

youtube market, competitor & seo report

fizzy on youtube

How a new Canadian sparkling water wins
search with the one thing big brands don't
make: 3D animation.

prepared 17 october 2026 · keyword data: vidIQ · market data:
public industry sources



the shelf is crowded. youtube isn't.

Most brands do little organic content, and several high-intent searches have low competition. The play: win specific mid-tail searches with content only a brand with fizzy's 3D animation can make well.

5.4K

monthly searches for "sparkling water commercial", at a competition score of just 11.5

-39%

drop in "sparkling water" searches vs. a month ago: a seasonal dip, not a trend

<750

monthly searches for Canadian brand Montellier: no one owns "Canadian" yet

\$1.1B

Canadian bottled water production in 2026 (IBISWorld)

five moves to make first

01 lead with the animated commercial

“sparkling water commercial” has the category’s best opportunity score (68.8) and the lowest competition of any measurable term.

02 build a curiosity-explainer series

“Why rich people drink...” and “why do Europeans drink...” score 65–67 at competition under 20. One explainer pulled 215K views, 38× its channel’s norm.

03 run a ranking and taste-test franchise

Put fizzy beside Bubly, LaCroix, Spindrift and Perrier to borrow their search demand.

04 turn all eight flavours into shorts

Use the can animations, captioned with flavour keywords.

05 keep “sparkling water” and “canada” out of titles

The head term is crowded and seasonal; Canada-specific phrases have no measurable YouTube volume.



a real tailwind

The shift away from sugary soft drinks is driving demand. Forecasts vary widely by research house, so treat the global figures as directional.

indicator	figure	source
Canadian bottled water production, 2026	\$1.1B; up 5.6% in 2026; 5.1% CAGR 2021–2026	IBISWorld
Fastest-growing Canadian segments	Functional and sparkling flavoured water outperform the category, on health positioning and flavour innovation	Euromonitor
Global sparkling water market	Forecast to grow by about US\$55.9B at an 18.7% CAGR, 2024–2029	Technavio
Recent Canadian entrant	Flow launched a sparkling mineral spring water in Canada, Oct 2024	Technavio



what the market means for fizzy

+5.6%

**meet demand that's
already there**

The tailwind is real, so content answering "is this a healthy soda swap?" lands on existing search.

-73%

**publish now, rank
by summer**

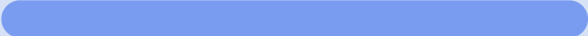
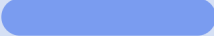
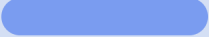
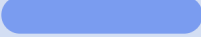
Search is seasonal: "...drink sparkling water every day" is down 73% from last month. Evergreen videos posted now build ranking history before the spring rebuild.

8

**flavour is where the
growth is**

Flavour innovation is driving the segment, which suits an eight-flavour line-up.

big on shelves, quiet on youtube

brand	background and positioning	youtube searches a month*
Perrier	Nestlé; premium French heritage	 13.1K · comp 44
Spindrift	US; real-fruit positioning	 5.0K · comp 14
Waterloo	US (Austin); bold flavour, no sweeteners	 4.8K · comp 31
Bubly	PepsiCo, 2018; playful cans, mass marketing	 4.6K · comp 24
LaCroix	US; Canada's trendiest since 2017	 4.5K · comp 38
Aha	Coca-Cola, 2020; two-flavour combos	 under 750 · comp 22
Montellier	Quebec spring water; well-regarded lime	 under 750 · comp 48
San Pellegrino	Italian heritage; premium dining	not measured
Eska / Flow	Canadian spring waters; natural source	not measured

*vidIQ estimates for "[brand] sparkling water", global YouTube searches, 17 Oct 2026. Perrier is measured on the brand name alone, which inflates it.

three gaps fizzy can take

no canadian brand owns youtube

Montellier, Eska and Flow have negligible search demand. “The Canadian flavoured sparkling water” is an open position.

spindrift and bubly are cheap to rank against

Healthy demand at low competition (14 and 24), so comparison videos naming them can surface in their searches.

big brands publish ads, not answers

“Official video” searches for San Pellegrino, Polar and Bubly draw 6–9K a month each, yet few brands publish educational or entertaining content.



where the opportunity is

vidIQ overall opportunity score, 0–100, higher is better. The scale starts at 40. Dark bars score 65 or more.



keywords that go in titles

tier 1

title keywords

sparkling water commercial
flavored sparkling water
sparkling water taste test
ranking all sparkling water

4.9K–5.4K / mo
comp 12–31

Lead the title, and say it in the first 30 seconds.

tier 2

explainer hooks

why rich people drink
sparkling water
why do europeans drink
sparkling water
how sparkling water is made

5.0K–5.2K / mo
comp 15–25

Full long-form explainer titles.

