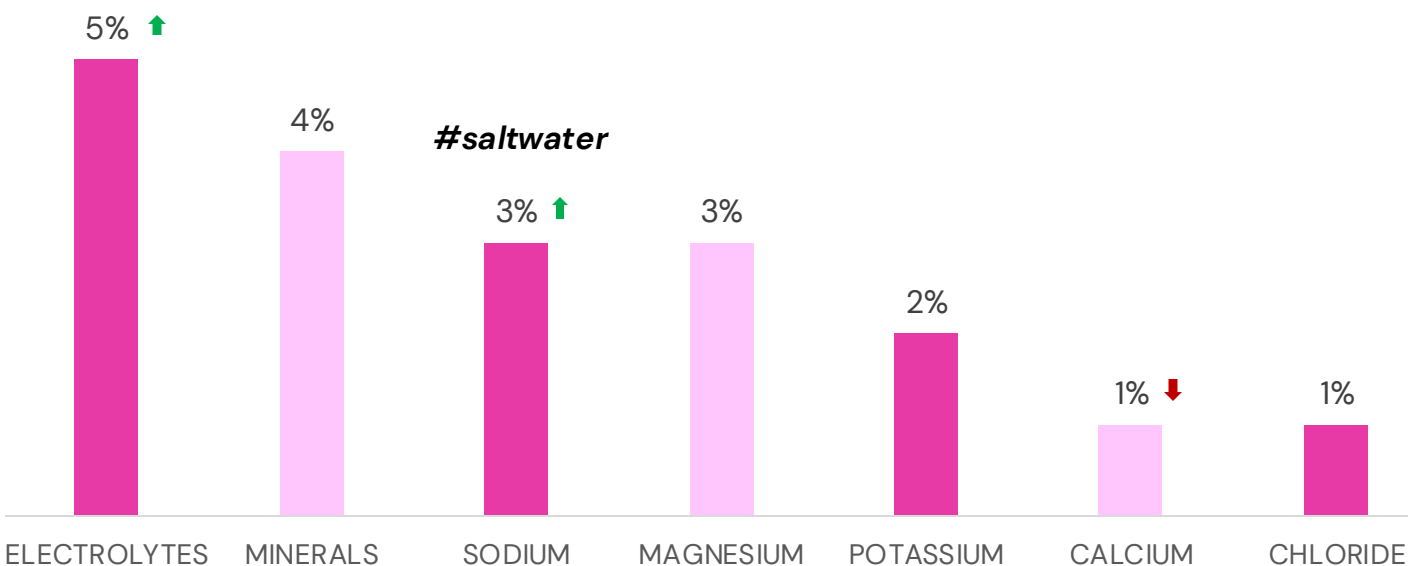
CONSUMERS SEEK SPECIFIC INGREDIENTS

TO MEET THEIR UNIQUE NEEDS

TOP MENTIONED INGREDIENTS

% of total conversations about Water+ in the US (2022 - YTD June 2024)

#electrolytedrink

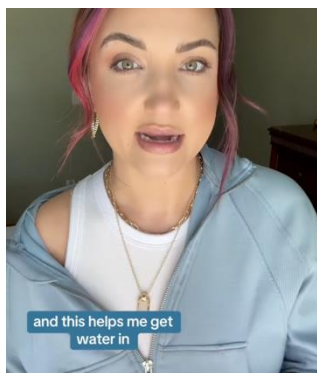


#saltwater

MAIN DRIVERS OF CONVERSATION



CONSUMERS CHOOSE WATER+ FOR 3 MAIN REASONS



Water+ is seen as a better alternative when they are on a weight loss diet

“ My fav **electrolytes** i drink daily #electrolytes #electrolytedrink #semaglutideweightloss #glp1

SIGNS OF LOW ELECTROLYTES

- do you have any of these symptoms
- muscle cramps
 - numbness in feet and hands
 - rapid breathing
 - heart palpitations
 - fatigue
 - constipation
 - headaches



Water+ can help avoid electrolytes deficiencies

“ **Signs of low electrolytes:** muscle cramps, numbness in feet and hands, rapid breathing, heart palpitations, fatigue, constipation. You need more 📱



Water+ is seen as superior to alleviate digestive issues

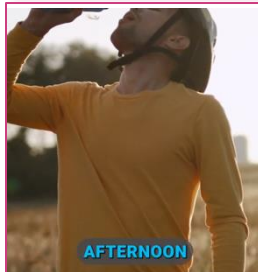
“ **Electrolytes** does it make you 🤢 #constipation #constipationrelief #guthealth #leakygut #nutrition #hydration

MAIN DRIVERS OF CONVERSATION

CONSUMERS FACE MULTIPLE CHALLENGES TO STICK TO THEIR HEALTHIER LIFESTYLE



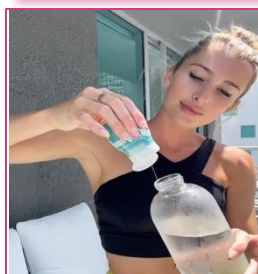
Water+ is **perceived as boring, lacking variety in flavor, color, and format, expensive,** and some mention they can **taste the difference in pH level, minerals, and electrolytes**



They **need guidance** on the **daily amount** of Water+ to drink, **how much to consume by different times** of the day, and **how to track their intake**



To stay motivated, they **need to see concrete progress** (even in small steps), **receive support** from like-minded peers, **find appealing and fun formats,** and **explore mixed-ins**



