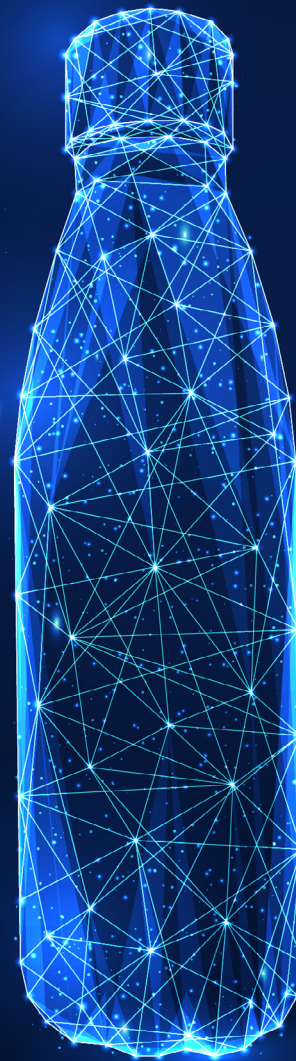
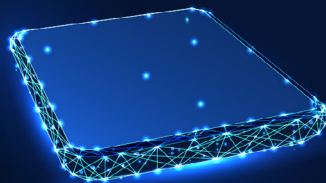




5 Ways to Stand Out in the Crowded Reusable Bottle Market



Reusable bottles are increasingly popular, with styles and features to fit any kind of lifestyle, from office workers to athletes. Standing out among heavy competition can be challenging, but there are several things that manufacturers can do to improve their market share and better meet the needs of their customers.

The popularity of reusable bottles has grown as the global health community has continued to promote awareness about the severe environmental impact of plastic bottles. As a result, more and more products are being developed, with different designs, features, and materials to make the drinking experience more enjoyable, from piping hot coffee to ice-cold, refreshing water. With so many manufacturers large and small all vying for the same customer demographic, reusable water producers need to differentiate themselves to stand apart from the crowd.

We're discussing real, actionable ways the reusable bottle producers can stand apart, from marketing to manufacturing.



Understanding the Market For Reusable Bottles

The total reusable bottle market across the globe is valued at over 8 billion dollars. It's expected to grow at a rate of **4% per year until 2028**, and this demand has spurred the creation of more and more reusable bottles of all shapes and sizes. Reusable bottles not only reduce the amount of waste that goes into landfills, or that ends up in litter or in the rivers and oceans, thereby polluting the groundwater and underwater pollution. Growing awareness about the harmful effects on the environment from non-disposable and single-use plastics, plus the increase in plastic waste in the ocean, has helped promote the use of reusable bottles.

Great reusable water bottles also encourage people to drink more water, a healthy habit that can have many benefits both physically and mentally. Trends supporting a healthier lifestyle are rising and causing the market to grow, as more and more people are making an effort to drink 8 or more glasses of water each day.

The Importance of Drinking Enough Water

Doctors recommend drinking at least eight 8-oz glasses of water each day and refraining from sugary beverages. 64 ounces of water is the minimum, and if you're active, or if you live in a hot climate, you may wish to drink more. Proper hydration improves the texture and appearance of your skin, nails, and hair, reduces headaches, including tension headaches, and can aid digestion. Chronic dehydration, on the other hand, can make you feel listless and unmotivated and, over time, can lead to poor health.



Powerful Ways To Make Your Reusable Bottle Business Stand Out

We will talk about five critical ways that you can improve the user experience of your bottles, and we'll explore each, along with actionable tips to put them into practice. Each one focuses on creating resonance with your target consumer, identifying their needs, and positioning your brand in a way that meets them.

Make sure to take an in-depth look at your target market, do your own research about the target customer demographics and purchasing habits before you start launching any marketing initiatives. If you haven't already, consider hiring an experienced marketing professional to help develop your brand strategy and how you'll put these valuable ideas into practice. Once you've developed your plan, then you can start leading your team to greatness and commercial success in the reusable bottle and mug market.



1) Improve the user experience

One of the best ways to create loyal customers and attract new ones is to have a fabulous customer experience. People refer friends or co-workers to brands and products they love, so make sure that each customer interaction, even if it doesn't result in a sale, still adds to a rich, favorable customer experience. First, look at your current customer base, going over reviews that they leave or comments they make on your website or social media accounts. Find what's working for you, and take steps to improve and expand upon it.

You may wish to have an outside opinion of what your product's best features are and where your company really shines. Take a look at everything from the customer's point of view, from the overall aesthetic of your bottles to the price point to how well your products meet their needs. Look at what steps you'll need to take to expand on the most desirable features of the current line of reusable bottles, and find ways to make them better.

By enhancing the user experience, you create positive feelings in your customers, making them purchase from you again or explore your new products. For reusable bottles, there are a few key elements.

They should be easy to drink from, fit the needs of your user, whether it's spill-proof for the office, sized to fit a car cupholder for the commuter, or lightweight enough for an athlete or avid gym-goer.

