

beyond reproach, this may undermine public confidence in imports and erode the feeling that paying more for this product is worth the money in terms of quality assurance.

Figures 6 and 7 show the difference between looking at the market from a volume of consumption and a wholesale dollar value of shipments points of view. In figure 7 the imported waters market segment is only 2.4% of total consumption. When dollars are counted, imports account for 8.8% of the market and non-sparkling waters which make up 78.4% of the volume only count for 54.8% of the value.

The relatively greater importance of imports in the scheme of things is understated even by these figures. Total corporate profits by segment were not available. If they were counted, they might show that the imported water segment of the market is even more important. The wholesale price of imports is so much higher than the price of comparable domestic products that

it cannot reflect only cost differences. Hence, profit margins would be substantially higher for imports of sales and the portion of the total profits earned by imports would be higher. As the market matures, it is inevitable that domestic

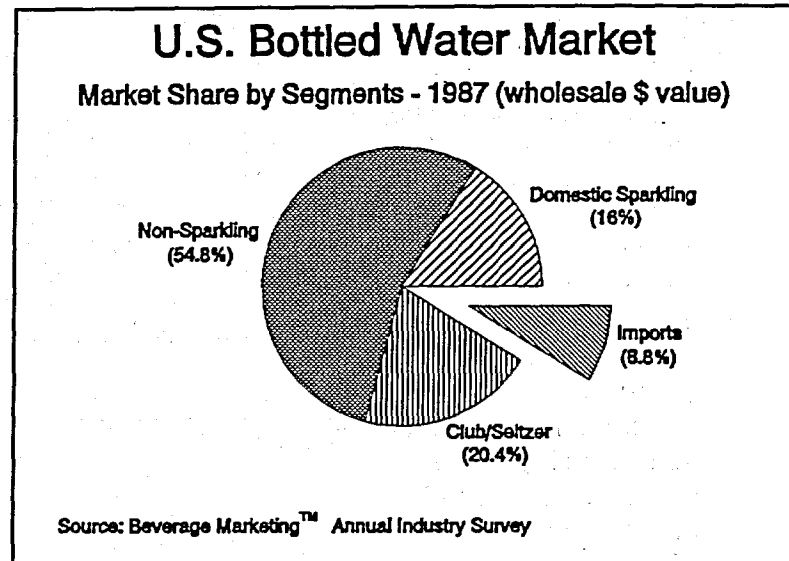


Figure 6

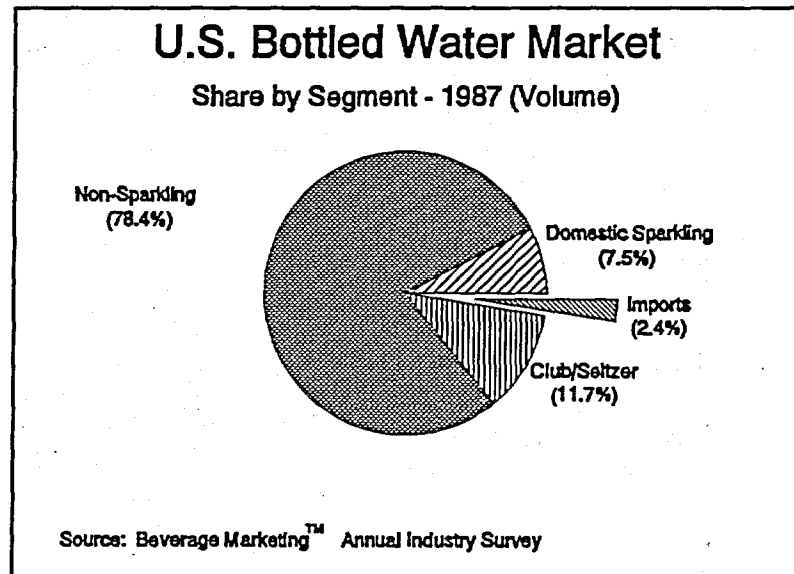


Figure 7