

Bottled Water in Germany

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Bottled Water in Germany - Category analysis

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2023 DEVELOPMENTS

Bottled water vs. tap water

Brands under pressure as consumers aim to cut costs

Winning consumers' trust through efforts to prove sustainability

PROSPECTS AND OPPORTUNITIES

Private label gains traction and becomes seen as a brand itself

Demand for functionality will fuel growth for functional bottled water, but it will compete with other soft drinks categories

On-trade, bottled water will be a leading choice for hydration

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