Your user experience should be:

- Useful, original, fulfill a need
- Useable, bottles that can be used at home, on the go, or in the office
- Desirable, something that your customer wants, and an aspirational brand
- Findable, your goods should be easy to find both online and offline
- Credible, a brand that your customers have confidence in

There are a few brands that really nailed the user experience. Nest is one, embracing smart technology to make homes more secure and more comfortable, at a price point that makes it accessible for many. Waze, the navigation app, is another brand that elevates the user experience, making it easy for even the directionally challenged to get where they're going, plus helpful tips including traffic conditions, speed traps, construction, or other types of delays.



2) Personalize your offering

Part of making a brand identity that resonates positively with your customers is personalizing the experience. As the market for consumer goods continues to implement more sophisticated technologies, the customer experience is more personalized, with an intuitive shopping experience and more interaction between brands and their customers. Using technology, you can create a shopping atmosphere where every customer is recognized in detail, from their preferences to their shopping history, and shipping and payment details. This type of environment allows each customer to be recognized, opening the doors to a deeper personal experience with your brand and making every customer feel valued.

Technology allows businesses to learn more about their customers, gathering data quickly and efficiently. These data points can allow you to create a profile of each of your target customers, and using this, you can pinpoint their needs and find ways that you can develop new products to meet these needs. Plus, the information also helps create more effective marketing, approaching your customers in ways that they relate to, from ads on the right social media platforms to determine the right price point that closes the sale. For example, you could choose to have your customers complete a lifestyle survey, including demographic information plus information about what they drink throughout the day, from morning coffee to nutritional shakes to icy cold water. These behavior patterns can show you what kinds of reusable drinking vessels your customers want, and in the style and with the features they need, such as insulation to preserve the temperature of the beverage to whether to have handles and what size to make the base so that your customers can use the cup holder in their car. You can also use this information for targeted marketing of your new products, identifying customers that might be interested, and having a personalized email campaign to introduce them to exactly the right product that suits them.

3) Lead in customer support

Nothing sets your brand apart better than outstanding customer support. When your customers feel valued, they, in turn, will become repeat buyers and loyal customers. This creates a foundation for your business that leads to sustainability and long-term success.

Creating a company culture that emphasizes the customer experience can take dedication and consistency, but once you've established a personalized, customer-focused retail experience, you set yourself apart from the faceless big box, national brands.



There are three aspects of customer service that can help ensure that your company culture is focused on delivering consistent, enthusiastic, and authentic service.

- All front-line teams should deliver consistent and effective service to enhance the customer journey. Service should be the central role of every interaction, and even if a customer isn't buying today, your team should still deliver a memorable experience that stands out enough so that when your customer is ready to buy, they remember your brand.
- Proactively reach out to customers, using a targeted email marketing technique, giving them needed information and advice. You're a trusted partner, not just a business
- Build a community of brand loyalists and brand ambassadors. Smart social media management is your friend here.

Then find your unique style and implement it. Use your own language, develop something that's unique for your brand and figure out how to materialize it.



4) Build a strong brand

Branding is the most important thing you can do, from a marketing perspective, to grow your business. Creating a strong brand, one that gives your company a voice, allows your customers to feel a connection with your business. Having a corporate personality and commercial identity will differentiate your reusable bottles, making them consistently desirable and instantly recognizable to the consumer. Once you successfully give your brand a voice and personality, you can communicate more casually with your customers, using your company's social media platforms and even incorporating your products into a cohesive personality.



More and more, customers are turning away from brands they perceive as "faceless," or overly corporate, and towards brands that they can identify with, those they feel understand their needs and can enhance their lives, even if it's simply how they drink their water. Strong branding can work for companies of any size, whether it's a smaller, independent company or a national brand, like Apple or Coca-Cola. Strong brands sell.

5) Differentiate yourself with innovative technology

Water bottles are more than simply a cup and a lid. In fact, with advances in technology, water bottles are much more and can give a different drinking experience. Creating a personalized digital product or adopting unique water filters are some of the technology practices we are seeing in the water bottle market, but even then the technology differs.