tier 3

shorts hooks

sparkling water without burping
can you chug a sparkling water and
not burp

4.0K–5.4K / mo
comp 26–32

Shorts titles and on-screen text.

keywords to use with care

tier 4

health and intent

sparkling water benefits
is sparkling water good for you
sparkling water vs soda

4.2K–5.4K / mo
comp 36–41

Only with accurate, sourced claims.

tier 5

competitor

bubly sparkling water
spindrift sparkling water
lacroix sparkling water
waterloo sparkling water

4.5K–5.0K / mo
comp 14–38

Comparison and taste-test titles.

tier 6

tags only

sparkling water
sparkling water brands
best sparkling water
flavoured sparkling water

3.3K–10.9K / mo
comp 35–56

Tags and description, not titles.

vidIQ indexes “flavored” (US spelling): use it in titles for search, and “flavour” in descriptions and on-pack copy for the Canadian voice.

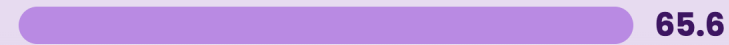
commercials and curiosity win

best opportunity score in each format (scale starts at 45)

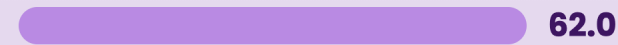
brand commercial / animation



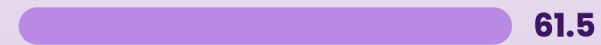
explainers / "why" questions



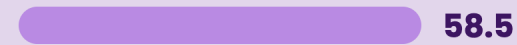
challenge shorts (no-burp)



rankings and taste tests



health questions



generic head term



brand commercials and animation

The least competition of anything measured. fizzy's Blender can animations are a direct fit.

curiosity explainers

They travel beyond the category: History of Simple Things' "Why Do Europeans Drink Sparkling Water Like It's Normal Water?" reached about 215K views, 38× its usual.

rankings and taste tests

Proven formats. The "brands to avoid" and "tested clean" variants draw 3.7K–5.2K searches each.

challenge shorts

"Chug without burping" is mainly a reach play for Shorts rather than search.

eight flavours, eight shorts

Every can animation becomes a Short, captioned with its flavour keyword. Same camera, spin and mist each time; only the flavour changes.



Title pattern: "Pomegranate Sparkling Water in 10 Seconds | fizzy #shorts". Flavour keywords weren't measured, so validate them before use.

ten titles to publish

#	title	target keyword	format
1	Flavored Sparkling Water Commercial (3D Animated) fizzy	sparkling water commercial	long / ad
2	Why Rich People Drink Sparkling Water (It's Not What You Think)	why rich people drink sparkling water	explainer
3	Why Do Europeans Drink Sparkling Water Like It's Normal Water?	why do europeans drink sparkling water	explainer
4	How Sparkling Water Is Made: From Spring to Can	how sparkling water is made	explainer
5	Ranking Every Sparkling Water Brand: Bubly vs LaCroix vs Spindrift vs fizzy	ranking all sparkling water	ranking



ten titles to publish, continued

#	title	target keyword	format
6	Blind Sparkling Water Taste Test: Can You Tell the Brands Apart?	sparkling water taste test	taste test
7	Sparkling Water vs Soda: What Actually Happens When You Switch	sparkling water vs soda	health
8	Can You Chug a Sparkling Water Without Burping? #shorts	sparkling water without burping	short
9	Is Sparkling Water Good for You? A Dietitian Explains	is sparkling water good for you	health
10	Pomegranate Sparkling Water in 10 Seconds fizzy #shorts	flavored sparkling water + flavour	flavour short

Keep titles under about 60 characters so they aren't cut off on mobile, and put the keyword in the first half.



the first two lines do the work

YouTube shows two lines above the fold. Main keyword in sentence one, natural variations below, then links and three hashtags.

template a · animated commercial

Meet fizzy, the flavoured sparkling water made in Canada. This 3D animated sparkling water commercial follows eight flavours — peach, green apple, pineapple, grape, lime, pomegranate, blueberry and lemon-lime — in one bright, bubbly spin.

fizzy is a new Canadian sparkling water brand made for people swapping out soda without giving up flavour. No sugar, natural fruit flavour.

Find fizzy: [website] | Instagram: [handle] | TikTok: [handle]

#sparklingwater #flavoredsparklingwater #fizzy



templates for rankings and explainers

template b · ranking / taste test

We ranked the most popular flavored sparkling water brands — Bubly, LaCroix, Spindrift, Perrier and our own fizzy — in a blind taste test. Which sparkling water actually tastes best?

Chapters: 0:00 The line-up · 0:45 Bubly · 2:10 LaCroix · 3:30 Spindrift · 4:50 Perrier · 6:05 fizzy · 7:20 Final ranking

Full disclosure: fizzy is our brand, so we had someone else score it blind.

