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Quenching your thirst from a bottle can be costly...

Are consumers fazed by news insights that bottled water can cost up to 2000 times more than tap water? It doesn't seem so judging by the figures...

According to some research, it appears that at an average cost of \$1.22 per gallon, consumers are spending 300 times the cost of tap water to drink bottled water.

A report on online mag Businessinsider.com quoted ConvergeX Group Chief Market Strategist Nick Colas as reporting that the bottled water industry 'grossed a total of \$11.8 billion on those 9.7 billion gallons [sold in the USA] in 2012, making bottled water about \$1.22/gallon nationwide and 300x the cost of a gallon of tap water,'. He went on to say that if one takes into account the fact that almost 2/3 of all bottled water sales are single 16.9oz (500 mL) bottles, though, this cost is much, much higher: about \$7.50 per gallon, according to the American Water Works Association. **'That's almost 2,000x the cost of a gallon of tap water and twice the cost of a gallon of regular gasoline.'** he concluded

Read more: <http://www.businessinsider.com/bottled-water-costs-2000x-more-than-tap-2013-7#ixzz387FH0gB4>

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com^[IG1]

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