



Water flavors

A FAST-GROWING
TREND

Sales folder
Material exclusively
for internal use

ZUCCARI

Water flavors: a fast-growing trend

The market of water flavors has experienced significant growth in recent years, involving both old and new players:

- start-ups
- famous brands wanting to expand their product portfolio
- well-established companies in the beverage industry



How the market got increasingly flavored

2000

People are now aware that drinking more is a healthy habit

Market mainly crowded by mineral water and sugar/artificially sweetened beverages

2010

People have understood why drinking more is important

The first flavored and functional waters appear on the market

2020

The post-pandemic scenario has seen some value and habit shifts that started low-key and soon skyrocketed. Sustainability, bodily health and mind balance are now daily concerns

Water flavors turn out to be the perfect response to new consumption habits

THE BENEFITS OF PROPER DAILY HYDRATION

Water constitutes the essential fluid for the performance of the physiological functions of our body, intervening in a number of biochemical processes that ensure its survival.

Helps maintain body weight: it is well established that drinking the right amount of water can counteract overweight and obesity.

Helps the digestive system: the intestines need water to function properly. Dehydration can lead to digestive problems and constipation.

Eliminates body waste: water is needed in the processes of sweating and removal of urine and feces.

Lubricates joints and muscles: studies on professional soccer players proved that the level of hydration is directly proportional to performance itself.

Contributes to improved cognitive performance: one acquires a higher degree of alertness and better mnemonic ability.

Increases the health and beauty of the skin: good hydration makes it possible to maintain more elastic skin tissues.

Helps maintain good blood pressure: the hydration level has a direct impact on blood volume and therefore on blood pressure.

Prevents kidney damage: an insufficient amount of water can cause kidney stones and other problems.

MARKET NEEDS

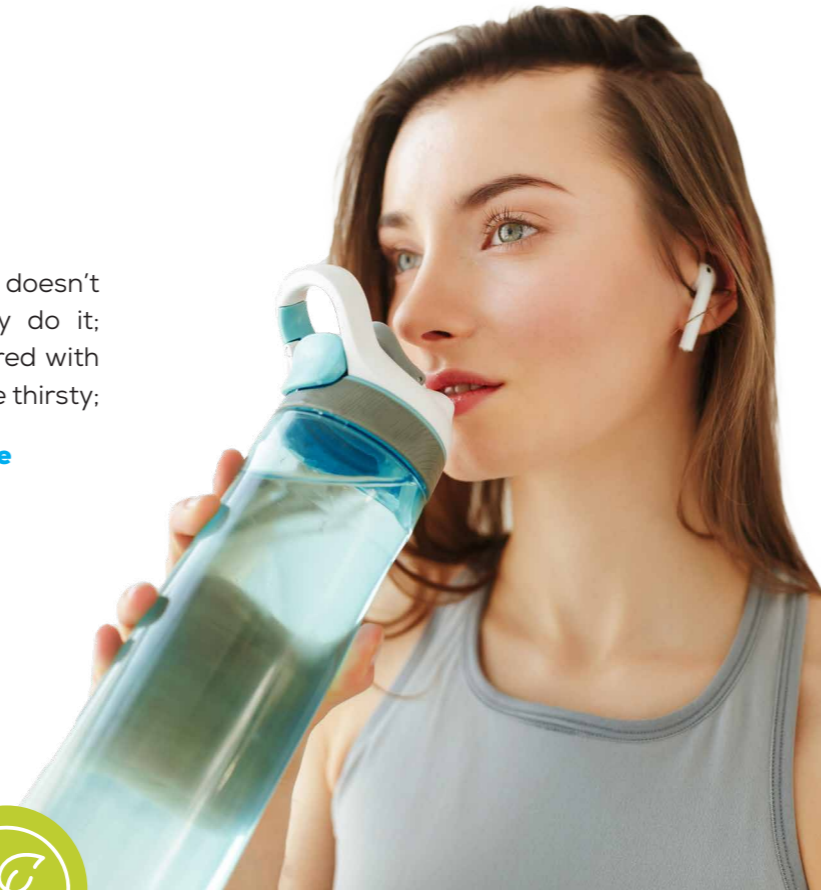


Knowing that drinking water is good doesn't offer enough motivation to actually do it; in fact, there are people who are bored with the taste and drink only when they are thirsty;

People look for "tricks" to drink more



Increased awareness about the negative effects of certain ingredients such as sugars, sweeteners, and colourings is prompting consumers to seek healthier, more natural alternatives.



New Habits

More and more consumers belonging to different age groups choose to drink from their own bottle. According to a survey* conducted by the Zuccari Research Institute, this choice is made in order to:

- 96%** Remembering to drink more
- 83%** Expressing one's personality
- 75%** Ecological reasons
- 70%** Personalising what one drinks
- 36%** Convenience

*Survey conducted online by the ZUCCARI Research Institute on 378 participants. October 2022 report.



WHEN IT COMES TO ADDING "SOMETHING" TO WATER, WHAT ARE CONSUMERS LOOKING FOR?*



Natural flavors



Range of flavors to avoid "boredom"



Strictly without the addition of anything else



92% absence of sugars



88% absence of sweeteners



67% absence of colouring agents



69% absence of preservatives



Increased awareness leads to increased sensitivity: consumers are very conscious of what is sustainable and produces little waste.

#plasticfree #zerowaste are trending topics.



Taste has evolved into something more complex. On the one hand, the "strong, chemical" taste has lost its appeal, while on the other hand, a natural and plain taste is not enough: consumers are looking for unexpected, fancy mixes.

#foodie #mindfuleating #mindfuldrinking are trending topics.



Sustainability and attention to ingredients are translating into a large increase in do-it-yourself cooking with consumers reintroducing the habit of preparing their own food and drinks at home.

#lunchbox #lunchboxideas #mealprep are trending topics.

*Survey conducted online by the ZUCCARI Research Institute on 378 participants. October 2022 report.

ZUCCARI has picked up on this trend and has fine-tuned it to the needs of the market, by developing exquisite blends of solely natural flavors without sugars, sweeteners, preservatives, nor colourings.



3 choices, zero compromises

ZUCCARI has interpreted the market and branched it to offer 3 distinct brands, each of them with a clear and defined positioning.

- 1** Perfect for a science-sensitive target.
- 2** Perfect for a nature-sensitive target.
- 3** Perfect for a social-media-sensitive target.



The first choice for pharmacies: with actives promoting pH balance.



The first water flavors in the world to be totally organic. No actives added, just pure flavors.



The first water flavors born to be online. Top memorability and a highly emotional presentation.

Future is getting near

PRODUCT RANGE WILL SOON INCLUDE MORE FLAVORS



LINE EXTENSION

designed for specific targets
 SCHOOL-CHILDREN
 SPORT
 GOLF
 GOLDEN AGE



LIMITED EDITIONS

for special occasions
 VALENTINE'S DAY
 ADVENT CALENDAR
 CHRISTMAS OCCASIONS
 MOTHER'S DAY



FUNCTIONAL LINE EXTENSION

COLLAGEN
 IMMUNE DEFENSES
 DETOX
 RELAX
 FOCUS
 ANTI-AGEING



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MORE INFO

