

# What drives the Conversations around **Water+** in the **US & UK ?**

*An analysis of spontaneous conversations from social media, forums, and blogs in the US & UK 2022 - Aug 2024 | "Water+" includes Electrolyte water, Alkaline water and Hydrogen water*



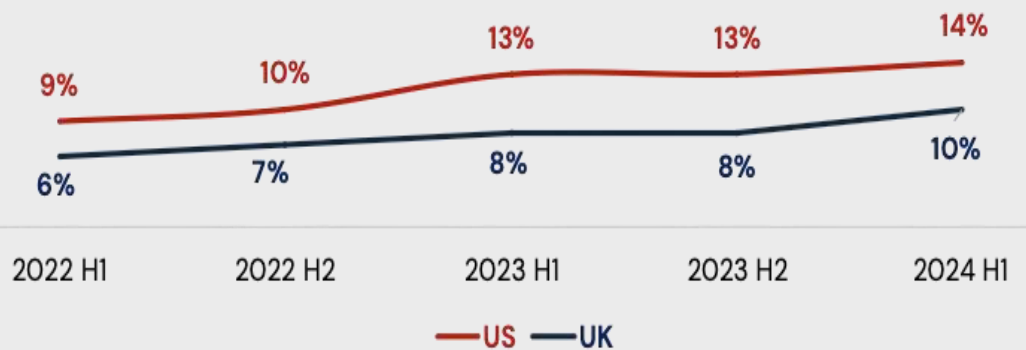
# The Trend



A steady increase in water+ conversations in both markets since 2022

## Penetration of water+ conversations

% of water+ out of total water conversations in US and UK (2022 - Aug 2024)



Consumers start to discover that **they need to drink more water** and are **not ashamed to mention it on social media** in both markets



“

**So my #Challenge this week is to #DrinkMoreWater.** So far I'm on my third one of these today as I'm trying to fend off a headache which has been lingering all day so far. #HydrateM8 #RefuseToLose #Hydrate #Water #Thirsty #WWUK #WeightWatchersUK #WWFlex #TheFlexEffect #MyWeightWatchersJourney



# Main Drivers of Conversations

## Consumers perceive plain water as boring

They seek enhanced waters that keep them hydrated with natural flavors and new formats

 41%

 33%

### Water+

Often associated with specific benefits, ingredients and formats.

#### Top Brands



### Infused Water

Often mixed with tablets or fruit for added benefits and flavor.

#### Top Brands



### Carbonated Water

Helps curb soda cravings while offering digestive relief.

#### Top Brands



### Tea

A good alternative to plain water, especially for women in the UK.

#### Top Brands



# Main Drivers of Conversations

In both markets, consumers mentioning water+ are on a health journey. They often specify the exact amount of water they need to drink, especially in the U.S.



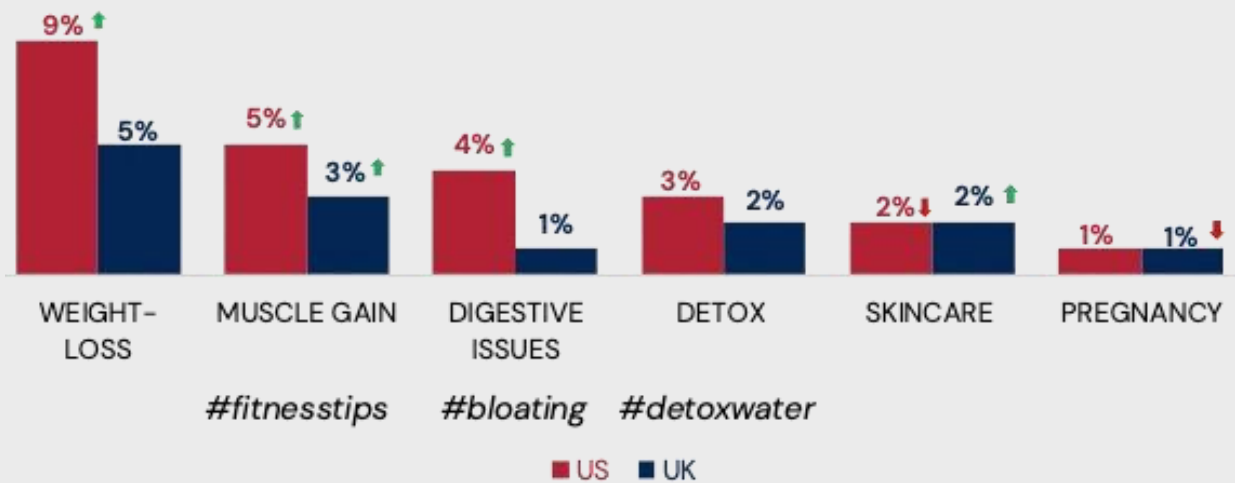
24%



14%

## Most mentioned health issues

% of total conversations about water+ (2020- Aug 2024)



## Top Key Words



**I don't like water** but I have to force myself to drink it lol that's what keeps us going is water. **Just try drinking some type of water then you will start seeing some improvements on my health.**

# Main Drivers of Conversations

Consumers feel that water alone doesn't provide enough to support their health journey. They want extra added ingredients in their water.



