

Bottled Water Market in China 2011

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Date: July 2011

Pages: 39

Price: US\$ 1,950.00 (Single User License)

ID: B573723A070EN

Abstracts

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Bottled water market is one of the fastest growing and competitive industries in China. It plays a major role in solving water pollution problems and providing the public with safe and convenient drinking water. Rising concerns amongst consumers regarding health and with increasing promotional activities; the market shows huge potential for players.

The report begins with an overview to the bottled water market in China covering the market size and growth. It also gives a brief introduction to the various bottled water segments widely used in the market. It further shows overall import and export of mineral and aerated water, as well as the segmented share for major countries.

An analysis of the drivers influencing the industry growth includes China's rampant water pollution, increasing health awareness, poor quality tap water, huge population and increasing disposable income, panic water buying triggered by chemical spills and impact of natural calamities. The key challenges identified are increasing use of water purifiers and brand awareness and product differentiation.

The key trends in the market have also been identified which include foreign players entering the market through acquisitions, launch of flavoured water, new packaging due to consumer concerns, domestic firms are targeting China's premium bottled-water market and innovative market channels to promote premium brands.

The competition section includes brief profiles of the major domestic and foreign players in the market. It also contains a snapshot of their corporation, their brands and business highlights, providing an insight into the existing competitive scenario.

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