

# Bottled water in Asia pacific

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Date: June 2020

Pages: 62

Price: US\$ 1,325.00 (Single User License)

ID: B9B65B79D25EN

## Abstracts

Asia Pacific is the largest global market for bottled water, which can be attributed to overall rising health and wellness awareness, as well as the lack of access to safe water, and the consumer preference for switching from water purifiers to bottled water in some markets. Influenced by Coronavirus (COVID-19), bottled water is expected to see a significant increase in 2020, thanks to the channel shift and stockpiling during the epidemic. In the longer term, growth is expected to stabilise.

Euromonitor International's Bottled water in Asia pacific global briefing offers an insight into to the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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