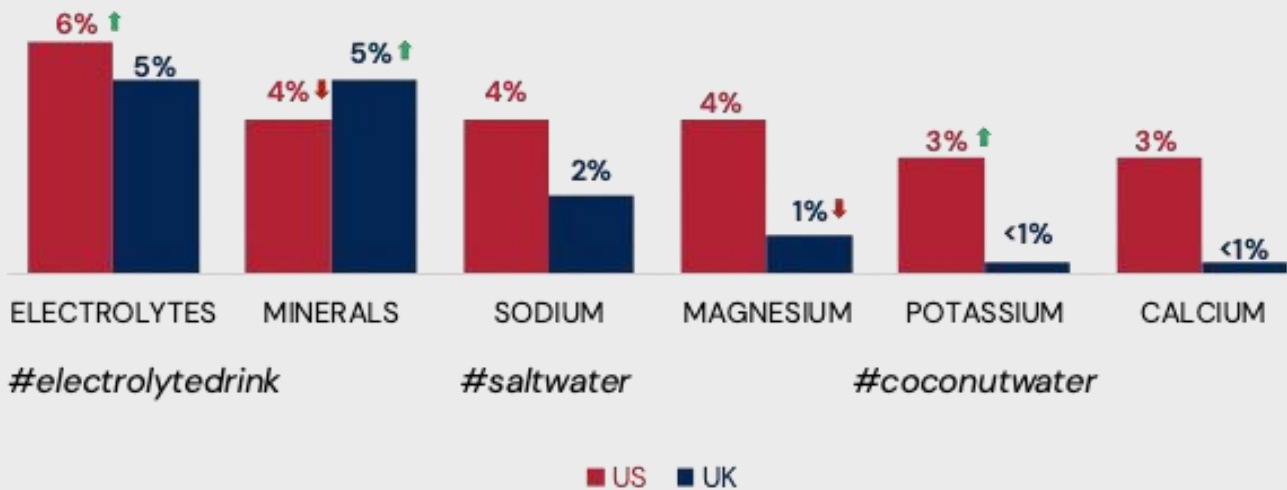
22%



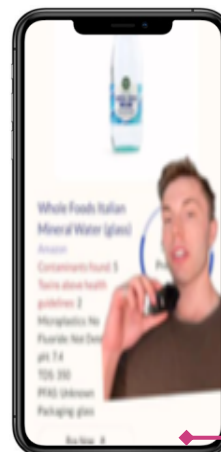
13%

## Most mentioned ingredients

% of total conversations about water+ (2020- Aug 2024)

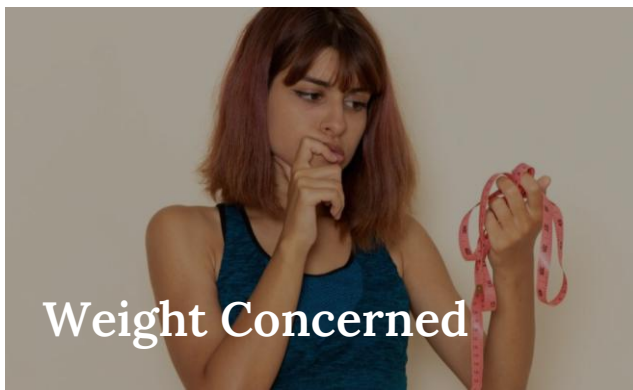


## Top Key Words



“ Please try mineral water! I've had horrible pain since my gallbladder removal in 1990 many trips to the ER in horrible pain. I found the suggestion. I drink mineral water every day and when I do have a flare up it is relieved right away!

# 4 main personas



## Weight Concerned

**PROFILE** 🇺🇸 ~16% 🇬🇧 ~10%

- Hydration
- Curbing cravings
- Daily water intake

### ⚡ PAIN POINTS

- Sugar intake
- Chemicals in drink
- Weird tastes



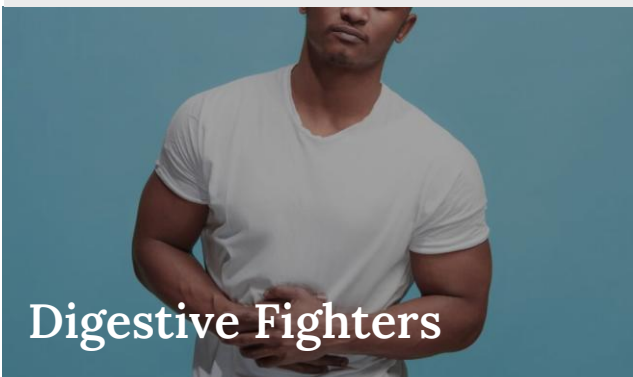
## Fit Fans

**PROFILE** 🇺🇸 ~14% 🇬🇧 ~12%

- Hydration
- Cramp relief
- Muscle relief
- Fatigue relief

### ⚡ PAIN POINTS

- Sugar intake
- High price
- Artificial sweeteners



## Digestive Fighters

**PROFILE** 🇺🇸 ~10% 🇬🇧 ~6%

- Digestive relief
- Bloating relief
- Hydration

### ⚡ PAIN POINTS

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



## Specific Dieters

**PROFILE** 🇺🇸 ~11% 🇬🇧 ~10%

- Hydration
- Replenish electrolytes
- Avoid feeling sick

### ⚡ PAIN POINTS

- High price
- Weird tastes



# The opportunities

Some consumers find enhanced **waters too expensive** for regular use, leading them to explore diy and mixing alternatives



“ This #essentiawater is the only water we drink at home, which can be expensive, for the #alkaline folks as you know this is a good price #couponcommunity #kroger #Vegan #atlcouponer #fitness #vegetarian #alkalinewater #Healthygoals #hyqallenge

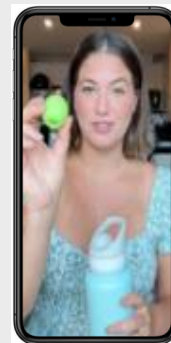
**Pods, filters, and other sustainable options are emerging on social media** as alternatives.



#drinkbrilliantly



#flitterwater



#flavoredwater



#scentedpods

**Science-based claims** can drive purchases



“ **Water with electrolytes in it!!** #Science #electrolytes #Aqua #healthy

Contact us to learn more

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