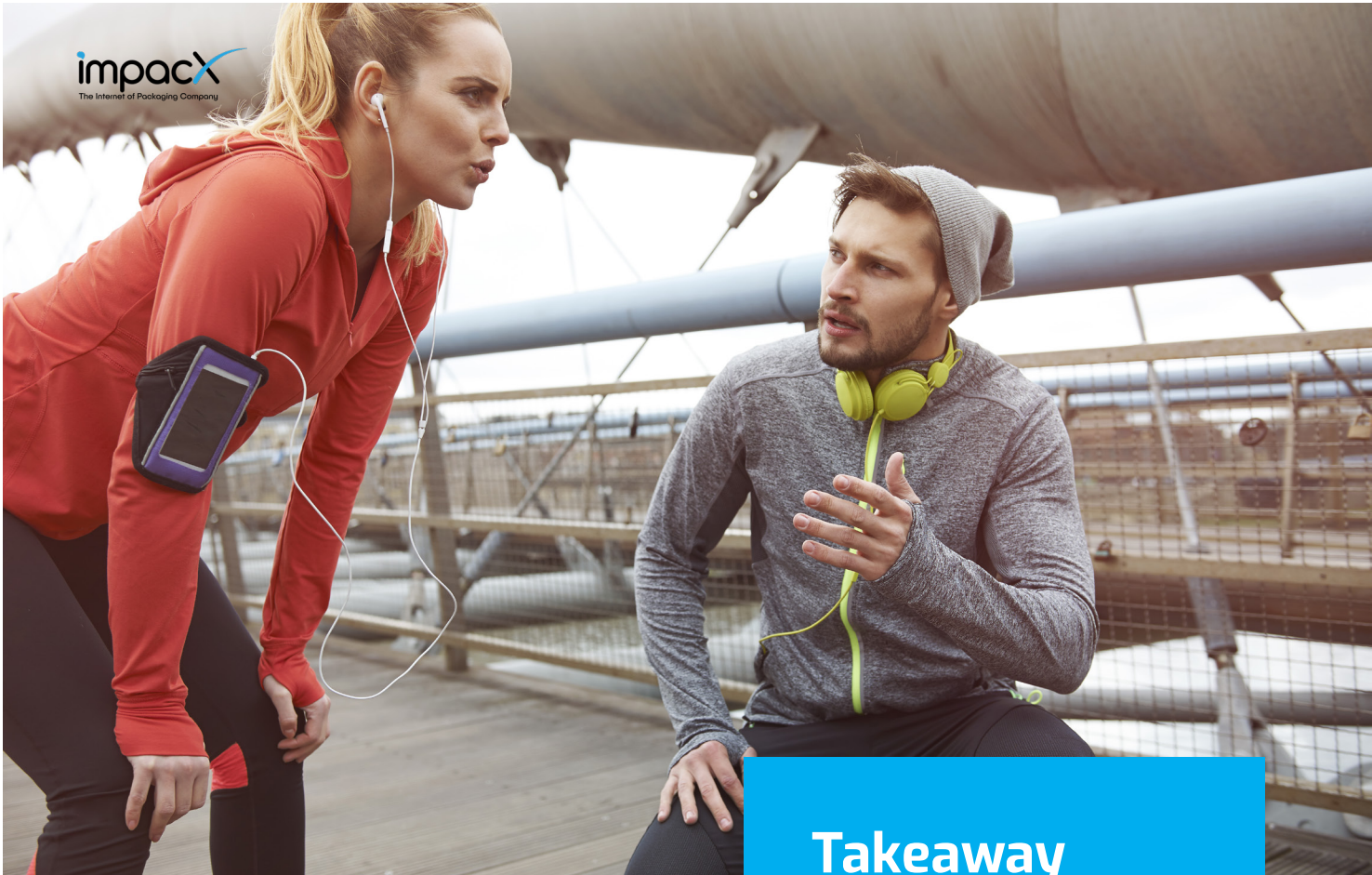
For example, LARQ uses a UV filter in their reusable bottles. This bottle purifies the water using a hidden UV-LED light tucked inside the cap. The light is powerful enough to kill germs; in fact, it's the same type of UV light used by hospitals to disinfect surfaces. Using this technology, the water is purified without messy filters,

while keeping even the bottle germ-free. It's rechargeable, with a USB port just like charging your phone.

Another great example of using technology to enhance the water drinking experience is the [Water.io](#) platform. Water.io is a smart reusable water bottle coupled with a wellness app. Users onboard the app and answer some basic questions about themselves, such as age, gender and weight. The app will then build their personal profile and recommend the suitable amount of water they need to drink. The bottle itself detects water levels, tracks the consumed water, and has a small blocking light, to remind the user to drink just the amount of water they need.



Water.io was made for bottle manufacturers, licensing technology for manufacturers to incorporate into their own product line. Depending on the types of bottles that our partners create, they can adapt the platform for their particular bottles.



Reusable Bottles and the Digital Consumer

What brings technology and drinking water together? The target consumer for water bottles has changed. More and more, customers want a product that meets their needs and even anticipates them. Technology allows brands to get to know their customers better, from their preferred social media platforms to their health goals. This, in turn, enables product manufacturers to use personalized marketing and craft innovative items that appeal to their customers, setting them apart from the competition.

The world is changing and undergoing a **digital transformation**, while at the same time, coming together to find a common ground to protect the environment. Consumer goods companies should embrace technology, using it to enhance the customer service experience and create the best product to meet their needs. By using technology, you can also personalize the experience for each customer while creating a memorable, relatable brand.

Takeaway

Standing out in a crowded reusable water market makes the difference between a successful company and a middling one. Understanding the needs of your customers, through integrated technology and a commitment to customer service gives you insight into which features customers desire in reusable bottles. When you combine an exceptional product with a personalized user experience, you're able to differentiate yourself from your competition.

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