**KEY DATA FINDINGS**

**2021 DEVELOPMENTS**

Bottled water thriving encouraging new product development and innovation
Bulk water retains its appeal but growth slows as COVID-19 restrictions ease
Competition remains fragmented but IDS Borjomi retains the lead

**PROSPECTS AND OPPORTUNITIES**

New track and trace labelling requirements could have a big impact on bottled water
Functional bottled water could thrive with stronger marketing support
Flavoured bottled water shows strong potential as a healthier alternative to sugary soft drinks

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SOURCES

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