

# Water bottle craze lays trap for product overconsumption

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In these last couple of years, water bottles have been the talk of the trends. Between Hydro Flasks Stanleys and Brūmates, social media has influenced many people to fall into the trap of overconsumption and spend over \$40 on a water bottle just to stay on top of the trends. Is it worth it?

Trends have been around for centuries, but the rise of water bottle trends has been in the hot seat. The brand Hydro Flasks was created in 2009 but didn't hit its peak until 2019 when it became one of the most popular water bottles on the shelf. Gen Z and millennials increased the brands' popularity by posting about them on social media, making everyone want one.



Courtesy Photo

The seven different bottle sizes range from the smallest being 12 ounces and the largest being 64 ounces. Their bright colors and durability made people fall in love with them. Although they were cute and trendy, there were many complaints about most of them not fitting into cup holders.

As the Hydro flask hype died out, water bottles weren't trending as much anymore. But in 2022 and 2023, another huge wave of raving over a water bottle came along. The Stanley water bottle became extremely popular in a short amount of time.

The biggest influencers began posting about their brand-new Stanleys in all different colors. It was even one of the hottest Christmas gifts in 2022 and 2023. The Stanley did come with a downside. Lots of consumers complained about the price and the design of the bottle because of the way it spilled water every time it was tipped over. Stanleys retail for around \$30 to \$60 but some people say they can't justify that price for a water bottle that leaks.

With the Stanley slander reaching many audiences, consumers naturally looked for a replacement. The brand Brūmate, which launched in 2016, hit the charts. They created an insulated water bottle that fits in a cup holder, has many color options and most importantly doesn't leak. It has quickly made its way to social media and is currently becoming the new viral water bottle.

Every brand comes with both its positive and negative aspects whether it's price, size, color selection or the design in general. But when it is something as simple as a new viral water bottle, the realization of overconsumption comes into play. There has been talk all over social media about "de-influencing" products simply to just stop overconsumption. Social media has played a huge part in helping these brands make their mark and compete for the top spot, but people are starting to realize that there is no point in owning more than one or two water bottles.

Although it is fun to stay on top of trends and become easily influenced by those around you, it is also important to not fall into the trap of overconsumption.