

12 INNOVATION TRENDS IN PREMIUM BOTTLED WATER

- **New water sources**
- **Designer bottles**
- **Ultra premium**
- **Limited editions**
- **Unique shapes, textures**
- **Minimalistic design**
- **Range extensions**
- **Environment-friendly**
- **Channel-specific packs**
- **New sizes**
- **Can formats**
- **Bulk formats**

4 INNOVATION CATEGORIES FOR PREMIUM BOTTLED WATER

- **New product launches**
- **Limited edition innovation**
- **Brand redesigns**
- **Packaging innovation**