Bottled Water in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Bottled water maintains slow and steady off-trade volume and value growth in 2023
Nongfu Spring leads bottled water in a fiercely competitive market
Manufacturers increasingly emphasise sustainable packaging

PROSPECTS AND OPPORTUNITIES
Still natural and spring bottled water set to post growth due to increased consumer awareness of source and health benefits
Carbonated bottled water anticipated to attract a larger audience
Competitive landscape set to remain fragmented, with many regional brands serving regional consumers

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Soft Drinks in China - Industry Overview

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Fountain sales in China

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