

MEALS IS THE BIGGEST AT HOME OCCASION: 23% SHARE



NARTD INCIDENCE VARYING **BETWEEN** **30%-50%** ACROSS EUROPE MARKETS



LOTS OF SPACE FOR SSD TO GROW
26% OF MEALS ARE
WITHOUT A BEVERAGES
OF MEALS WITH BEVERAGES
26% OF VOLUME CONSUMED
IS TAP WATER
44% OF NARTD VOLUME
CONSUMED IS **PACKAGED WATER**