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Bottled Water - Italy

https://marketpublishers.com/r/B4EF2F15E05EN.html
Date: March 2011
Pages: 52
Price: US$ 990.00 (Single User License)
ID: B4EF2F15E05EN

Abstracts

After two years of decline, total volume sales of bottled water remained flat in 2010. The total volume growth rate in 2010 was lower than the review period CAGR. As well as the economic downturn, the category suffered from the fact that it is very mature, with per capita consumption being among the highest in Europe. As a result, companies have focused on developing carbonated water sales, and increasing promotions and advertising to maintain share. Consumer tends to consider carbonated water...

Euromonitor International's Bottled Water in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2006-2010), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

Get a detailed picture of the Bottled Water market;

Pinpoint growth sectors and identify factors driving change;

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

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

Euromonitor International has over 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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