#sparklingwatertastetest #sparklingwater #bubly

template c · explainer

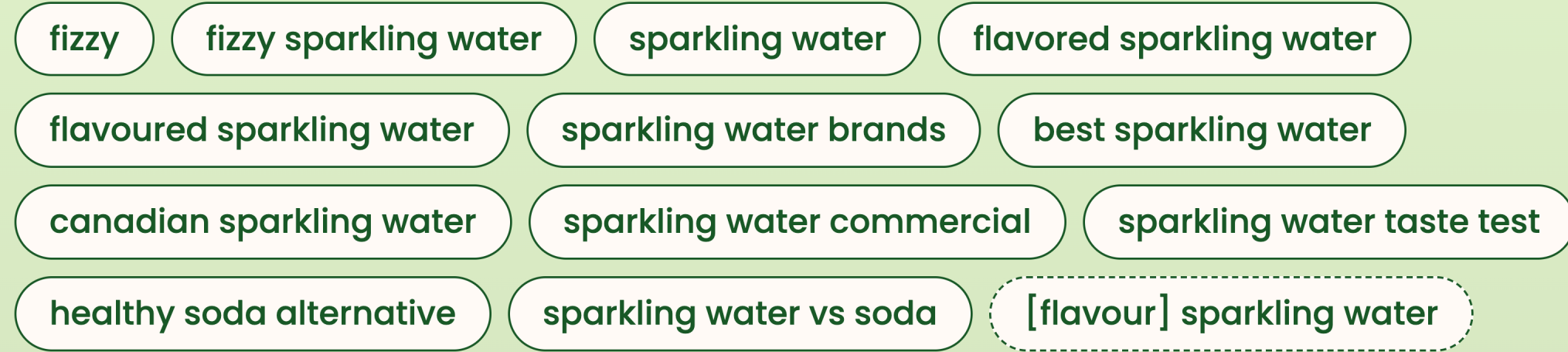
Why do Europeans drink sparkling water like it's normal water? We dig into the history of carbonated water, mineral springs and how sparkling water is made today — and why North Americans are catching up.

Sources: [list the sources used for any facts or figures]

Made by fizzy, a Canadian sparkling water brand: [website]

#sparklingwater #history #howitsmade

one tag set for every video



Tags carry little weight today; titles, descriptions, captions and watch time matter far more. Use tags mainly for misspellings and the brand name.

the first 90 days

weeks	long-form · 1 per fortnight	shorts · 2–3 per week
1–2	Flavored Sparkling Water Commercial (3D Animated)	Peach, green apple and pineapple spins
3–4	Why Rich People Drink Sparkling Water	Grape and lime spins; “chug without burping” challenge
5–6	Ranking Every Sparkling Water Brand (Bubly, LaCroix, Spindrift, fizzy)	Pomegranate and blueberry spins; ranking clips
7–8	How Sparkling Water Is Made: From Spring to Can (animated)	Lemon-lime spin; “how bubbles form” animation
9–10	Why Do Europeans Drink Sparkling Water Like Normal Water?	Taste-test reaction clips
11–12	Sparkling Water vs Soda: What Happens When You Switch	“Swap your pop” Shorts series
13	Behind the Scenes: Animating a Sparkling Water Commercial in Blender	Before/after previs-to-final clips

more ideas, and how to ship them

more topic ideas

- Is sparkling water bad for your teeth? Canadian outlets have tested popular brands' acidity: a good hook if handled accurately.
- Sparkling water brands to avoid, and what to look for on the label.
- Mocktails with each flavour: pomegranate spritz, blueberry lemonade. "How to make lemonade with sparkling water" draws about 4.7K searches.
- What happens if you freeze sparkling water? About 4.9K searches, with slow-motion animation potential.

execution checklist

- Say the target keyword out loud in the first 30 seconds; YouTube indexes captions.
- Upload accurate captions rather than relying on auto-captions.
- Use chapters in every long-form video.
- End-screen every video into the commercial or the ranking video.
- Re-check keyword volumes in spring: this data is from a seasonal low.
- Check any health claim against Health Canada labelling rules and the product facts.

methodology and sources

keyword data

vidIQ keyword research, matching-terms, question and outlier tools, pulled 17 October 2026. Volumes are vidIQ's estimated monthly YouTube searches (global; Canada-specific volumes weren't available for these terms). Scores are 0–100. Flavour-specific keywords such as “pomegranate sparkling water” weren't measured and should be validated before use.

market and competitor sources

IBISWorld (Bottled Water Production in Canada); Euromonitor (Bottled Water in Canada); Technavio (Sparkling Water Market 2025–2029); safewater.org; Toronto Life; MTL Blog.



fizzy

sparkling water, natural fruit flavour.

no sugar · eight flavours

