

The bottled water market is continuously increasing, with more and more brands coming into fruition and each of them is getting more popular. Bottled water revenue reached 302.5 billion dollars in 2022 and is expected to increase by more than 6% in the coming year. Bottled water has always been famous, and has been changing more and more due to the backlash brands have received for how much waste they have been creating. Now, you can see water in reusable cans, aluminum cans, recycled plastic, and more. Yes, there are still classic bottles of water that have been around for many years now and are causing too much waste to our precious environment, but the increasing diversity of bottled water brands is a good sign of a less wasteful future. Plus, many bottled water companies have campaigned for recycling and are donating percentages of their revenues to recycling companies.

The largest bottled water company in the world is Danone, with an annual gross sales of 28.727 billion dollars of sales. Second is Tingyi/Master Kong, with gross annual sales of 9.78 billion dollars, and behind them are Nestle Waters, with gross annual sales of 7.8 billion dollars. If we are just looking at the numbers, Danone is absolutely demolishing its competitors, but if we are putting it into perspective, they are not the most popular in America, considering I have never heard of the brand until I looked them up and found that Evian is a part of the company. The most popular bottled water brand in America is Aquafina, which is in every store and gas station you can think of. They have been around since 1994, they're cheap, and it tastes good to most people who drink them. Danone is the most popular because its main priority is to make it easy for its products to transport to consumers.

There are many competitors for Liquid Death that I have found during my research, but the ones that I decided to choose are Boxed Water and Aquafina. Boxed Water's goal is to make it "convenience water." Its main sell to customers is that paper is much better than plastic, which is true in terms of saving the environment. It is considerably more sustainable than bottled water in how it is prepared, shipped, and disposed of. Another pro of the brand is that it is shipped better. For one truck's work of bottled water, Boxed Water can deliver 26 trucks' work of cartoned water. This allows for more shipments to several countries where the company sells its water. The weakness of Boxed Water however is that many customers don't like the taste. Since the cartons are made of paper, there is that residual taste when you drink the water, which turns a lot of people off and makes them want to go back to other non-environmentally friendly options. Aquafina is also affordable and widely available. It does not contain many chemicals, and it goes through a rigorous purification process that includes reverse osmosis and other filtering and purification methods. However, many customers have said that it does have a slightly sour taste. Overall, it is a good choice for drinking, but it depends on the customer's presence.

Brands that I have found that Liquid Death should target are brands like Aquahydrate, Hint Water, and other companies that focus on health and wellness. These companies capitalize on the increasing trend of health-conscious consumers looking for convenient and healthy options. Liquid Death can gain the upper hand here by expanding its customer base. If Liquid Death uses the same marketing campaigns as its competitors, it can draw in that same consumer base and possibly switch them over. Liquid Death offers its own set of unique health benefits and using those strategies could gain more of a customer base. On the contrary, brands that Liquid Death should avoid are traditional bottled water companies, like PepsiCo and Coca-Cola. These companies have been around for decades, and have established customer bases that I'm sure Liquid Death strides for, but their marketing strategies are not what Liquid Death is going for. They are not focused on being sustainable, and they are much larger companies, which would make it very difficult to compete against.

Liquid Death has many advantages, but what I have found is that Liquid Death is targeting a younger customer base by heavily using social media. Not only that but Liquid Death is heavily used in concerts, which is also favored more by younger audiences. Liquid Death is also heavily focused on sustainability and eco-friendly packaging. Not only that, but their products are more convenient because they are easy to pack. The competitive strategy Liquid Death is following based on the chapter reading is a differentiation strategy. Liquid Death's goal is to not only look different but use better strategies for customers to be lured to. Its unique look, and environmentally friendly production, it has enabled the company to gain an increasingly large customer base.

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