To continue their daily lives, they **need formats that are easy to carry**

4 MAIN PERSONAS

WEIGHT CONCERNED



BENEFITS

- Hydration
- Curbing cravings
- Daily water intake

BARRIERS

- Too sugary
- Chemicals in drink
- Weird tastes



“ Lost 3kg over the 3 days, I could do is keep the water and electrolytes up

FIT FANS

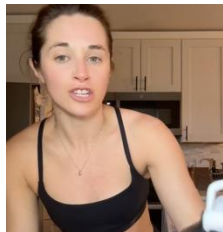


BENEFITS

- Hydration
- Cramp relief
- Muscle relief
- Fatigue relief

BARRIERS

- Sugar intake
- High price
- Artificial sweeteners



“ Had a great workout and was **constantly dehydrated despite drinking water with electrolytes (...)**

SPECIFIC DIETERS



BENEFITS

- Hydration
- Replenish electrolytes
- Avoid feeling sick

BARRIERS

- Too expensive
- Weird tastes



“ I am about to give up on keto. I get enough water and electrolytes but I'm always sluggish.

DIGESTIVE FIGHTERS

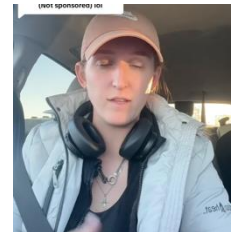


BENEFITS

- Digestive relief
- Bloating relief
- Hydration

BARRIERS

- High price
- Difficult to find products specific to their needs



“ I'm going to have a bowel movement and near-fainting (...)
the consensus was lack or water/electrolytes.

THE OPPORTUNITIES

MULTIPLE APPROACHES FOR BRANDS TO DISRUPT THE MARKET

TARGETING & CLAIMS



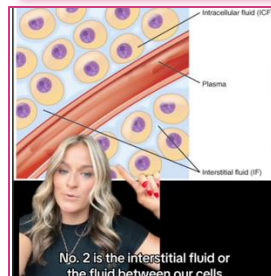
Target specific audiences such as consumers 35+ YO and keto and paleo dieters

“ (...) add 1/4 of a teaspoon of salt to every bottle of water that you drink when you are doing keto (...)”



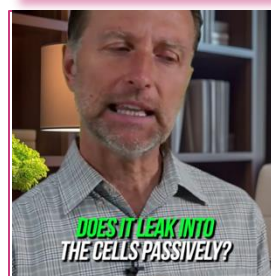
Promote the healthy benefits of Water+ and what makes it superior to other options

“ Salt based electrolytes are such a gamechanger. They help restore hydration much faster”



Highlight science-based claims proving the efficacy of Water +

“ Hydration isn't just about water! Let's talk **#hydration** **#electrolytes** **#water** **#science** **#physiology**”



Partner with HCPs advocates to help demonstrate the healthy benefits of Water +

“ **Hydration Myth Busted!** (...)Ensure you're getting enough electrolytes to hydrate and avoid overhydration.”

THE OPPORTUNITIES



DISTRIBUTION



Distribute water+ in other aisles (with healthy food or supplements)

“ I got all my supplements at once: Vitamin C, Biotin, Collagen and **electrolytes powder** (...)

SENSORIAL

Increase the variety in terms of color

“ The obvious reason why I'm intrigued by this drink is the color. This alkaline water is black due to **fulvic minerals** found beneath the grounds & combined with purified water.



Add healthy sugar-free mixed-ins to make the experience more fun

“ The tastiest, **sugar free/keto electrolyte sports drink** 🍋 Recipe: 2.5 cups filtered/sparkling water 2 limes 1 cup cucumber 2 LMNT Citrus packets. **#electrolytes #hydration**



THE OPPORTUNITIES



PACKAGING AND FORMAT



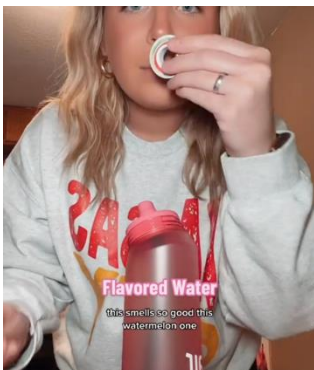
Fuel the perception of healthy homemade drink with transparent bottle

“ *Homemade healthy gatorade / electrolyte drink in a glass PERFECT for post workout or a hot sunny day!*



Mark line showing water intake goals by time (10a.m., noon, etc...), with encouraging mantras

“ *3 in 1 motivational water bottle set is so perfect! The large bottle is perfect for hitting and tracking your daily water intake goals*



Create fun & intriguing format such as jelly, pods or filter

“ *flavor pod should i try next?? #flavoredwater #waterpods #waterbottle*

THE OPPORTUNITIES



BRAND CONTENT



Create educational content on daily water intake and the ideal amounts to drink at different times of the day

“ **Daily water intake.** May need to be more or less depending on prior health issues. **#drinkwater** **#hydration** **#stayhydrated** **#healthyliving** **#doctor**



Highlight a healthy lifestyle with visuals of people drinking Water+ after workouts

“ **Crucial to rehydrate after a long day of workouts.** **#makeyourgain** **#stayhydrated** **#athletetips**



Strengthen the perception of a healthy drink by featuring Water+ alongside nutritious and healthy meals

“ **Healthy diet with DIY electrolyte!** **#hydrated** **#drinkmorewater** **#electrolyte**

CONTACT US TO LEARN MORE:

PIERRE DUBOSC

 pierre@semantiweb.com

 917 557 0394