

# Bottled Water in Singapore

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bottled water benefits from on-the-go hydration occasions and tourist influx

Functional bottled water targeted towards consumer need states

Premium bottled water unlikely to gain traction with local consumers amidst general economic uncertainty

#### PROSPECTS AND OPPORTUNITIES

Narrowing of the distinction between carbonates and sparkling flavoured bottled water

Sustainability initiatives are incorporated into marketing communications to align with a broader brand positioning

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